



CASE STUDIES

WISCONSIN WORK FORCE DEVELOPMENT ASSOCIATION

CHALLENGE:

Wisconsin's Office of Workforce Development recognized that being more efficient and productive isn't just a challenge for today — it's also a challenge for tomorrow. In 2017, the office sought a way to inform, inspire, and empower its agencies across the state to prepare for major change in the coming years.

ACTION:

Icarus Consulting was invited to present before the Workforce Development Agency, agency heads while they attended the organization's annual conference. Included were leaders from every department. We shared insights with them on the trends that are expected to shape the public's relationship with the agency for years to come.

RESULTS:

The agency's chief of staff called us the next week saying, "Dr. Goode's presentation was one of the best, most-effective ones I've ever seen." We were then hired by numerous department heads throughout the year to deliver more department-specific strategies tailored to the needs and interests of the customers they served.

As a result, Workforce Development Agency leaders and staff have a greater understanding of the shifting needs and preferences of their customers and communities. This knowledge helped them capitalize on the ideas and channels that enabled to meet people where they are today — and they want to go in the future.