

Sample Talking Points to Recruit Industry Champions

(Note: these are sample talking points for recruiting CEOs in the Healthcare industry. Adjust for other target industries.)

Use as inspiration only or use verbatim with Healthcare CEOs (remember, ideally these are to be used by the individual who already has a relationship with the CEO):

Initial outreach in email or voicemail to CEO:

- I'd like to talk with you about a new Healthcare-focused effort my organization is helping to support. Our conversation shouldn't be more than 30 minutes, and I'm willing to meet you for coffee or chat on the phone, whatever works best.
- I'm working with a group of education, workforce training and other organizations in the community to help organize a network of the diverse Healthcare organizations in our region. We need to better understand the industry, and how we can better support it.
- We'll need some help with this, and I want to talk with you to get your ideas.

In the conversation with CEO:

- Thanks for meeting with me (or hopping on the phone). I won't take too much of your time . . .
- There's a small group of organizations working together to better support the industries in our region that offer the most number of good jobs to our community. It includes some economic development organizations, workforce development and training, as well as K-12 and college education institutions.
- We all agree, and the data supports this, that the Healthcare industry is one of, if not the, most important to our community. It provides 20 percent of total jobs in the northeast corner of the state.
- We also agree we're not doing enough to directly support the Healthcare industry. And where we are doing something, it's not at needed scale. We know there are critical education and workforce needs, but we don't know enough about them. We also assume there might be other needs, but don't want to guess at what those might be.
- Here's what I'd like to ask you: Across the country, healthcare organizations (hospitals, clinics, long term care facilities, etc) are actually coming together into Healthcare Industry Partnerships in order to collectively understand, define and

begin addressing some of their biggest needs. These partnerships are made up of healthcare institutions, led by individuals like you. But they are coordinated and administratively supported by people like me, members of community and public sector organizations.

- For Healthcare organizations, they become a forum to identify shared issues, to network and troubleshoot together, and to define solutions going forward. For people like me, they become a really effective way for the myriad of education, training and economic development programs in one region to jointly understand the needs of the Healthcare industry, and also help implement shared solutions.
- We want to launch a Healthcare Partnership in northeast Louisiana by end of summer. We will need leaders like you to help us do this.
- It's a light lift, but a critical one. We need 3-5 CEO-level leaders to work with us to design the agenda, which we can model after successful partnerships in other areas, and sign the invite that goes out to Healthcare leaders across the region.
- How does this sound to you? Did I describe the effort well enough, or do you have questions?

Be prepared for questions like: "I'm not sure I understand. What are you trying to do?", or "So why do you need me", or "I'm not sure this will work. We don't really come together well." or "We already come together in our rural hospital association".

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