



Preparing to Launch Sector Partnerships Milestones & Readiness Assessment

A successful launch depends on having: 1) a clear scope for the targeted industry (geography, what types of companies are/are not included) based on defined criteria; 2) strategic partners who understand and buy in to the sector partnership approach; 3) industry champions ready to sign the invitation letter and help set the tone at the launch meeting, and; 4) a convener or co-convener team ready to provide backbone support and staffing to the partnership.



1. DEFINING SCOPE

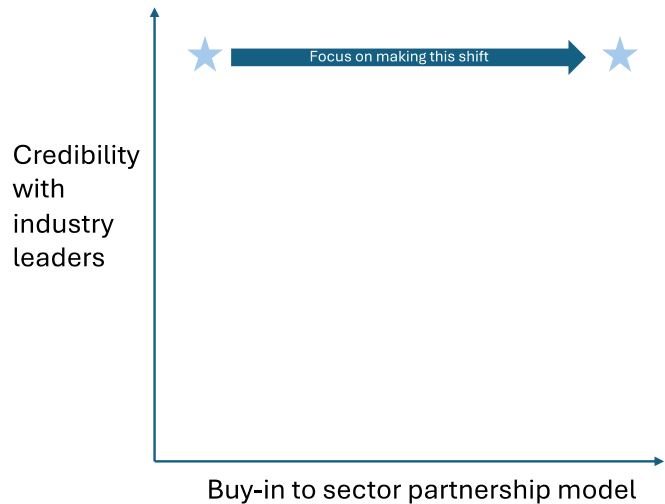
- Have we defined what companies are/are not included in the sector partnership, using LMI data combined with on-the-ground knowledge from partners and industry leaders? Have we answered the following questions:
 - What geographic scope are we focusing on? Does the geography of our partnership make sense to industry leaders? Do they identify this as the natural economic footprint of the industry?
 - How are we defining the “sector”? Are there ancillary business types that need to be considered in the sector? What criteria are we using to determine what kinds of companies are/are not included? For example:
 - Job quality (wages & opportunities for advancement)?
 - Common focus?
 - Size of firm (e.g. companies with minimum 50 employees)?
 - What companies do we plan to invite to the launch meeting? Do we have at least 100 companies that meet our definition of the “sector” to invite to the launch meeting?



2. STRATEGIC PARTNER ENGAGEMENT

- What are the existing associations or convenings that bring together employers around talent or other shared needs?
- Do these associations/organizations understand the sector partnership model? Are they committed to being a part of this collaborative effort?
- What other organizations have strong relationships with CEOs? Do they understand/buy in to the sector partnership model?

**Remember: focus your efforts on organizations/individuals with high credibility with industry leaders in the targeted sector. Those are the ones whose buy-in matters most.*



3. CHAMPION RECRUITMENT

- Have we identified and recruited at least 2 (3 or 4 even better) CEOs who will sign the invite letter and welcome everyone to the launch?
 - Do they represent sub-sectors that we hope to include in the sector partnership?
 - Are they willing to help spread the word among their peers?

4. CONVENING TEAM

- Do we have staff capacity to effectively staff and support the partnership for at least the next 6 months?
 - Recommend .4 to .6 FTE to provide project management/admin support, with additional help from strategic partners to facilitate, broker relationships, and advise on strategy.

IF YOU CAN ANSWER YES TO MOST OF THESE QUESTIONS, YOU'RE READY TO LAUNCH.