

Metro Atlanta Exchange for Workforce Solutions MAX

Certified Business Engagement Professional™ (CBEP) IACET Accredited Course

The Certified Business Engagement Professional (CBEP) program was developed for business services consultants, teams, supervisors, and employer-facing staff in the workforce development and education systems. Earn the nation's only accredited CBEP Certification by completing a **seven-week and facilitator-led business engagement virtual course to gain the necessary knowledge and skills to successfully engage business and community partners.** Note that course work is required to earn the CBEP Certification. Business U is accredited by the International Association for Continuing Education and Training (**IACET**) and is authorized to award the IACET CEU. The same accrediting agency as Harvard Graduate School of Education-Professional Education; NASA Safety Center; American Heart Association; and the Department of Veterans Affairs.

MAX member organizations receive a 25% preferred customer discount to attend the CBEP program. The cost per participant is \$937.50 as opposed to \$1,250 per participant, a \$312.50 savings!

CBEP COHORT 16		TIME PST	TIME CST	TIME EST	All Sessions meet on Thursdays
Start Date September 12, 2024	End Date October 24, 2024	11:00 AM	1:00 PM	2:00 PM	

COURSE STRUCTURE

- All sessions are 1 hour and 30 minutes (total 90 minutes) – plus an additional 30-60 minutes per week to complete the assignments.
- This is a highly interactive virtual course that is live and facilitator-led with active participant interaction.
- There are coaching sessions built into each meeting to complete the CBEP assignments for certification.
- Participants will demonstrate the course learning outcomes in each assignment they submit.
- The facilitator will provide feedback on all assignments submitted as well as on the assignments that have been resubmitted to achieve the required learning outcomes for that specific session topic.
- The course facilitator will lead peer-to-peer workshopping opportunities during each session to reinforce the course competencies. Cohort participants can also request to have their assignments workshopped during and after each session to fully grasp the learning outcomes and to complete the CBEP assignments successfully.
- Upon the successful completion of the course, participants will have earned the Certified Business Engagement Professional Certification and the designation “CBEP” (Certified Business Engagement Professional™). CBEP graduates can use the “CBEP” designation after their name and in their signature.
- The participant’s personalized and accredited certification will be emailed as an electronic copy. Additionally, a hard copy with a gold-foil border for framing will be mailed to the address on the participant’s registration form.
- The CBEP Certification will document the Continuing Education Units (CEU) earned: 2.1 CEUs. IACET, Business U’s accrediting agency and the U.S. Department of Education define the CEU standard of measurement as: 1 CEU = 10 contact hours.



Program Outline – Session Topics – Learning Outcomes – Meeting Dates

Week 1: Business Engagement Framework: September 12, 2024

Topics

- Orientation
- Business Engagement Approach: Demand-Driven and Market-Responsive
- Business Engagement Relationship Development
- Transactional and Transformational Business Engagement
- Tactics to Increase Engagement

Learning Outcomes

- Self-identify transactional and transformational business engagement behaviors and outreach efforts.
- Understand the difference between transformational and transactional engagement strategies.
- Apply the fundamentals of developing trust and credibility with employers and partners by strategically increasing meaningful interactions and decreasing expectations.
- Understand the difference between delivering business services and implementing business engagement strategies.
- Understand the need to differentiate a "business" from an "employer."
- Learn to "drop" agendas and decrease expectations to meet the immediate needs of business.
- Apply relationship building principles to develop a transformational relationship with business and industry.
- Understand the difference between supply and demand engagement approaches.
- Apply business engagement tactics to increase interaction with industry.

Week 2: Expanding Business Engagement Opportunities: September 19, 2024

Topics

- Value Propositions (Features vs. Benefits)
- Target Audiences: Supply & Demand
- Demand-Driven Value Propositions Across Business Customer Touch-Points & Sectors
- Benefits of Business Services from the Employer Perspective
- The Psyche of Business
- Calls-to-Action
- Market Share & Market Penetration

Learning Outcomes

- Understand the psychological devaluing of dangling “free” or “no cost” as a value statement.
- Articulate the difference between a program feature and its associated benefit.
- Demonstrate the value of business services.



- Translate program features into benefits to create relevancy and value for business customers.
- Develop value propositions across business customer touch-points to expand placement and work-based learning opportunities.
- Understand workforce development benefits that matter to an employer.
- Understand the basic psychology of calls-to-action to increase communication with current customers and prospects.
- Apply calls-to-action to motivate employers & partners to engage with your organization
- Understand the difference between market share and market penetration.
- Apply market penetration strategies to demonstrate measurable engagement efforts and sector partnerships.

