

## Strategy Overview Worksheet

### Communication Goals

What are your industry partner engagement communication goals? Think broad here.

Examples

1. Expand awareness of your services
2. Educate industry partners on what WIL is, how it works and the benefit to them
3. Strengthen college/uni and industry partner relationships
4. Increase engagement with industry partners

List your communication goals in order of priority.

- 1.
- 2.
- 3.

### Articulate your Unique Value Proposition (UVP)

UVP describes the unique benefit of your offer, how you solve your employer's problems and what distinguishes you. It clearly articulates why an organization would want to participate in a partnership with your PSI.

Clearly articulate the main benefits you offer to industry or community partners and what makes your organization unique.

1. Who are you?
2. What services do you offer?
3. Which markets do you serve?
4. What makes you different?
5. And the employer's crunch question: What's in it for me?

### Positioning Statement

A positioning statement is a brief description of your services and how the service fills a particular need of the target market. It needs to be brief and memorable.

[Targeted audience] looking to fill short-term project gaps or access skills your organization needs with [Department name]. [Department name] can help organizations accomplish [example #1], [example #2], and [example #3]. Choosing to partner with [Department name]

is a choice to be part of a robust community that is invested in the future of a skilled workforce that Canada needs.

## Desired Action

All of the desired actions listed here should be tangible and measurable. What do you want industry partners to do?

Make sure to also check your website. Do each of these actions correspond to a user-friendly page on your website? Can you create a call to action button that links to where they can easily take action? For example:

1. Download a resource
2. Subscribe to get funding updates
3. Attend an event, info session, webinar, alumni panel
4. Participate in an alumni panel, or mock interview
6. Read stories about how co-op, internship or applied projects were successful
7. Connect with an Employment Facilitator