Action Greensboro’s Talent Toolkit is a community resource guide for local employers looking to better engage and support their employees in Greensboro. Cultivating talent can start as early as the recruiting stage and continue throughout the development and advancement of employees. Greensboro has a number of resources to assist in this work. We encourage you to look both within and beyond the walls of your office for educational advancement, professional development and creative ways to build your teams.

We invite you to WELCOME, CULTIVATE, FOSTER, NURTURE, ENERGIZE, FUEL and FLEX your business practices and take advantage of all the offerings in Greensboro for your employees.

Find the digital version of this document online at actiongreensboro.org.

Questions about the Action Greensboro Talent Toolkit? Contact: Action Greensboro at 336-379-0821 or info@actiongreensboro.org.

Action Greensboro is a leading voice in urban livability, civic engagement, educational advancement and initiatives to attract and retain young professionals in Greensboro. actiongreensboro.org

synerG is an active organization of young adults who lead initiatives with the mission to attract, engage and connect young professionals to Greensboro. synerg.org

Campus Greensboro is an initiative dedicated to preparing college and university students for a professional environment and helping them envision a future living and working in Greensboro. campusgreensboro.org
A YP Guide to Greensboro

synerG and The Greensboro Chamber of Commerce teamed up to create a one-of-a-kind guide to Greensboro for young professionals, specifically those moving to the area or acquainting themselves with the city. Made in Greensboro: A Young Professional’s Guide to Greensboro is available in hard copy format or accessible online for easy sharing.

The publication draws upon Action Greensboro’s Made in Greensboro program which celebrates our city’s entrepreneurs, artists, community builders and leaders. Each page features Greensboro’s many assets and the community members who contribute to them.

Readers can learn about our parks, housing, restaurants, art and music, sports, diversity, history and more all within the flip of few pages. The guide is a welcoming and informative publication for newcomers and residents alike.

To access the publication online, visit www.madeingso.com/yp-guide/

For print edition, contact synerG.
Leadership & Professional Development

Employee cultivation outside of the office is just as valuable as professional cultivation from within. In Greensboro, there are a wealth of programs and organizations that employers should encourage their employees to participate in as a supplement to in-office cultivation.

Greensboro boasts a multitude of young professional organizations, each offering a different focus area and robust programming. synerG Young Professionals, an initiative of Action Greensboro, is a dues-free young professional network which engages and cultivates young professionals through programming like monthly socials, nonprofit board service training, lunch and learns and an annual leadership development summit, Lead Your City. Other young professional organizations in Greensboro include but are not limited to Future Fund, Greensboro Jaycees, Guilford Merchants Association Risers, Junior League of Greensboro, United Way Young Leaders, Vivace Young Professionals and YP Civitan of Greensboro.

The Greensboro Chamber of Commerce offers a 9-month leadership program each year called Leadership Greensboro. This program is open to 45 citizens annually and includes leadership development, volunteer experience and connections to a large alumni network in Greensboro. The Chamber also offers Other Voices, an 8-month program in which participants participate in diversity trainings and open dialogue about the roots of prejudice.

City Academy, a program offered through the City of Greensboro, promotes civic engagement and provides a crash course in our city’s government. This program develops future leaders and builds a better community by encouraging citizens to actively participate in municipal government.

These resources are easy ways to cultivate your employees and invest in their development as leaders both in and out of the office. We encourage employers to provide time away from the office for employees to participate in these valuable community programs.
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Mentorship and Reverse Mentorship

Mentoring relationships come in many different forms. They can last a lifetime or may be short-lived and targeted toward gaining a skill or reaching a particular goal. Employees of organizations that have formal mentorship programs experience increased job satisfaction and a more optimistic view of their future with the organization.

In a traditional mentoring relationship, the more experienced person in the pair is a mentor to the less experienced. Reverse mentorship is the opposite, and gives new or less experienced employees a platform to suggest new ideas and creates a safe space for creativity and learning. Both types of mentorship are beneficial and increase employee engagement and retention, while enhancing productivity and innovation.

For more information on mentorship and reverse mentorship, and how to start mentorship program, please contact Campus Greensboro at campusgso@actiongreensboro.org.

**ARCH MI SPOTLIGHT**

Arch MI understands that their employees are their most valuable asset, and in order to keep the best and brightest they offer a number of unique benefits.

One of the benefits is their robust Employee Resource Group (ERGs) program. Arch MI currently has four ERGs: Black Professionals & Allies, DisAbilities & Allies, Women & Allies, and Young Professionals & Allies with plans to add a fifth in 2019 for Remote Professionals & Allies.

