

# FLORIDAFLEX | Overview Script and Internal FAQs

## SCRIPT

For companies doing business in Florida, as well as those relocating or expanding in our state, FloridaFlex is a valuable resource not to be missed. FloridaFlex is powered by the CareerSource Florida network and has provided grants and support valued in the millions of dollars to help Florida businesses grow. We offer several strategic services:

The first is recruiting. Our statewide network includes strong local partnerships in every market. We've built a successful track record of locating applicants who match highly specialized business needs.

Secondly, we help companies hire. We supply our time, funding and physical resources like interviewing space.

Third, we help strengthen a company's current workforce. Our matching grants cover training and equipment that helps businesses of all sizes improve productivity and market competitiveness while raising earning potential for employees.

Best of all, FloridaFlex is flexible and business-friendly. Each company stays in full control of how they recruit, hire and train. We provide staff support, funding and physical resources. It's easy to apply and approvals for qualified businesses are fast.

**Insert closing call-to-action based upon delivery (phone vs in person vs email) and target audience. Examples:**

- Would you like me to email you a FloridaFlex application?
- I can help you get started on your application right now...it'll just take a few minutes.
- Are there any questions I can answer for you about FloridaFlex?
- I'll leave behind our FloridaFlex brochure/flyer: this way, you can share the information about our services with your department head, leadership team, etc.
- Apply now by contacting NAME at PHONE or EMAIL

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## FAQs

### WHAT IS FLORIDAFLEX?

FloridaFlex is a business-friendly total talent solution powered by the CareerSource Florida network that provides matching grants, expertise and physical resources like interviewing space for Florida companies that need to recruit, hire or train. We help Florida companies grow and become more globally competitive.

### WHAT'S THE BIGGEST BENEFIT OF FLORIDAFLEX?

Flexibility. Business leaders always remain in full control of how they recruit, hire and train. We don't dictate methods or structure. We simply provide our time, grants, and other resources needed for success. Each company is free to design programs that best match their market and customers, to drive the best sales results and/or business outcomes.

### ARE THERE CERTAIN INDUSTRIES OR COMPANY SIZES THAT BENEFIT MOST FROM FLORIDAFLEX?

We support Florida businesses of all sizes, from fast-growing entrepreneurial startups to global multi-nationals across any industry. We customize benefits to each firm's unique needs. Higher-wage, higher-growth industry sectors that offer our state especially strong economic impact and employee success are prioritized. These industries include:

- Manufacturing
- Finance & Insurance
- Professional, Scientific and Technical Services
- Wholesale Trade
- Transportation & Warehousing
- Information Technology
- Plus other key sectors

### WHO ELSE BENEFITS FROM FLORIDAFLEX?

The positive impact and benefits of FloridaFlex extend far beyond individual businesses:

- **Economic development partners at the state and local level**

For development leaders working hard to help existing and prospective businesses grow and compete, FloridaFlex is a persuasive advantage to mention when meeting with executives and consultants. Other states courting businesses may have similar programs, but few are as flexible, business-friendly and successful as FloridaFlex.

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- **Florida residents**

For Florida residents and their families, FloridaFlex creates higher-growth, higher-paying jobs; helps connect employers to qualified applicants; and empowers current employees to upgrade skills and earning potential.

- **Local communities**

FloridaFlex supports towns, cities and municipalities by helping create an environment for increased revenues to fund needed improvements; creating new jobs for residents; adding to the skilled talent pool; and bolstering earnings potential for existing employees.

- **Elected officials**

Leaders at every state level know the value of a growing economy, stronger business climate, and higher quality of life for residents. FloridaFlex has a successful track record of supporting all these goals.

- **Educators and other FloridaFlex partners**

Universities, colleges and vocational schools need students, and need to ensure their students secure employment after graduation. By partnering with FloridaFlex to support industry-recognized training, education leaders strengthen their relationships with local businesses through support of current and future talent pipeline needs. This mutually beneficial partnership boosts enrollment and helps match graduates to rewarding career opportunities, strengthening the school's reputation for alumni marketability and job placements.

## **IS FLORIDAFLEX THE NEW NAME FOR THE QUICK RESPONSE TRAINING PROGRAM?**

While the original marketing strategy was to rename the Quick Response Training Program, that strategy evolved to expand the FloridaFlex name to cover all business services offered by the CareerSource Florida network, including Quick Response Training Grants.

The FloridaFlex brand allows the CareerSource Florida network to reach business leaders with a focused message of available recruiting, hiring and training services to help their companies compete and grow. By using a single brand name for business services, we avoid government jargon and confusing program names, and we can harness the power of statewide outreach.

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Our strategy under the FloridaFlex umbrella achieves two goals: (1) It's a simpler, clearer way to convey who we are, what we offer and the flexible approach we use to support Florida businesses; and (2) It emphasizes our expanded focus: recruiting, hiring and training support for both urgent needs and strategic, long-term planning. Our new name and marketing approach are a closer match to what business leaders told us they seek.

## **HOW DOES A COMPANY APPLY FOR GRANTS AND RESOURCES?**

- **Recruiting and hiring support**

Businesses work directly with local CareerSource Florida offices in their communities. Companies can quickly receive local team contact information on our interactive map: <http://careersourceflorida.com/your-local-team/>

- **Training Grants**

Applications can be submitted online at the CareerSource Florida /FloridaFlex website. Visit: <https://careersourceflorida.force.com/applications/CustomLogin>

## **HOW DOES A POTENTIAL FLORIDAFLEX PARTNER OR SCHOOL GET INVOLVED?**

CareerSource Florida partners with companies, organizations, educational institutions and local workforce development boards to optimize efforts to connect businesses with qualified, skilled talent and Floridians with employment and career development opportunities.

## **HOW DOES A JOB SEEKER OR CURRENT EMPLOYEE REQUEST SUPPORT?**

The CareerSource Florida network serves job seekers and employees seeking training directly through workshops, job postings at employflorida.com, recruiting events, etc. FloridaFlex is specifically designed to support and strengthen the business community.

## **AS A STATE-SUPPORTED PROGRAM, HOW IS PERFORMANCE TRACKED AND REPORTED?**

We prepare an annual report for the Florida legislature that demonstrates the value of the Quick Response Training Program to businesses. Performance data also is requested on an intermittent basis throughout the year. The legislature has been pleased with the available long-term wage data offered by the programs and continuous positive track record it demonstrates.

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A recent independent audit (The 2015 report by the Florida Legislature's Office of Program Policy Analysis and Government Accountability) confirmed:

- 88% of companies reported Quick Response Training had a positive impact on their business
- 33% reported increased sales
- 63% reported the grant played a role in the decision to expand or establish in Florida
- Companies surveyed reported a 23% increase in employment growth and a 3% increase in wages.

### **ARE THERE STATISTICS OR HARD FACTS THAT ATTEST TO THE SUCCESS OF FLORIDAFLEX?**

Below are a few of the many proof points that demonstrate the success of FloridaFlex:

- More than 80,000 businesses served statewide in fiscal 2015-2016
- More than \$18 million in state grants awarded to help train more than 13,600 projected new and existing employees in fiscal 2015-2016
- High marks from Business Facilities, a publication that ranks workforce training leaders annually
- Recognized for excellence by the U.S. Chamber of Commerce and National Chamber Foundation

### **IF BUSINESSES HAVE MORE QUESTIONS NOT COVERED IN PRINTED MATERIALS OR WEBSITE, WHOM DO THEY CONTACT?**

They can call our main phone number: 850.692.6887, email [bizservices@careersourceflorida.com](mailto:bizservices@careersourceflorida.com) or submit their questions using our online [Contact Form](#).