

## **YOUR SECTOR PARTNERSHIP: GETTING THE SCOPE *JUST RIGHT***

Ask yourself:

### **Is the Geography right for this partnership? Too big, too small? Just right?**

- Too big: A whole state. Half a state. (Hint: put some parameters on your geographic reach like: strong identity for this industry in a particular area, like along a Highway corridor? Is this reach manageable, i.e. will we actually interact and encourage interaction?)
- Too small: A neighborhood (Why not? Because you won't get the depth and breadth you need to really address a target industry's needs)
- Just right: Start with your target industry's natural labor market region with parameters that will actually allow for a collective identity and employer-to-employer interaction. The geographic reach may expand or narrow over time.

### **Is the Scope of Industry right? Too broad, too narrow? Just right?**

- Too broad: "Advanced Industries" defined as any industry that uses some advanced technology (bioscience + aerospace + IT, etc). (Why not? You're taking on the world!)
- Too narrow: Tortilla Manufacturers. Physical Therapy providers. Trucking companies. (Why not? You'll end up with one short-term solution, not a partnership.)
- Just right: Advanced Manufacturing. Food & Beverage Manufacturing. Healthcare providers. Transportation and Logistics. (Why? Breadth and Depth)

### **What about employer champions? Membership? What is too big, too small? Just right?**

- Too big: 150 employer champs at your launch meeting!
- Too small: 2 employer champs at your launch meeting! (if this happens, just have a conversation with them, ask them to help you build an invite list).
- Just right: Aim for 25-30 champs at your launch meeting, be happy if you get 10 or more. Aim for a broader employer membership of much bigger: 30-80 members, and over time expect to reach all or most of companies in your region and target industry, even if they are not active champs or members.

### **Are we expanding beyond our own jurisdictional boundaries?**

- Don't just be a LWIB, economic development agency, college or single organization doing this work.
- Do expect that your support or partner team will be multiple lwibs, economic development agencies, colleges and other organizations.
- Do expect to cross city and county lines (no sector partnership is actually in just one if they're really looking at their natural labor market.

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The Next Gen Sector Partnership staff, a team of four independent consultants—Lindsey Woolsey, John Melville, Francie Genz and Emily Lesh— collaborate to make the Next Gen sector partnership community of practice possible.

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