



# Unified Workforce Strategy

Form a clear picture of today and tomorrow's workforce needs and implement solutions that close jobs-skills gaps.



Job Seeker Assessment



**WORKFORCE SUMMIT**  
BUILDING BRIDGES  
FOR INNOVATIVE SOLUTIONS



Charlotte Workforce Development Funding  
& Business Services Application



Form a clear picture of today and tomorrow's workforce needs and implement solutions that close jobs-skills gaps.

**Talent**

**Business**



Job Seeker Navigator



Business Assistance Resources

# Talent JOURNEY

## Job Seeker Journey & Personas

Personas Experience the Journey Differently



**EXPERIENCED**

Estimated Job Seekers

28,249<sup>3</sup>



**UNDER-EMPLOYED**

53,000<sup>4</sup>



**CHRONICALLY CHALLENGED**



**YOUNG ADULT**

12,200<sup>5</sup>



**RETURNING RETIREE**

11,340<sup>6</sup>



**RECENTLY INCARCERATED**

**WORKFORCE** | Job Seeker Journey



**IDENTIFY  
JOB  
NEED**



**ACCESS  
WORKFORCE  
PARTNERS**



**UTILIZE  
RESOURCES**



**IDENTIFY  
OPPORTUNITIES**



**ENGAGE  
EMPLOYERS**



**JOB  
MATCH**

**Business**



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**Talent**

**Business**



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# Business JOURNEY

Business Customer Journey & Personas



Personas Experience the Journey Differently



Big Corporations



Medium Businesses



Public Job Sector



Small Businesses



Microbusinesses



Startups