

Making “the Invisibles” Visible

How WDBs can best serve the companies with 10-50 employees (10-50s) and impact their communities.

By Danny Patterson

Ninety-nine percent of all businesses are ‘small,’ representing 80% of employment across the U.S. In my view, workforce development boards (WDBs) should focus on those smaller companies with 10-50 employees (10-50s). Why? The 10-50s represent 86% of businesses and almost 30% of all employment – of the companies with more than ten employees.

However, the reality is this – the 10-50s business segment is typically invisible for most WDBs. Either small businesses are not aware of the workforce system, or WDBs are not aware of them due to limitations of the available labor market information. Ironically, the 10-50s need the support and services of WDBs more than other businesses and likely present the most significant opportunity for building relationships that benefit both the job seeker and have a lasting impact on the business community.

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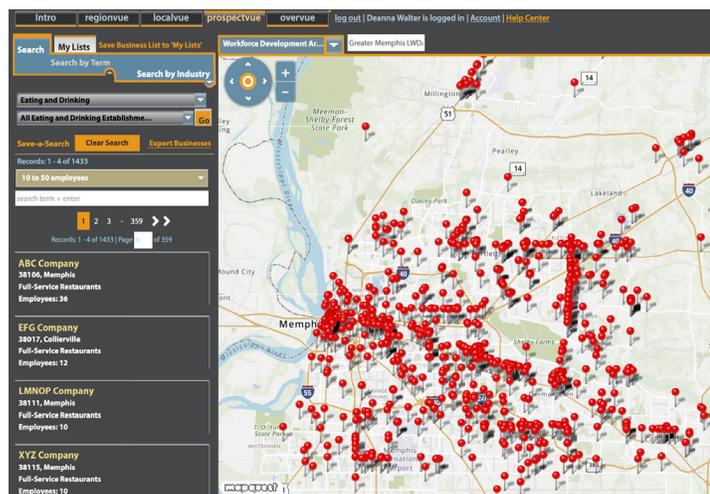
Blog Highlights

- The 10-50s are in most need of WDB support and services.
- Actionable data re-defines what’s possible for WDBs and the 10-50s.
- The most important sectors for the 10-50s are growing.
- Use cases for the 10-50s span a broad spectrum.
- WDBs can make a lasting impact on the 10-50s.

Product Vue

The recent EconoVue [Risk Vue](#) highlights the Hospitality Cluster, a dominant business segment within the 10-50s category that was hard hit by the pandemic – requiring careful, proactive outreach and engagement by workforce development boards.

For example, in the Greater Memphis area shown here, Business Engagement teams can narrow the 1400+ eating and drinking establishments with 10-50 employees into actionable, targeted outreach lists for hiring, training and layoff aversion strategies in seconds using ProspectVue.



All Eating & Drinking Establishments with 10-50 employees in WDB region:

1433 companies

+

D&B Data Filters:
Medium/High Financial Stress
+ 3 Contraction Indicators

+

D&B Data Filters:
Low Financial Stress
+ 6 Growth Indicators

=

75 companies for
layoff aversion outreach

=

139 companies for
hiring and training outreach

Use Case Vue

Grant Program Outreach

Workforce boards need to announce the multi-million dollar grant opportunities associated with the ARPA Good Jobs Challenge to eligible businesses in high-priority sectors. This program strengthens regional workforce training systems that support a variety of partnerships and ultimately place Americans in high-quality jobs.

EconoVue quickly identifies businesses in the priority industries of Healthcare, Manufacturing, and Logistics/ Warehousing/ Transportation and provides detailed D&B contact information to facilitate the outreach efforts.

The WDB realizes greater precision and efficiency with the outreach and communication strategy to businesses in targeted sectors – and positive response and interest from many companies.

Vue Points

> Risk Vue

The EconoVue Risk Vue shows the risk of business failure in companies with 10-50 employees (10-50s) in the current quarter versus pre-pandemic. The Hospitality Cluster, dominant for the 10-50s and hit hard by the pandemic, had double-digit increases in risk levels. > [READ BLOG](#)

> Map Your Way Forward with Actionable Data

We live in a data-driven economy, but not all data is actionable. There is labor market data. There is business data. And there is predictive business data, which accelerates decision making and action for WDBs. There are many data sources available, but their effectiveness depends on what you want to accomplish. > [READ BLOG](#)

> Growth Vue

The EconoVue Growth Vue looks at business growth among companies with 10-50 employees (10-50s) in Q1 2022 versus pre-pandemic. Business signals such as the increase or decrease in spending, demand, or scale are key growth indicators. These small companies show less growth activity relative to pre-pandemic levels.

The Growth Vue also highlights the Health Care sector, which has been impacted by the pandemic as evidenced by a rapid transformation in occupations, salaries, and churn of employees. > [READ BLOG](#)

Training Vue

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