



CASE STUDY

Utilizing Business Services



Philadelphia Workforce
Investment Board

Advancing our economy through our people.

"The Fox MC team has done an exceptional job developing and articulating a sound strategy that allows the public workforce system to better engage our local business community."

-Brian Oglesby, MSOD, MPhil, Senior Associate

Client Profile

The Philadelphia Workforce Investment Board (PWIB) is a nonprofit organization that serves as the staff to a volunteer Workforce Investment Board appointed by the Mayor of Philadelphia. The organization focuses on all aspects of workforce development. Activities include aligning the skills of the regional workforce with the needs of the business community, providing policy guidance, conducting research, and monitoring workforce investment strategies.

The Project

PWIB engaged Fox Management Consulting (Fox MC) to increase utilization of their business services. Fox MC analyzed the current utilization of the organization's business services, identified exemplary practices from similar organizations, and searched outside the workforce development industry for solutions to increase utilization. After potential solutions were identified and analyzed, Fox MC proposed a strategy that fosters agility and measures the success of the Business Services Unit.

Recommendations

Fox MC identified the following critical areas with recommendations that align to these three areas:

- **Internal Processes:** Optimize internal processes to provide standardization and equip staff with necessary processes, resources, and training to successfully engage employers.
- **Sales and Marketing:** Execute key sales and marketing tactics to strong brand identity, build awareness and recognition within the local community, and better engage employers.
- **Collaboration:** Establish strategic collaborations with new partners to increase exposure, gain access to employers, and become the go-to resource for workforce development in Philadelphia.

Results

Based on Fox MC's recommendations, PWIB is scheduled to begin sales and marketing training for staff along with a website refresh. The remaining recommendations are undergoing Board review and will be implemented in the near future.