

Update on Strategy and organizational maturity



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Purpose



LongsPeakNet is a non-profit, all-volunteer organization for job seekers in Longmont and the surrounding area

- To provide a supportive environment where members can acquire relevant and effective skills to seek the ideal career opportunity
- To offer companies efficient access to an experienced and diverse pool of skill and talent



Objectives



Overall: Increase the “member turn rate”

- Offer programs and workshops that develop effective job seeking **skills**
- Foster effective **networking**
 - Provide methods to share current job leads
 - Provide face-to-face opportunities with recruiters and employers
- Create supportive and **motivational** environment



Strategic Intent



LongsPeakNet intends to enable and facilitate a more efficient and effective match of small and medium-sized companies located in Boulder County with job seekers in the Longmont region

- Leverage resources and lessons learned from other networking organizations to achieve results unattainable by working independently
 - Expand member's contact points
 - Increase opportunities for members to connect with employers
- Meet the needs of our three customers
 - Members
 - Small and Medium-sized companies in Boulder County
 - Community



“Give, and Get, and Give Back”



LongsPeakNet is a highly participatory group where members find many ways of contributing

Give,

- Job tips, job leads
- Knowledge
- Training
- Support
- Success stories
- Friendship

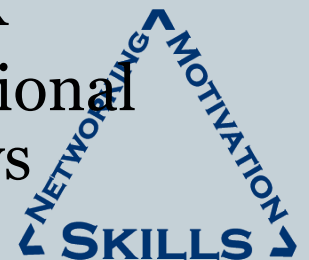
and Get,

- Job leads
- Job skills
- Friendships
- Motivation
- Matched job
- and more ...

and Give Back

(as alumni)

- Pass along job opportunities
- Network
- Champion
- Feedback
- Informational interviews



Organizational Maturity



Completed the startup phase

- Solid foundation
 - Programs, marketing, setup/membership, orientation
 - Website / LinkedIn
- Developed each innovation
 - Market development
 - Alumni
 - ARC
- Solid leadership in each

In sustainability phase



Three Strategic Initiatives



LongsPeakNet will focus on three strategic initiatives to increase our “member turn rate”

1. Job-seeking skills development

- Deliver programs and workshops that enable members to be competent and confident in their job search

2. Outreach Programs

- a. Company
- b. Community
- c. Longs Peak Net Members

3. Alumni

- Enlist support from graduates of regional networking organizations



Skills



STRATEGIC INITIATIVE #1

1. **Job-seeking skills**
2. Outreach Programs
 - a. Company
 - b. Community
 - c. Members
3. Alumni

Initiative #1

Skills



Deliver programs and workshops that enable members to be confident and competent job seekers

