

# TALKING TO BUSINESSES

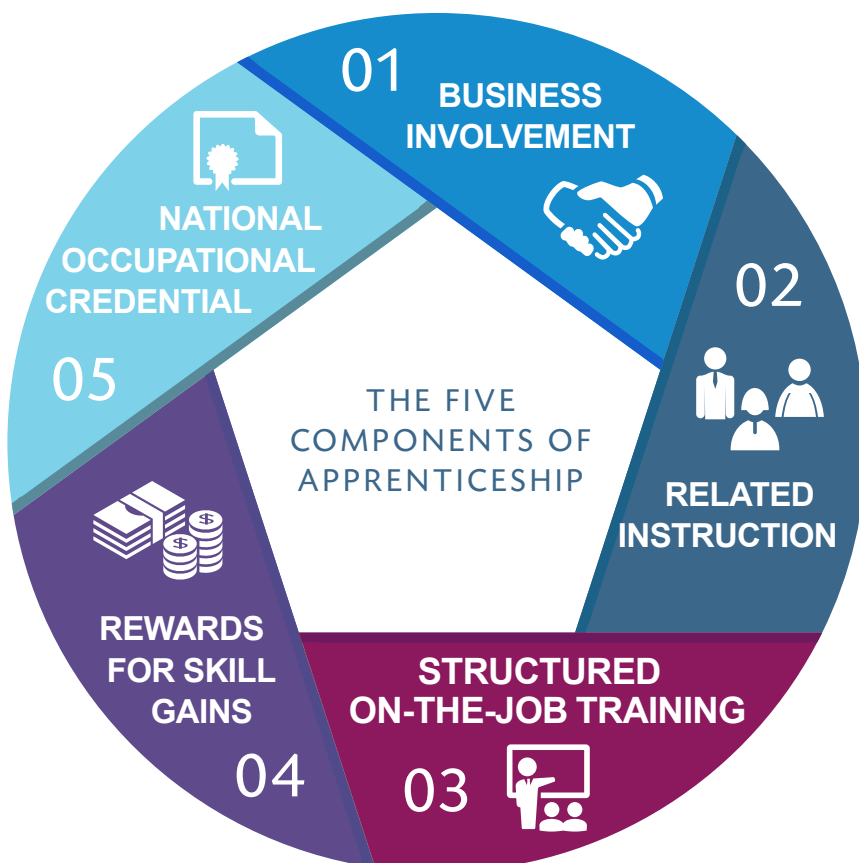
## ABOUT APPRENTICESHIP

For apprenticeship, workforce to development, education and business engagement professionals, talking to businesses in the right way about apprenticeship is critical. Relating apprenticeship to what businesses already do to recruit, train, and retain their workforce and using the language of business can make the difference in helping them see apprenticeship as their talent development solution. This resource document provides quick tips on how to talk to businesses about apprenticeship.

## RELATE APPRENTICESHIP TO WHAT BUSINESSES ALREADY DO

When introducing apprenticeship to a business, start by gaining an understanding of their recruitment, hiring, onboarding, and employee management processes – and then help them see how apprenticeship programs provide a formalized, consistent, replicable approach to what they already do.

All apprenticeship programs consist of five core components: direct business involvement, related instruction, structured on-the-job training from an experienced mentor, rewards for skill gains in the form of wage increases, and apprenticeship completion resulting in a national occupational credential. Here are ideas for questions to help guide your conversation with businesses, by relating what businesses already do to these core components of apprenticeship:



**HOW DOES THE BUSINESS RECRUIT, HIRE, AND PROMOTE EMPLOYEES?** Businesses are the foundation of every apprenticeship program and their approaches to finding talent are the starting point for discussion.



**HOW DOES THE BUSINESS ON-BOARD EMPLOYEES?** How do they assess the gaps between applicants' experience and what this job will ask of them? Do they hold an orientation, send employees to conferences or classes, or offer on-going training? That's what we call related technical instruction in apprenticeship.



**HOW DOES THE BUSINESS SUPPORT NEW EMPLOYEES AFTER THEY ARE HIRED?** Do they provide mentoring from a manager, supervisor or team lead, or peer? That's what we call structured on-the-job training.



**DOES THE BUSINESS CONDUCT PERFORMANCE REVIEWS AND REWARD GOOD PERFORMANCE WITH MERIT-BASED INCREASES?** That's wage progression as a reward for skill gains.



**AS EMPLOYEES PROGRESS, DOES THE BUSINESS PROMOTE THEM OR GIVE THEM NEW LEVELS OF RESPONSIBILITY?** In apprenticeship, that's the National Occupational Credential.



# USE THE LANGUAGE OF BUSINESS

As you know, apprenticeship has its own language and vocabulary. When talking with businesses, use their language instead. This short apprenticeship-to-business dictionary will help you prepare for conversations with businesses.

APPRENTICESHIP SPEAK	BUSINESS SPEAK
Outreach and Selection	Recruitment and Interviewing
Work Processes/Competencies	Job Descriptions/Position Responsibilities
Related Technical Instruction	Internal/External Training, Education, or On-boarding
On-the-Job Training/ On-the-Job Learning	Mentoring/Supervision of Work, Performance Reviews
Stepped-Up Wages	Merit-Based Increases, Performance Increases
Certificate of Completion	Position/Title Change

## LOOKING FOR MORE RESOURCES AND TOOLS ON APPRENTICESHIP BUSINESS ENGAGEMENT?

VISIT

Apprenticeship Business Engagement Tools  
<https://apprenticeshipusa.workforcegps.org/resources/2018/05/11/17/01/Apprenticeship-Business-Engagement-Tools>  
Apprenticeship Community of Practice  
<https://apprenticeshipusa.workforcegps.org/>



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