They are particularly proud of their Young Professionals & Allies ERG and their work around cultivating a strong professional network that promotes collaboration and idea sharing across functions. Each year they host two events that are not to be missed: **Advice to My Younger Self** and **Bowling with Executives**. During Advice to My Younger Self, senior leaders have the chance to share their perspective and strategies for success. Bowling with Executives provides the chance to connect with business leaders in a more relaxed setting.
Engage Greensboro Mobile App
Fostering employees’ relationships with the company and also with the city is essential for employees to establish long-lasting connections to our community. When employees are invested in our city, it makes the decision to move more difficult when presented with a new opportunity. Our city has innumerable assets and opportunities waiting to be discovered. The Engage Greensboro mobile app is a high-tech tool which aids in discovering those assets.

Engage Greensboro is a scavenger hunt style mobile app that companies and organizations in Greensboro can use for team-building activities or to help employees connect to all that Greensboro has to offer. Users of the app can complete challenges (both professional and community focused), earn points and compete to win prizes. This tool is a high-tech, user-friendly solution to help employees explore Greensboro.

To start a program using the Engage Greensboro app, email info@synerG.org

Multi-Generational Team Building
Currently, there are at least four generations in the workforce and over 50% of the global workforce is occupied by Millennials. Generational diversity on teams maximizes the strengths of each generation to increase innovation, creativity, and overall business success. Understanding how career preferences and ambitions are shifting and capitalizing on generational diversity will help your organization stay competitive. To learn more about multi-generational team building, email info@actiongreensboro.org.

Cone Health Spotlight
In an effort to foster new nurses in the Cone Health system, human resources uses the Engage Greensboro app as the main component in a retention program called FOMO GSO (Fear of Missing Out). The five-week program is a collaboration between synerG Young Professionals and Cone Health, and is tailored to a cohort which is comprised of young nurses, most of whom are new to Greensboro. Over the course of the program, participants explore Greensboro’s best assets (community events, restaurants, outdoor activities and young professional programs) and track their journey through the Engage Greensboro app. The app creates a leaderboard which shows the completed challenges and the points received for those challenges. These include everything from playing trivia at a local brewery to visiting public art installations to attending a Greensboro Swarm game. The program also includes professional development challenges such as sharing a nursing tip with other participants. Prizes for earning the most points are awarded halfway through and at the end of the program. This program aims to engage, cultivate and retain young talent at Cone Health and help establish lifelong connections to the Greensboro community.
Family Friendly Workplace Practices

Greensboro is well-known as a community of choice for families, and family-friendly workplaces are a part of upholding this reputation. We know that family-friendly employers have a competitive advantage when attracting top talent and retaining happy, healthy and smart employees.

According to NC Family Forward, family-friendly employers benefit from reduced employee health care costs, a healthier work environment and fewer employee absences. We encourage Greensboro’s businesses to implement family-friendly workplace policies such as parental leave, flexible work and scheduling, consortium or on-site childcare, and other popular practices.


CHARLES ARIS SPOTLIGHT

A maternity lounge was integrated into Charles Aris’ newly designed headquarters in downtown Greensboro following a short term pilot program. Its purpose is to make the workplace better-suited to the unique needs of new mothers on the Charles Aris team.

This dedicated space is located within the women’s facilities and features a restroom, shower and small locker room. Amenities include a sink and drying station, mini fridge and snacks, convenient electrical outlets, and a clean environment.

Charles Aris Vice President Jill Jitima, a mother of two children, says, “It was encouraging for me to see our company evolve with regard to how we're thinking about maternity leave and working mothers. The first step was introducing a place where moms could go and be comfortable in the workplace. That was key for us in the beginning to think about building a platform for moms on a number of fronts including increased paid maternity leave, flexible work schedules and annual health assessments.”
**ENERGIZE**

**Wellness Programs**

Many of us spend a large portion of our day at work, which makes time in the workplace an opportunity to address and improve employees’ health and wellness practices. Workplace wellness programs consist of educational resources and health programs that an organization may offer to promote healthy lifestyles for employees. These programs have a track record in improving the overall happiness and health of workplaces, which leads to improved productivity. We encourage employers to adopt a wellness program or recommend employees take advantage of the many free fitness programs and activities that Greensboro has to offer.

Greensboro is well positioned to enhance the employee experience through no-cost wellness activities that your employees can participate in as a team or individually - whether it’s late night paddle boarding on Lake Brandt, strolling through our many parks and gardens or taking a free fitness class on the Downtown Greenway or in our downtown parks.

