



Essential Work Skills Certificate Course

Customer Service and Work Place
Training

Saginaw, Midland, Bay
Michigan Works!



How Did The Program Evolve?

- Team search both regionally and nationally for a training program.
- Business Solutions Professional Class
- My personal “Talent Bank” experience coupled with giving lectures to job seekers.
- A need to bridge the gap between Program Staff (job seeker) and BST (employer).



Team Search

- 18 month search
- Search resulted in a program of 80 plus required hours.
- Very expensive and time intensive



Business Solutions Professional Class

- What did I learn here?
 - More focused thinking of the bigger picture.
 - Becoming more than just a short term solution for businesses.
 - Identifying a bigger need
- This place has great food and desserts!



Talent Bank Experience

- Resume searches and the issues that are involved
 - Geographical issues
 - Time spent searching
 - No personal knowledge of candidate
- Lectures given at MWA centers to participants
 - Showed some very high level candidates



Bridging the Gap

- Business Services vs. Program Staff
- Good candidates in our program
- Better use of time to research resumes
- What could bring the two sides together?
- **Drum Roll!!!!!!!!!!!!**



Essential Work Skills Certificate

- Began the project in July of 07
- Draft was reviewed by staff members of all three counties
- Suggestions and changes given and made
- First trial course was Jan. of 08
- Adapted as standard part of J.E.T. And W.I.A. October 1, 08



First Phase

- A survey of 150 businesses was done by the Business Services Team in July 07 to determine in broad strokes, the biggest problems that existed with a companies work force.
- A follow up survey, in early Aug. 07, with more finite questions (based on the answers from the broad survey) was issued to 100 more businesses.



Survey Results

- Businesses told us that the top three things that were missing in their workplace were:
 - Reliability
 - A Positive Attitude
 - Good Communication Skills



How Does EWS Address These Needs?

- It is employer driven and focused
 - Mentality of the instructor is of a hiring manager or owner. "Would I hire this person?"
- It is a pass or no pass course
 - Participation is mandatory with role plays scored and a written test at the end of each section (three sections)
- It is designed to be both interactive and motivational
 - Role Playing
 - Upbeat
 - Interactive



What Topics Does It Cover?

- Section One
 - Basic Life Skills – Manner and Behavior
 - Social Responsibility – Community Involvement
- Section Two
 - Co-worker and Supervisor Interaction
 - Phone Etiquette, On the Job Situations
- Section Three
 - Customer Interaction
 - Tying in All Sections



How do we Grade?

- Role Plays
 - How you say it as well as what is said
 - Posture, smiling, hand gestures, etc.
- Written Tests on Each Section



How Long is the Course?

- The course can be done in a variety of ways. However it is approximately sixteen (16) and a one half hours.
- Typical class in our centers is (One Week) 4 days of 4 hours, final day is a 20 minute one-on-one session to discuss grades, find out job seeking interest and either give a certificate or explain why they won't receive a certificate.



What Happens After Receiving The Certificate?

- Those receiving a certificate are placed on a special skills data base accessible by the entire staff but easily accessible by the Business Services Team.
- A word resume is linked to their name for easy access and printing by BST for inserting in resume searches.
- Skills Data Base is sorted by industry and job skills for job criteria matching.



Who Benefits?

- Business Services Rep.
 - Resume searching efficiency
 - Knowledge of job seeker being of good quality before delivery of resume
- Employer
 - Pre-qualified candidate
 - Better feeling about Michigan Works! participants



Who Benefits? (Cont.)

- Job Seeker
 - Higher opportunity of getting an interview
 - Self Respect from attending the class
- Program Staff
 - More candidates getting job interview opportunities
 - More businesses recognizing the EWS Certificate and seeking it out in applicants.



EWS for Employees of Companies

- We also offer a more customized version of the class for current employees of companies.
- Another great tool for the BST to use when approaching businesses as a solutions professional
- Currently has been very well received by Employers as a potential pay for fee service.



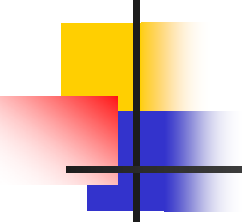
Statistics

- Current certificate statistics are showing:
- Approximately 48% of J.E.T. participants receiving certificates
- Approximately 87% of W.I.A. participants receiving certificates
- Hiring rate of certificate holders is still inconclusive.



Completely Customizable

- I can tailor it to each companies needs
- It is available now or short turn around for custom needs.
- I can train your staff and teachers on how to implement the program.



Thank You, and have a
Great Day

Further Information

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