

# Fundamentals Course Homework

## Session 3

### Part A

In this session, we've touched on the idea of the necessity of reports and presentations for a BR&E program using a volunteer visitor methodology with a "blitz" approach.

For this session, I'd like for you to think about the benefits (and perhaps challenges) in preparing reports and presentations for the BR&E visitation program that you are envisioning in your area. Please think about the following questions:

- To whom or what groups would the reports/presentations be delivered?
- How would this benefit the strength of the BR&E program?
- What would be included in the report given that the collection of data in a continuous model is likely to be relatively slow?
- How would you turn data into information for the audience(s)?

### Response 1

Reports and presentations would be beneficial in the fact that they would:

- Bring awareness to what BR&E is and does, to those who are unsure, which could lead to more business interest in visitations.
- Compile data of large amounts of information that would be easier to read and understand if summarized and explained.
- Let businesses know that many of them are facing the same issues.
- Potentially increase the known resources available to help resolve their issues.
- Provide transparency about the issues our community is facing.

- To whom or what groups would the reports/presentations be delivered?

I think it would be beneficial to deliver these reports/presentations to Town Council, maybe specifically at public meetings where the business community is present (Chamber of Commerce), to committees, clubs, boards in town. These are the people with most influence on the population or those that try to make the community a better place.

- How would this benefit the strength of the BR&E program?

It would strengthen BR&E in my area because I know not many people are aware of the program and what it can do to help the business community do better. The presentations/reports would bring awareness to what these visitations can do, and potentially gather people who want to participate, if they have not already.

It will help businesses who have already participated in visitations to get a clearer understanding of the program and touch up on things that they may have forgotten about the program.

Information presented to the audience will hopefully be the drive to making change.

- What would be included in the report given that the collection of data in a continuous model is likely to be relatively slow?

Not sure of this question.

- How would you turn data into information for the audience(s)?

I would turn data into information by providing charts, graphs and simple images that make the information easier to read and understand. Being able to effortlessly respond to questions and comments from the audience would make your presentation/reports much stronger. I would focus on including more of the bigger issues to get audience attention and buy in on some of the prevalent issues that need to be solved. In cases where information may be hard to understand, using plain language is beneficial.

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## Response 2

Manufacturing issues would be addressed by Industrial Groups.

Employee – Workforce Solutions

Shop Local – Chamber of Commerce

Benefits of the BRE Program: I think that these groups would see how well the BRE program is helping businesses and want to be a part of the BRE group.

What would be included in the report This depends on the questions. The best question I have heard on any BRE interview is .... What keeps you up at night. The report should be what keeps business owners up at night and who do we send in to help.

The date needs to be divided into groups in an Excel Spread sheet. This could be turned into a chart.

Access would be awesome but it's a hard program to use.

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## Response 3

- Anyone that has their hand in the budget – should get a copy of this; to show this program is needed – it is working (or not) because if they are not involved then they may not know the use and boom – the program is no longer funded.
  - City involvement

- Workforce involvement
- Any foundation involved with decision making for Eco Dev and community involvement.
- These reports would benefit BRE to show that the program is working and how the tools are in the community's hands to make a change or assist with the local challenges to keep businesses happy, thrive, and in turn provide that work life balance to those in the area
  - Plus, more outside businesses could see the community support and may want to be a part of that growth as well
- Not exactly sure how to answer this one – the necessities? Workforce, education, employment, struggles? Unclear of the direction but will to discuss further.
- This one is really difficult for me to visualize, so far all the data and things I have seen so far and what we want to present is something
  - Clean and concise
  - Easy to follow
  - Not just words but graphs or tables to provide a visual aid

My first thought is referencing back to my recent previous job. The program I worked with had a LOT of information that people needed to read in order to acquire money and LOTS of money – we are talking \$2500 all the way to a chance at \$20,000 some years. Those producers never read the material... it was too lengthy. We would send letters that would highlight things that they should know – the letters were thrown on top of their pickup dash – never opened with the rest of their mail; lost in their mail piles on their kitchen table; even if we tried to make the envelope and paper look “important”

So my point; I would like to see a fact sheet of the data – simplified like a cover page

Here are the highlights, BUT have the lengthy analyses attached and referenced on the fact sheet – such as “businesses reported difficulties in movement of government permits in timely manner for businesses to attract high dollar investors – see page X for further information.

That way at least something was looked at. Most people only want the cliff notes and if that could at least attract or draw their attention to another segment of the report – I call it a win.

The fact sheet would even be a great tool/platform to prepare a presentation or even a video to utilize for meetings and visual aids as well as a hand out.

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## Response 4