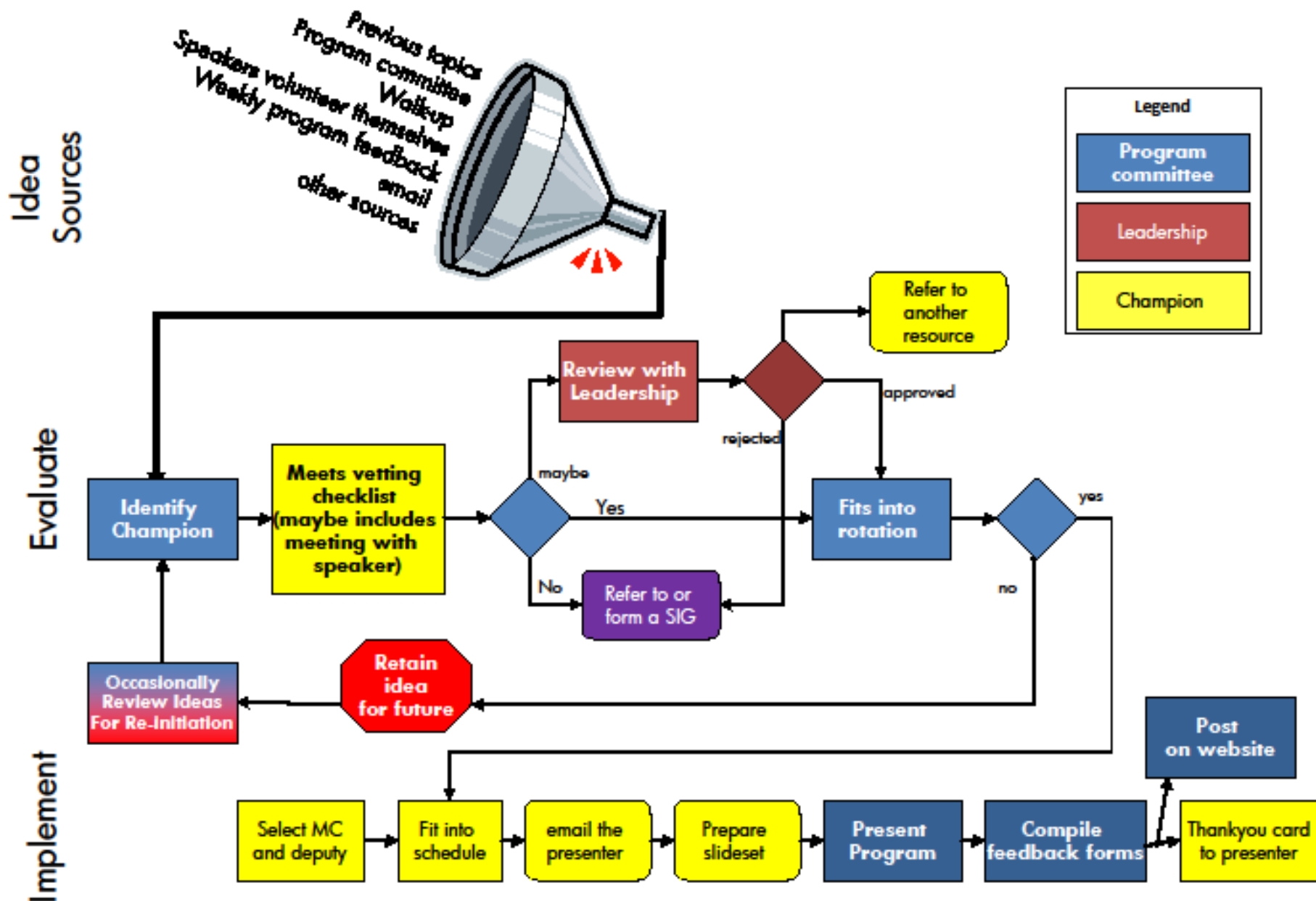
- We've seen some of the very best
- A continuously learning team
- Cycles through core curriculum every 12 weeks
 - Resumes, cover letters, interviewing, negotiating, entrepreneurship, networking, online resources, company research, motivational, recruiters, phones skills, organizing your search
- Funnel/vetting process

