



TIP SHEET

Building a Business Case: How do I have this Conversation?

If your organization is going to strategically target opportunity youth to build a talent pipeline, the way you approach the conversation will be integral to success.

1

Get to know the numbers.

- > Gather information on hard-to-fill positions in your organization. Why are these roles difficult to fill? Are there gaps between expectations of candidates who are 'ideal' for this position, and the reality of the opportunity provided? Prepare to discuss these. Some considerations are:
 - The number & type of hours for the position (E.g. overnight, casual work)
 - Physical abilities required
 - Are the required skills for this job teachable
- > Time-to-fill, cost-to-fill, and turnover statistics are essential to establish how vacancies affect your bottom line. These will help you build the case for strategically targeting opportunity youth as a talent pipeline.

2

Get to know the population of opportunity youth in your area.

- > While opportunity youth are not a homogenous group, there are common challenges that they may face. Take the time to get to know them. Information sharing and ensuring stakeholders feel informed about opportunity youth is an essential first step.

3

Leverage your employer brand.

- > How would this initiative fit within your employer brand and values?
- > Consider how this could also fit within strategic objectives for the fiscal year.

4

Know your audience and influence accordingly.

- > Tailor your message to the stakeholders you are meeting with, based on their position, area of the company, knowledge of local market.
- > Depending on the industry of your organization, and the seniority of the stakeholder(s), you may need to share different information.
- > Use stories from similar employers as examples of great business practices. Leverage these based on the industry of your organization or similarity of issues you face. Roadmap resources:
 - Case study examples
 - Employer spotlights
 - Youth videos