

# PEER-TO-PEER RECRUITMENT SCRIPT

When talking to other manufacturers about the sector partnership initiative, consider using the following script to prepare your talking points. Of course, customize the language so that it sounds and feels natural to you. You can also use this as a template for written/email recruitment.

## OPENING/INTRODUCTION

“[John,] we have a common problem that I believe is limiting our ability to serve our customers and grow our businesses: recruiting qualified workers. Without a qualified workforce, I believe our businesses are at risk. This is only going to get worse as our older employees retire.

Instead of competing with each other for a small number of qualified candidates, let's work together to address these issues and come up with new, collaborative solutions. We need a single, common voice for businesses to communicate our needs to the community.

That's why I am inviting [NAME OF COMPANY] to become a part of the solution. We need many manufacturers at the table now to understand our common needs and to raise awareness about this issue by working with schools and others in the community to develop solutions.”

Throughout your introduction, be sure to ask questions to draw out your counterpart's workforce challenges. Are they having trouble filling positions? Are they getting quality job applicants from local technical centers? Are they facing soft skill or technical skill gaps that they aren't sure how to address? Your goal is to find common pain points so you can highlight how the partnership is poised to solve them. Some examples:

- High recruitment costs - ads in the paper, online, etc.
- Internal training costs – to onboard and skill up new employees
- “Stealing” talented employees from each other as the overall talent pool dwindles

## CALL TO ACTION

“[NAME OF COMPANY] is an important player in [Region]. Can we count on you to join us? We're meeting on [DATE] at [LOCATION] to roll up our sleeves and get to work.”

## HOW THIS INITIATIVE IS DIFFERENT

Manufacturers are likely to say others have tried to do this work before. They'll want to know how this initiative is different. Explain that the partnership:

- is a grassroots effort driven by employers; we identify the issues, set the agenda, and take the lead in implementing change;
- uses demonstrated best practices like the Mahoning Valley Manufacturers Coalition (MVMC) as a guide, actively replicating its documented successes;
- has the support of The Ohio Manufacturers' Association and several state agencies (while maintaining its independence);
- aligns existing resources by acting as a single voice in the community;
- includes would-be competitors from within the same industry working together to solve common issues;
- is ready to form meaningful partnerships with all stakeholders—from educators to workforce boards to economic development;
- targets all parts of the workforce (across generations and across skill levels) to strengthen the community at large.