



***Becoming  
the***

**employer  
of choice**

**For the Businesses Within  
The 14 County Area Served by The**



**WISE Plan Goal 3.4 and Others**

**Bringing Business-Improvement Workshops Close to You.  
Multiple Locations for Your Convenience.**

**Workshops begin in May 22.**

**Maximum Number of Participants Varies with each Location.**

**Registration Closes 7 Days Before Each Group Starts.**

**No Walkins**

## What is the 7 Rivers Alliance?

The 7 Rivers Alliance is a special and different type of economic development organization for the Upper Mississippi Region. It is dedicated to economic development across geographic and state boundaries, and currently serves 14 counties in the tri-state area. (Read more at <http://www.7riversalliance.org>)



## What is the WISE Plan?

The **W**orkforce **I**nnovation for a **S**trong **E**conomy (WISE) Plan is the culmination of a nearly yearlong effort to understand and address the workforce preparation, retention and recruitment challenges faced by businesses and communities across the 7 Rivers Alliance region. The overall goal is to improve and support businesses of *all* types and sizes, in multiple ways. (Read more at <http://www.7riversalliance.org/wise-project>) The first implementation phase is ready to go and is the subject of this document.

## Employer of Choice Initiative – What’s in it for Your Business?

Whether the labor market is tight or not, attracting and retaining talented employees is critical to the success and sustainability of your business. Attracting and retaining employees is a lot easier if your business has created a reputation as an *employer of choice*. To determine whether or not your business is an employer of choice, ask yourself the questions below.



- 1) Do my most talented employees, at *all* levels of my business, *want* to stay with my business throughout their careers, even though there are employment opportunities elsewhere? ..... Yes    No    Not Sure
- 2) Do my most talented employees *encourage* their friends and acquaintances to submit applications to my business? ..... Yes    No    Not Sure
- 3) Do employees at other businesses *prefer* to work for my business rather than for their current employers? ..... Yes    No    Not Sure
- 4) Do applicants *prefer* to work for my business rather than the other places at which they are submitting applications? ..... Yes    No    Not Sure
- 5) Does my business receive *unsolicited* resumes from talented, qualified, desirable candidates on a regular (weekly or monthly) basis? ..... Yes    No    Not Sure

## **Who Should Participate?**

Since business owners and/or general managers define the employer of choice vision for the business and must drive the vision to its fulfillment, it is critically important that business owners and general managers participate in these workshops. ALSO, since middle and lower management (including team leaders) must share the common vision and are ultimately responsible for following through on the employer of choice initiatives set forth by owners and general managers, it is equally important that any person with oversight/supervisor responsibilities participate as well.

*Each workshop includes recommendations for owners and general managers to initiate within their businesses, and recommendations for middle and lower management that make the employer of choice initiatives to become realities. In football terms, the owners and general managers are the quarterbacks and the others execute the plays. The team succeeds when everyone shares a common vision and understands, practices, and fulfills their respective roles.* This overall, coordinated *team effort* will together, produce the desired results.

## **What is the Employer of Choice Workshop Series?**

**One** 3-hour workshop **per month.** While there are more than 30 workshops available, this initial workshop series consists of seven (7) workshops. Participants register for the series rather than individual workshops.

**Workshop 101:** Employer of Choice: Common Vision and Purpose: Everyone *Wanting* to Move in the Same Direction

**Workshop 102:** Making *Time* to Become an Employer of Choice

**Workshop 203:** Employer of Choice: Understanding and Minimizing *Employee Turnover*

**Workshop 206:** Employer of Choice in *Action*: Working Through Others, Delegating, & One Minute Manager Part 1

**Workshop 207:** Employer of Choice in *Action*: Providing Regular Feedback & One Minute Manager Part 2

**Workshop 209:** Employer of Choice: Understanding and Working With *Millennials*

**Workshop 211:** *Evaluating* Performance Before Meeting with the Employee

## **Date Conflicts**

It is important that participants attend the first session at the location for which they have registered to receive their personalized materials. If a participant misses or expects to miss a subsequent workshop, that participant may attend a 'make-up' session at any other location delivering the same topic. Substitutes and proxies may also be sent. It is not necessary for the participant to give notice of these changes. Refunds will not be given for missed sessions that are not made up.

## Locations, Dates and Times:

A choice of eleven (11) groups are available at six (6) locations. You may register some participants for one group and other participants for other groups.

**La Crosse Group 1:** Tuesdays from 8:30-11:30 ..... **Registration closes May 17**

**La Crosse Group 2:** Tuesdays from 1:30-4:30 “ “ “

May 22, June 19, July 31, August 28, September 25, October 23, November 27

**Group 1 A.M. Location:** La Crosse Chamber Building, 601 7th Street

**Group 2 P.M. Location:** AmericInn, 1835 Rose Street

**Postville Group 1:** Thursdays from 8:30-11:30 ..... **Registration closes May 17**

**Postville Group 2:** Thursdays from 1:30-4:30 “ “ “

May 24, June 21, August 2, August 30, September 27, October 25, November 29

Location: **Freedom Bank** (NOTE: Do *not* to park in the parking lot behind the bank)

**Tomah Group 1:** Tuesdays from 8:30-11:30 ..... **Registration closes May 23**

**Tomah Group 2:** Tuesdays from 1:30-4:30 “ “ “

May 30, July 11, August 8 September 5, October 3, October 31, December 5

Location: **Ground Round Grill and Bar, 201 Helen Walton Drive, Suite 1**

**Mondovi:** Thursdays from 1:30-4:30 ..... **Registration closes May 23**

May 31, July 12, August 9 September 6, October 4, November 1, December 6

Location: **Martin Center, 120 S Franklin St**

**West Salem Group 1:** Tuesdays from 8:30-11:30 ..... **Registration closes May 30**

**West Salem Group 2:** Tuesdays from 1:30-4:30 “ “ “

June 5, July 17, August 14, September 11, October 9, November 6, December 11

Location: **Hazel Brown Leicht Memorial Library, 201 Neshonoc Rd**

**Winona Group 1:** Tuesdays from 8:30-11:30 ..... **Registration closes June 6**

**Winona Group 2:** Tuesdays from 1:30-4:30 “ “ “

June 12, July 24, August 21, September 18, October 16, November 13, December 18

Location: **MN State College SE, Tandiski Center, 1200 Storr's Pond Road, Room 529**

## Cost Per Person

Delivering the workshops in multiple locations reduces your cost to participate. The cost for the seven workshop series is \$435 per person (only \$61.86 per 3-hour workshop). This includes the facilitator's travel time and expenses to deliver the workshops in multiple locations, workshop time, workshop materials, meeting rooms, beverages, and light snacks, etc.

## Registration

To register, go to the 7 Rivers Alliance website <http://www.7RiversAlliance.org>. Participants from the same business may register for different workshop groups in the same or different locations. The names, contact information, and workshop group must be provided for each participant.

