Predict. Target. Succeed.

Moneyball: How predictive analytics accelerates business engagement for Workforce Development Boards.
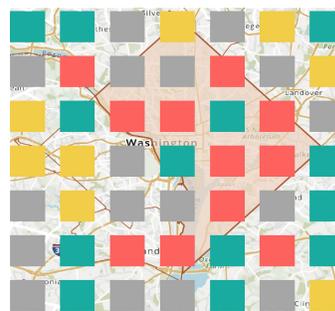By Danny Patterson

What do Workforce boards and baseball have in common? Moneyball, of course. Scouts used to focus on batting averages, RBIs, stolen bases, and their utility in the field. That all changed with the Moneyball approach made famous by the Oakland A's and their general manager Billy Beane in 2002.

The premise behind the Moneyball is still player analytics. But it only considers two key data points – a player's batting average and their on-base percentage – as predictors of their true potential for winning baseball games. Essentially, **Can a player hit to get on base and create runs?**

It's the same with WDBs, who seek to answer – **Who is looking for a job? Who is hiring? Is there a skills match?** It is a game-changer for those who use predictive analytics to accelerate business engagement. Business health is as vital to job quality as an on-base percentage is to scoring runs.
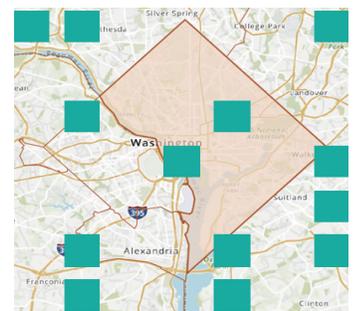
> READ BLOG

Predictive Indicators on Company's Health/Business Cycle

Understand which companies are growing, stable, contracting, and at risk
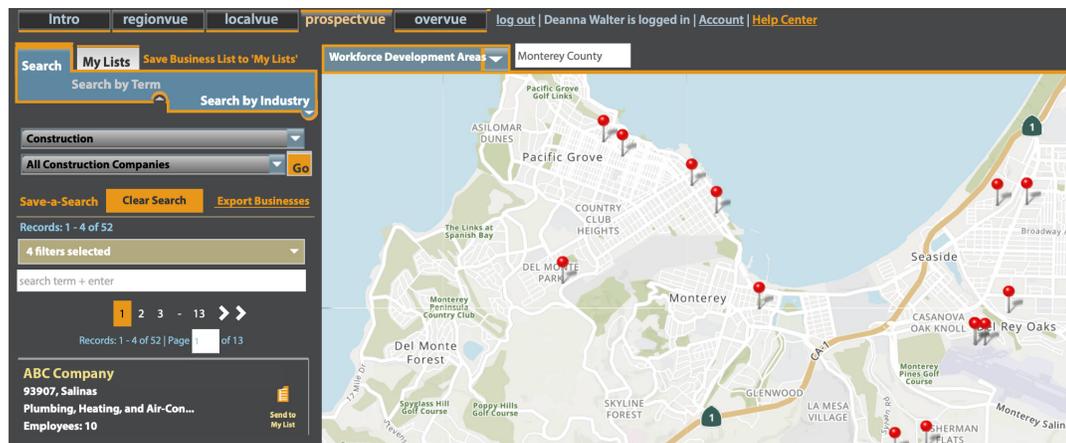
Targeted Business Outreach

Know who to contact first based on specific use case criteria

Product Vue

The powerful sorting and filtering tools in EconoVue make it easy for WDBs to identify potential partners for apprenticeships and other hiring programs.

For example, in the California Monterey Bay area, Business Engagement teams can narrow the 1900+ construction companies into a manageable, actionable outreach list for trades-focused hiring programs by quickly identifying a key subset of companies.

All construction companies in the WDB region:
1902 companies

+

D&B Data Filters:
Low Financial Stress
+ 3 Growth Indicators
(Stable, Increase in Demand, Increase in Scale)

=

52 companies
for hiring and apprenticeship outreach

Use Case Vue Apprenticeships

GOAL: Offer jobseekers apprenticeships, with possibility of full-time jobs
NEED: Identify potential partners for apprenticeships

ECONOVUE™	Predict.	Target.	Succeed.

EconoVue prioritizes partners by industry and location in seconds so WDBs can conduct outreach and explore the possibility of apprenticeship opportunities.

Predict which businesses are stable and growing in my community. Target those businesses with low risk to discuss possible apprenticeships. Succeed when jobseekers secure apprenticeships, and even more so, when they become skilled and valued employees.

Risk Indicators	Low Risk		
Growth Signals	Stable	Increase in Scale	Increase in Demand

Vue Points

> Making "the Invisibles" Visible

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

Ninety-nine percent of all businesses are 'small,' representing 80% of employment across the U.S. However, the reality is this – the 10-50s business segment is typically invisible for most WDBs. Ironically, the 10-50s need the support and services of WDBs more than other businesses. The 10-50s represent the most significant opportunity for building relationships that benefit both the job seeker and have a lasting impact on the business community. > READ BLOG

> 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. > 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. > READ BLOG

Training Vue Sign up for the EconoVue Skills Series

Register today for our monthly series of 30-minute coaching sessions – each designed to meet a key Workforce data need with a specific set of EconoVue skills and Practices.

The live, online sessions follow three core Workforce tracks:
- Business Outreach
- Research and Planning
- Occupations and Career Pathways

Pick and choose the classes that will impact your work the most – or join us for the entire series! Come back each month to try a new class or revisit a topic for current examples and ideas.

Visit the Express Sign Up page to register today:

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