

Executive Summary

Strong Partnerships I: Business Engagement

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Moderator: [Jeff Ryan](#)

Speakers: [Cameron Cassidy](#), [Melissa Freigang](#)

This webinar is an opportunity to learn from employers' key business engagement strategies and ways to increase employment opportunities for older workers.

Business engagement is the cornerstone for transitioning participants into today's competitive workforce. This session highlights the concepts for business engagement in the workforce system and how American Job Centers (AJCs) put it into action. In addition, learn from the business perspective on hiring older workers, techniques on how to cultivate better partnerships, and ways to increase employment opportunities for your participants.

Run of Show

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Objectives, Introductions	0:35
What Businesses Need	3:27
Soft Skills (Melissa Freigang)	6:50
Q & A	19:30
Principles for Success	21:34
Q & A	48:30
Opportunities for SCSEP Grantees	56:18
Final Thoughts	1:10:10
Q & A	1:14:01
Wrap up	1:15:52