Owned by Programs team



Programs funnel process diagram

7-Feb-2009



Outreach

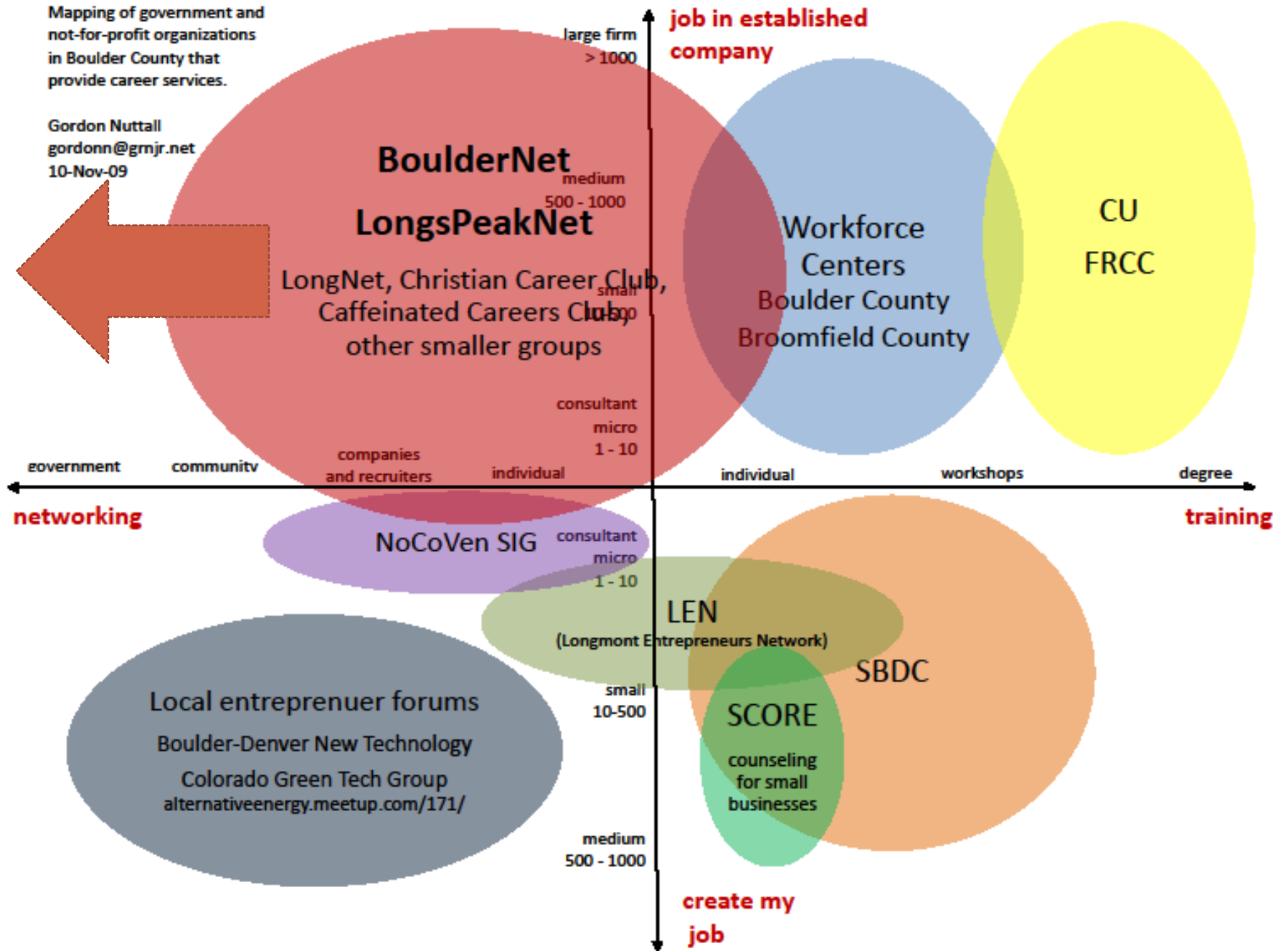


STRATEGIC INITIATIVE 2

1. Job-seeking skills
2. **Outreach**
3. Alumni

Mapping of government and not-for-profit organizations in Boulder County that provide career services.

Gordon Nuttall
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10-Nov-09



Value Proposition to Employers

Efficient process – Qualified and Local Talent – Available Now



Value = Total Solution - Price

Lead the Leaders

Best Value

Among the Leaders

Well-matched
Available now
Contract or FTE
Motivated and ready to work
Choice of experienced candidates

Basic Expectations

Lower total cost
Prequalified and skilled talent
Experienced candidates
Local, no relocation costs
Diverse pool of talent



