

APPRENTICESHIP BUSINESS ENGAGEMENT

Talking to Businesses

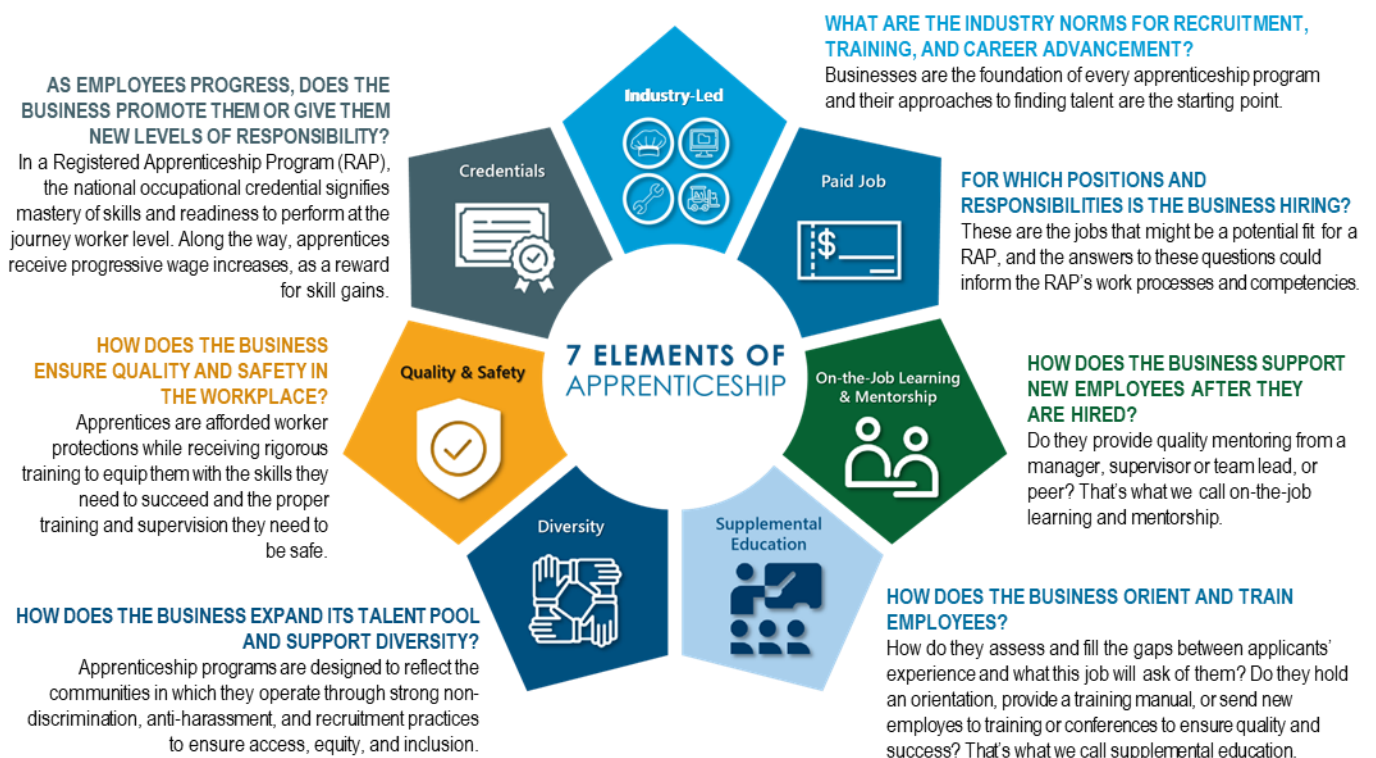
For apprenticeship professionals and their workforce development, education, and business collaborators, talking to businesses in the right way about apprenticeship is critical. Relating Registered Apprenticeship to what businesses already do to recruit, train, and retain their workforce and using the language of business can make the difference in helping them see apprenticeship as their talent development solution. This resource document provides quick tips on how to talk to businesses about apprenticeship. To learn more about business engagement for Registered Apprenticeship expansion, see the related toolkit:

<https://apprenticeship.workforcegps.org/resources/2018/05/11/17/01/Apprenticeship-Business-Engagement-Tools>.

RELATE APPRENTICESHIP TO WHAT BUSINESSES ALREADY DO

When introducing Registered Apprenticeship to a business, start by gaining an understanding of their recruitment, hiring, onboarding, and employee management processes—and then help them see how Registered Apprenticeship Programs (RAPs) provide a formalized, consistent, and replicable approach to what they already do.

All RAPs consist of seven core components. Here are ideas for questions to help guide your conversation with businesses by relating what businesses already do to these core components of Registered Apprenticeship:





USE THE LANGUAGE OF BUSINESS

As you know, Registered Apprenticeship has its own language and vocabulary. When talking with businesses, use *their* language instead. This short apprenticeship-to-business dictionary will help you prepare for conversations with businesses and translate apprenticeship terms into business language.

APPRENTICESHIP SPEAK	BUSINESS SPEAK
Outreach and Selection	Recruitment and Interviewing
Work Processes/Competencies	Job Descriptions, Position Responsibilities
Supplemental Education	Internal/External Training, Education, or Onboarding
On-the-Job Learning	Mentoring/Supervision of Work, Performance Reviews
Progressive Wage	Merit-Based Increases, Performance Increases
Certificate of Completion	Position/Title Change
Equal Employment Opportunity/DEIA*	Diverse Workforce/Inclusive Workplace Culture
Quality and Safety	Quality Assurance (QA), Safe Working Conditions

* Diversity, Equity, Inclusion, and Accessibility

LOOKING FOR MORE RESOURCES AND TOOLS ON APPRENTICESHIP BUSINESS ENGAGEMENT?

VISIT

Apprenticeship Industries
www.apprenticeship.gov/apprenticeship-industries

Apprenticeship Professionals Learning Network
www.apprenticeshipprofessionals.org