5-7 main big points and then underlying support ending with an implication starting with a verb

* **Perception as a barrier**
  + Can address physical barrier like access and transportation, but how do we address people’s perception of tech?
  + Perception of “entry level jobs” and tech scare people from advancing
  + Tech is feared
  + Employees don’t think they need tech…
    - Communicate the benefits → Campaign

Disconnects:

* Break the top-down, bottom-up cycle:
  + ***Disconnects in every level of business concerning how to implement tech in non tech businesses***
  + If supervisor doesn’t prioritize tech, then employees don’t feel motivated to prioritize improving/developing their tech abilities
  + If the employees are not proficient at tech, it becomes a daunting, uncomfortable task for supervisors to address

Support: NDHR can’t implement sole communication through tech

Food service schedules redundancy

Manufacturing data/schedules redundancy

* In hiring, there’s a **disconnect** **between expectations and hiring**
  + employers don’t accurately describe tech needs which intimidates applicants
* No consistent means to talk about technology skills and expectations/qualifications on either side
  + When listing tech qualifications too often overly broad and generalized rather than matched to needs at hand
    - “Default” tech skills leads to low skilled applicants avoiding the application overall
    - People who are actually qualified for the role are turned away because it seems they don’t qualify because of the vague tech descriptions
  + Using 3rd party digital platforms limits applicants
* **Insufficient communication of tech training values/benefits**
  + Lack of commitment to training services
    - Employers didn’t see immediate return on investment, people saw increased confidence across their work and personal life
    - Current outside tech courses area big investment without an immediate payoff
  + Most people know that improving skills would be good, but no commitment to classes or improvement overall

Support: SPI no longer invests in a $30,000/year service to train their employees

because they weren’t seeing the return

**Implication- Promote business efficiency by investing in these services**

* *(move, redundant? )* Companies are in the business of XYZ, not the business of development and training- **disconnect in purpose/roles**
  + Employees tech needs fall to the wayside
  + Creates inefficiency in the workday, as time needs to be allocated to train which should be used for continuing production=
* **Disconnect between actual ability and perception barriers**
  + Not having a resume limits ability even if fully qualified
  + *Discomfort in tech creates an inability to operate in a professional environment* and traps a lot of employees in low skills jobs
  + No ability to move forward or develop
  + Awareness of appropriate appearance/presentation prevents job seekers from receiving an offer or moving up the ladder
  + Resume, interview prep is a significant step in the hiring process that is lacking attention
* Job seekers lack passion in their job because they don’t start with a reflection of skills/interests
  + People need a way to examine their personal skills and interests to find jobs that would motivate them to go to work and hope to move up in life
  + Employers are struggling to find passionate employees
  + Employees without passion don’t feel a need to take on more responsibility through promotion
  + Orientation to immediacy rather than long term promotion or delayed gratification
    - Orientation to future betterment; building base for future from which to grow
    - Implication: Businesses- when they hire at business level talk to them about opportunity for them to grow
* Employers that don’t feel tech is used often in entry level positions don’t see the value in tech training, so would rather just band-aid gaps during the workday
* Non tech savvy upper level management sets a tone of devaluing tech, not because they actually don’t see the value rather they don’t want to feel embarrassed by being seen as vulnerable/weak/unsure
  + My work isn’t lacking, so “if it ain’t broke, dont fix it” mentality
* The hiring process hinders employers and employees from finding what they’re looking for

Perception that if you’re not good at tech, **fundamental personality flaw**

* Almost says something about you, not your skills
* Threatening, either you get it or you don’t
  + Self consciousness
  + Modern or not
  + behind/backwards
  + Stubborn
  + Feels like admitting it, is that in a modern age, you’re living in the 50s
    - **Reframing tech as just another skill that anyone can learn**
  + **Definitely hesitation to use tech- stigma and shame** 
    - Not really a stigma to other skills- like fixing a car
    - Feeling uncomfortable with technology marks you as backwards
    - You’re an outlier if you don’t keep up with tech but recognize we’re in a tech driven world
    - All or nothing → get it or you don’t, no inbetween
      * People that struggle feel like they’re never gonna get it

**Perception- people think about tech the wrong way, creates disconnects**

disconnects= gaps all across the board

implication - think about

Firms not in the business of tech have a need for opportunity to address tech gaps bc not in business of providing that

**Commitment- if they can’t commit to a job, how are they going to commit to a class**

**Prioritization- stuff happens; at lower end of income scale, everything can be an emergency**

**Disconnect between understanding of chaotic and unstable live that entry level workers have and the consistency that they’re seeking in workers**

**How are they going to commit to going to the ITRC**

**Because of orientation to immediacy- come in when they need a resume, not to a class before hand**

**Don’t plan ahead, quit a job if something happens, big cycle.**

***Employee satisfaction***

**Attention not given equally to the entry level employees- their not really invested in the real depths of the business**

Divide and conquer quotes and presentation

Be careful of stereotyping/judging

Write dis-passively

Make a smoother story with the points- what are the conditions that make/ encourage that / the factors that create that phenomena

\*\*\*Frame as employee satisfaction-some element of tech that brings an element of fulfillment that creates a win for employers and employees

\*\*\*If missing something- Think about what it should be and then find that need that it fits

Ex: Offsite onsite what’s the difference is it fundamentally difference- document the need that it flows from

Anxiety about implementing ITRC

Shift from analog to digital→ take some of the weight off of their shoulders→ **relief**

Companies want to modernize and more forward but can’t

Points ITRC can answer

**Some want to and are frustrated**

**Some are so caught up that they don’t realize that tech could help them with efficiency**