





Module 201 Activity

Part 1: Employer Profiles Activity

Brainstorm characteristics of employers who would benefit from each type of work-based learning! Record your ideas in the column on the right.

Work-Based Learning Solutions	What are some characteristics of employers who would benefit from work-based learning solutions?
 <p data-bbox="440 667 597 730">On-the-Job Training</p>	
 <p data-bbox="407 961 630 1024">Incumbent Worker Training</p>	
 <p data-bbox="435 1255 602 1350">Transitional Job/ Work Experience</p>	
 <p data-bbox="410 1591 626 1623">Apprenticeship</p>	

Part 2: Making a Strategy

Work with your group in a breakout room, and use the graphic organizer below to record your ideas. You will need to use the information from Part 1: Employer Profiles Activity.

Step 1 Identify employers that you have a relationship with that fit the profiles for the WBL solution types

Step 2 Identify potential employers that you don't have a relationship with that fit these profiles, that you want to pursue

Part 3: Tracking Leads and Prospects

What to Track	How to Track	Goals of Tracking
Contact Information	Email/Calendar	Stay organized
Follow-Up Dates	Excel	Know where you are in the process
Potential Solutions	Customer Relationship Management System	Connect your data to the work that others are doing!

Notes:

Part 4: Building a Relationship with the Gatekeeper

Brainstorm answers to the questions below and write your ideas in the boxes provided!

For the employers you have a relationship with, how did you “get past” the gatekeeper?
For the employers that you identified as wanting to connect with, who are the decision-makers? Who are the gatekeepers?
How can you use information from the training to build a relationship with the gatekeeper and get to the decision-maker?

