

Welcome To Our Newsletter

KRA@Work

We're glad you're here!

From The CEO's Desk



A warm welcome to KRA's first newsletter of 2024! I am thrilled to be reaching out to all of you and sharing exciting company updates and initiatives underway. This year, our 43rd in business, KRA is as dedicated as ever to making a positive, real-life impact in the communities we serve, enhancing our business- and career-development training programs, expanding our community-based and organizational partnerships, and investing in innovative technologies.

Responding to the rapidly evolving needs of the job market, KRA will continue providing our Business Services employers with a trained and reliable workforce, and our Career Services jobseekers with the knowledge and skills necessary to thrive in today's ever-changing workplace and global economy. Additionally, KRA remains committed to sustaining a fully heterogeneous people-and-culture work environment, believing that a diverse and inclusive workforce brings fresh perspectives, enhances creativity, drives innovation, and ensures equal opportunities for us all.

I invite you to stay connected with KRA through our newsletter, where we will share best practices, program updates, customer-success stories, and upcoming activities and events. In addition, please reach out to us with comments, ideas, suggestions, and/or opportunities for collaboration. Thank you for being an integral part of our journey. Together, let's make 2024 a truly transformative year for the workforce-development community.

Warm regards,

Knowlton R. Atterbeary
President & CEO

Workforce Wednesday

The Synergy of Wellness and Learning & Development

Whatever path we traveled to arrive at our destinations as career-development professionals, it is likely, we encountered Maslow's Hierarchy of Needs and Bloom's Taxonomy, two influential frameworks in psychology and education. The intersection between these two frameworks lies in understanding that the well-being of jobseekers directly impacts their ability to progress in their cognitive learning, which include remembering, understanding, applying, analyzing, evaluating, and creating.

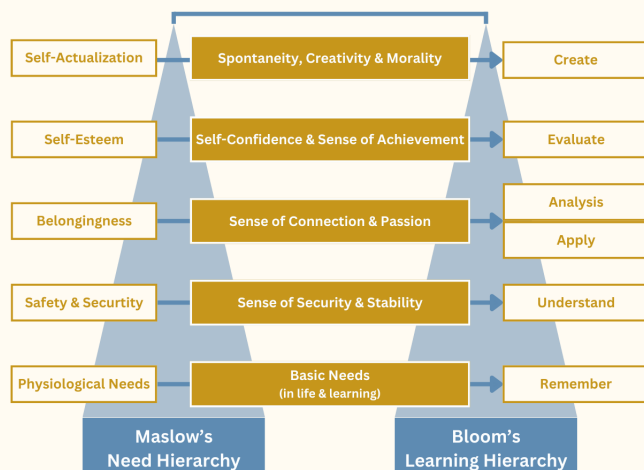
What lesson does these frameworks hold for our customers, especially in succeeding in job-readiness training programs, job placement and retention, and other occupational-skills development activities?

We believe that by recognizing and prioritizing the role of wellness in workforce development, we can better support our jobseekers to reach their full potential and thrive holistically.

This may include creating a safe, welcoming, and courteous environment; offering supportive services or referrals for basic needs; fostering a sense of belongingness; and supporting mental health.

Wellness is not a luxury but a necessity for effective learning and development.

Read about ["Maslow before Bloom"](#)



The KRA Way

5-Star Experience. Real Life Impact.



★ Principles

TRAILBLAZING IS IN OUR DNA

★ People

INCLUSIVE SINCE INCEPTION

★ Programs

INNOVATIVE WORKFORCE PROGRAMS
AT THE SPEED OF BUSINESS

★ Partnerships

RELATIONSHIPS THAT DELIVER RESULTS

★ Performance

YOUR SUCCESS IS OUR SUCCESS!

[Learn More](#)

Give a WOW!

KRA Enhances Workplace Culture with Upgraded Employee Recognition Software

KRA has taken a momentous stride forward in fostering a positive workplace culture and acknowledging the valuable contributions of our workforce, by upgrading the KRA Employee Recognition Software.

KRA has been proud to engage and recognize employees through the renown TerryBerry KUDOS Give a WOW! platform, and we are delighted to continue making strides in our goals to elevate and recognize our employees through the upgraded the TerryBerry platform.

The decision to upgrade our Employee Recognition Software reflects a progressive approach to employee management. By prioritizing the acknowledgment of our workforce, KRA is not only investing in the well-being of employees but also setting the stage for a more productive and positive work environment. As organizations worldwide recognize the pivotal role of employee engagement, KRA strives to be a model for enhanced workplace culture and performance through strategic upgrades in employee recognition and acknowledgment.

KRA's Latest News

"There was a pronounced shift from print to digital media in the first 20 years of this century, and as we reflect on our first newsletter, KRA Today—which debuted in 1995—we bear witness to the profound impact this movement has had over the past 29 years. KRA Today served as a tangible touchpoint with our clients, community partners, employees, and industry collaborators, embodying reliability and trust."

Read More: [The Evolution of the KRA Newsletter](#)

"KRA created this eye-catching flyer to attract jobseekers to a free, open-to-the-public career fair co-sponsored by KRA and its client-partner, the Chicago Cook Workforce Partnership, January 25, 2024, 11am-3pm EST, at the Westside American Job Center in East Garfield Park, 605 South Albany Avenue. Whether in need of immediate employment or long-term career options, jobseekers should not miss this chance to kick-start their professional journey, as the Event presents opportunities to connect with top companies, explore diverse career options, hear from various industry leaders, and meet the decision makers!"

Read More: [KRA and The Chicago Cook Workforce Partnership Sponsor Winter Hiring Event](#)



"On February 7, 2024... a KRA team will present The Possibility Project – A 'No Walls' Approach to Youth Engagement and Development, reflective of the Summit's theme, Expanding Horizons. Terrance Bowens, KRA Program Manager, will lead a team that includes Karla Johnson, KRA Young Adult Career Coach, and Bill Dobson, Interim Director, Motivated Youth (MY) Academy, KRA client-partner for the operation of a California public-charter school offering programs for families and students seeking individualized curriculum, personalized teacher support, and scheduling flexibility."

Read More: KRA and MY Academy to Present at CWA'S Youth Summit 2024



Check out this month's [Latest News](#) Articles in our [Newsroom](#)!

[KRA's Latest News](#)



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Follow us on LinkedIn

Join us on LinkedIn today and stay connected! We invite you to check out our community events, and visit our Jobs and Life page for a glance at KRA's workforce culture.

**#KRAatWork #KRALife
#workforcedevelopment #reallifeimpact**

[Visit KRA's LinkedIn](#)

Tune into our Podcast!

KRA's The HUB

Our latest episode features a conversation with **Knowlton Atterbeary**, the Founder and President & CEO of KRA Corporation. Mr. Atterbeary traces the origin of KRA, and reveals a commitment to leadership development, both within the firm and more broadly in the workforce industry, highlighting prominent professionals who began their careers at KRA. He also shares insights on employment policies gained through serving on economic advisory boards, as well as his perspective on key workforce development trends, challenges, and preparation needed for the future of work.

[KRA's The HUB on Spotify](#)



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