ARC Process Objectives



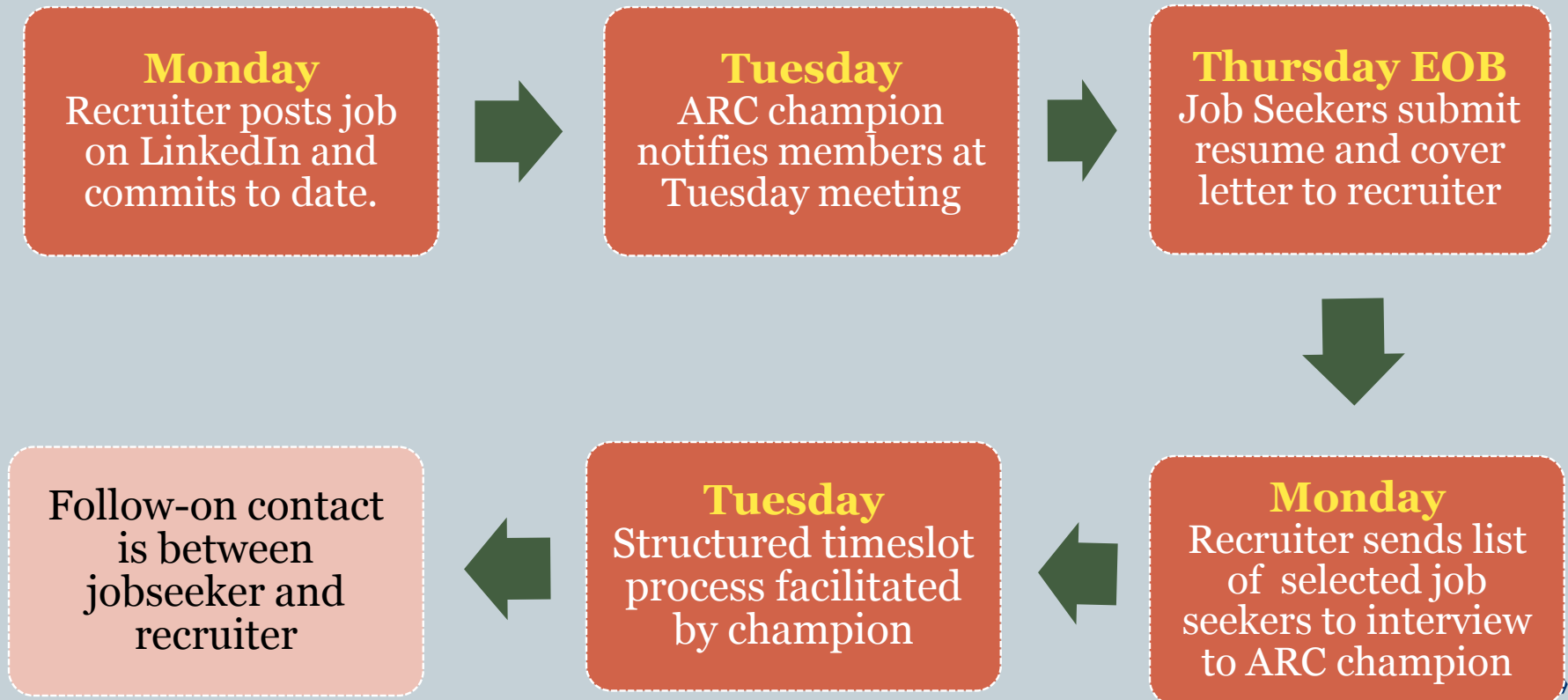
The **A**gency **R**ecruiters **C**onnection team owns the "Efficient Process" part of the value proposition

- Organized method for agency recruiter and LongsPeakNet jobseeker to meet 1-on-1 at LifeBridge Church
- Effective use of Recruiter's time. They are the "customer"
- Enable jobseekers to be prepared with cover letter and resume that matches the job opening
- Give the Recruiter control of pre-screening the jobseekers they want to meet with, and the amount of time



The ARC Efficient Process

Efficient Process - Qualified and Local Talent - Available Now



Alumni



STRATEGIC INITIATIVE #3

1. Job-seeking skills
2. Outreach
3. **Alumni**

Alumni Purpose



- Enlist support from those who are currently employed
- Build contact list that members can access
- Continue to Get, and also Give Back
- Networking never stops in the new economy

Owned by Alumni Liaison team



Alumni Initiative Tactics



- Collect weekly alumni
- Post list on whiteboard as resource for jobseekers to find inside connections
- Web enrollment
- Recruit from inactive list (members who haven't attended in 8 weeks)

Next steps

- Quarterly newsletter
- Have bi-annual get-togethers



Current phase



STARTUP



SUSTAINABILITY

Next steps



Stay on-strategy and move into sustainability phase

- Develop stable, documented processes to reflect our ever-changing membership. The "handbook"
 - Programs, membership/setup/orientation done
 - Web requirements spec done
 - Work in progress on marketing
 - Alumni process ready for writing down
 - ARC process in beta phase
- Funding
 - Sponsorship as a community service by larger organizations
 - Tiered. Platinum, Gold, Silver with different benefits for each
 - David Lambertson is leading this.



Wrap up



Benefits unique to an LPNet member

- Programs that provide Skills development
- Expanded networking
 - Outreach to companies and community
- Access to information through Linked-In
 - Job postings and announcements
- ARC
 - Efficient process for face-to-face meetings with agency recruiters
- Insider information from Alumni

We can do more by working together
than going it alone