Week 3: Workforce Development Strategies: September 26, 2024

Topics

- Strategic Business Engagement Outreach (Goals – Strategies – Tactics - Measurable Objectives)
- Collaboration & Why It Matters
- Business Solutions Portfolio
- Partner Resource Alignment and Leveraging
- Referring Business Needs

Learning Outcomes

- Apply demand-driven engagement strategies and tactics that are specific to a business audience.
- Understand the differences between a strategy and tactic.
- Maximize outreach efforts by applying measurable objectives to engagement strategies and tactics.
- Expand reach to engage businesses as a customer or partner without duplicating efforts.
- Avoid transactional “asks” that fatigue the market and create duplicated efforts.
- Leverage a solutions portfolio/asset map consisting of partner resources from other business-facing organizations to expand reach and build credibility with employers and partners.
- Strengthen business relationships by providing access and connection to community resources to help solve an employer’s most immediate challenge outside of a workforce agenda.
- Understand that business services are only valuable if they solve a problem and/or answer a specific need during a specific time in an employer’s business cycle.
- Refer business needs outside of workforce to other industry-facing partners to expand outreach opportunities.
- Measure “getting’ and “giving” industry referrals to demonstrate access and connection to community partners.

Week 4: Communication Strategies: One-to-One & One-to-Many: October 3, 2024

Topics

- Consultative Approach to Engagement
- Communication Platform
- Professional Introduction
- Pitches
- Purpose of a Needs Assessment
- Multi-layered Probing Questions



- 3rd Party Credibility & Customer Testimonials
- Working with Banks

Learning Outcomes

- Implement consultative engagement strategies using a multi-layered communication approach.
- Apply a communication formula to demonstrate value to an employer.
- Develop innovative and demand-driven “Pitches” focused on a business audiences’ pain-points.
- Refocus professional introductions to capture the attention of target audiences.
- Create compelling pitches to motivate a next interaction with a potential employer.
- Understand the value of gathering and promoting 3rd party testimonials from current business customers.
- Gather and leverage data from needs assessments to provide business customers/prospects with market and sector insight.
- Engage banks as a workforce development partner.

Week 5: Prospecting: October 10, 2024

Topics

- Prospecting Framework
- Prospecting Tools
- Segmenting Prospect Lists
- Business Cycle
- LinkedIn Strategies

Learning Outcomes

- Understand the meaning of prospecting for new customers.
- Understand what it means that prospecting is the art of opening a new relationship.
- Strategically segment customer and prospecting lists.
- Apply prospecting tools to open opportunities for business engagement, layoff aversion and rapid response strategies.
- Know the pros and cons of prospecting using email and making cold-calls.
- Choose a desired outcome for prospecting to increase conversion rates (from prospect to employer-customer).
- Sequence communication strategies when prospecting.
- Understand the actions that cause poor prospecting results.
- Focus on three overarching prospecting strategies to increase engagement.
- Implement prospecting research data (demographic, firmographic and behavioral) to align engagement strategies that solve employers’ relevant pain-points.
- Align services and programs to an employer’s business cycle to strategically meet and anticipate workforce needs.
- Add compelling calls-to-action as a prospecting strategy.
- Leverage LinkedIn strategies to expand reach and engagement with industry.



Week 6: Overcoming Objections & Recovery Work: October 17, 2024

Topics

- Overcoming Objections
- Recovery Work

Learning Outcomes

- Learn that business customer objections are an opportunity to increase interaction.
- Apply value propositions to overcome objections.
- Know that objecting to something "new" is a normal human response.
- Classify objections into four categories: Trust - Quality - ROI - Stall.
- Apply the Feel–Felt–Found formula as a strategy to overcome employer objections when applicable.
- Implement operational processes to overcome objections.
- Preempt objections by using an objection management document.
- Differentiate between overcoming objections and recovery work.
- Understand that recovery work and overcoming objections require different strategies.

Week 7: Value-Based Business Engagement: October 24, 2024

Topics

- Value-Based Business Engagement
- Social Return On Investment (public and non-profit organizations)
- Return on Investment (for-profit organization)
- Business Engagement Recap: Strategies – Tactics – Data – Value Propositions – Benefits of Business Services

Learning Outcomes

- Apply the concept of value-based business services (the language of business).
- Learn the “mother-tongue” of business—Return on Investment (ROI).
- Focus on the outcome to highlight the benefits attached to business services.
- Understand the business perspective of value and expense calculation.
- Understand that value is “relative” and differs from person-to-person and business-to-business.
- Calculate Social Return on Investment (SROI) to demonstrate economic impact.
- Apply operational process steps to develop a value-based business engagement strategy.



Please email the registration form to Shayne@Business-u.net. Thank you.

CBEP Registration Form Cohort 17: Start Date: September 12, 2024 – End Date: October 24, 2024	
CBEP Participant Name	
Organization Name	
Title	
Email Address	
Telephone #	
Billing Address	
<p>Please print clearly or type your <u>Mailing Address</u>. This is where you will receive your CBEP course toolkit.</p>	
CBEP Participant or Manager Signature: Date:	

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