

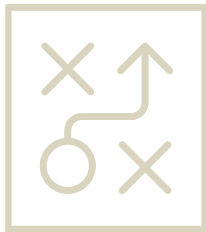
Layoff Aversion: Proactive Outreach to Struggling Businesses for Early Intervention





Program

A local Workforce Board (WDB) implemented a quarterly program of proactive outreach and engagement to businesses showing increased risk of failure or a decline in business activity, to partner them with business improvement consultants to offer assistance strategies for business support and employee retention.



Challenge

The WDB faced two challenges:

- 1) identifying those businesses with increased risk each quarter, and
- 2) prioritizing their engagement efforts for the most effective impact.



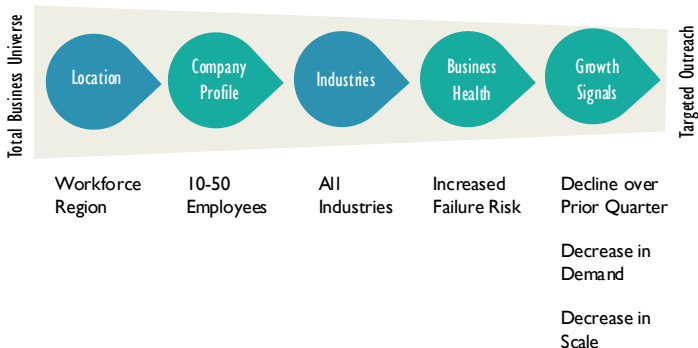
Solution

Using EconoVue's advanced search capabilities, specialized business health indicators and time-series data, the WDB was able to standardize a process of producing a quarterly report of businesses with increasing risk of contraction or failure, and then prioritize their engagement activity by business size, industry importance and economic impact.



Solution

EconoVue filters used in this analysis:





Results

Data-driven, precise targeting yielded high-value interventions and prevented job loss. In their first quarterly report:

- 205 businesses were on the initial candidate list
- 6 businesses targeted for outreach
- 3 in-person referrals
- Potential layoffs prevented.



Bottom Line

EconoVue's data-driven, searchable platform provides workforce boards with a blueprint for proactive layoff aversion. It increases operational efficiency — allowing WDBs to accelerate in-person engagement and focus limited funding on the highest-impact business opportunities.