For more information, visit Downtown Greenway, Greensboro Parks and Recreation and Greensboro Downtown Parks, Inc.

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**VOLVO GROUP SPOTLIGHT**

The **Health for Life Program** was introduced in 2004 as Volvo Group’s comprehensive health management program. Its purpose is to build a culture that supports and encourages healthy lifestyles, and includes services to meet the needs of individuals no matter their level of health.

Some examples of established programs are monthly health fairs, walking/running programs, weight loss support groups, dance lessons, wellness stop-by booths, yoga, meditation, mindfulness practice, massage, health screenings, educational programming, wellness challenges, free health coaching, and an on-site fitness center.

“*The wellness program through Volvo Group is by far the most robust I’ve experienced or have heard about at companies in the area. There is literally something offered for everyone at every level of fitness, and the program overall promotes a healthier lifestyle for all employees. My favorite piece is having access to a gym on campus. It’s easy to pop over during lunch and get in a quick workout to break up the day. It’s so nice to work for a company that allows (and encourages!) its employees to take a break in the day to be more active and achieve a healthier lifestyle.*”

- ALEX PAPPAS
  Marketing & Communication Specialist, Volvo
Internship Program Start-Up Materials and Consultation

Interns can provide fresh perspectives and insight on new or existing projects. Hiring interns from Greensboro’s local colleges and universities increases your company’s brand awareness amongst students, faculty/staff, and the community-at-large. Internship programs provide low-risk hiring opportunities that allow you to “test-drive” potential future employees. Guiding a student through an internship is a way for your organization to give back to the field and mold future industry leaders.

To develop an internship program, employers need to consider project needs within the organization, skill sets being sought, budget, and who will supervise. For more information about building an internship program and/or for assistance with promoting your internship opportunities, email Campus Greensboro at campusgso@actiongreensboro.org.

Campus Greensboro

Greensboro’s economy depends on the steady pipeline of young talent from the seven local colleges and universities, as well as institutions around the globe. Campus Greensboro aims to attract and retain bright talent to meet the needs of Greensboro’s developing economy. By connecting college students to industry, developing professional and leadership capabilities, and showcasing Greensboro’s unique quality of life, students become prepared for the workforce. Meeting these goals culminates in successfully marketing Greensboro as a vibrant University City in which recent graduates can launch their careers.

The flagship initiative of Campus Greensboro is our Fellows Program, which is a structured, 10-week summer program that includes a paid internship, world-class leadership training with the Center for Creative Leadership, networking, and social engagement. The Fellows Program provides professional experience through an internship, raises awareness of industry in Greensboro, and connects students to a cohort of high-achieving peers to experience our city as young professionals. To partner with Campus Greensboro and our fellows program, email campusgso@actiongreensboro.org.

GAP Program

Guilford Apprenticeship Partners (GAP) provides targeted opportunities for high school students. Originally focused on careers in advanced manufacturing and service fields, in 2018 this highly successful program added cyber security, IT, and Aviation Mechanics tracks. Students have a leg up on skills training, college, nationally recognized credentials, and rewarding careers. They also earn competitive salaries and incur no college debt. In its third year, there were a total of 77 apprenticeships (spread across 30 employers) which together provided the equivalent of $10M in scholarships. GAP is adding an advanced automotive track this year and 85 pre-apprentices over all tracks. For more information about the GAP Program, visit https://gapnc.org/
For over 10 years, the HAECO Co-Op/Internship Program has been an opportunity for students to utilize the skills they have learned while pursuing an undergraduate degree in a professional work environment. While the students gain vital skills and experience that they carry throughout their careers, HAECO has the opportunity to find future employees and strengthen relationships with community organizations and universities. Over the past 3 years, HAECO has had 8 interns accept full-time positions with the company. The Co-Op/Internship program allows HAECO to gain new perspectives and ideas through the student’s interaction with company employees.

“Interning with HAECO has been challenging, valuable and rewarding. I have been able to apply classroom knowledge to real-world situations and gain valuable hands-on experience. During my internship, I felt confident and comfortable in my environment, trusted as a member of the team, and was offered many opportunities to expand on my skills.”

-BRIANNA PUPELLO
Marketing Analyst, HAECO Americas

Small Investment Incentives
Looking for new ways to appreciate your Millennial and GenZ employees? Nontraditional, low cost office policies are trending. We encourage getting to know your employees and what they value, and flex your perks based on your company’s resources and abilities.

Dress for Your Day or Jeansboro Fridays, flexible or summer office hours, professional development budgets and community service days are excellent ways to invest in your employees and community. Research shows that when friends are made in the office, teams are more productive and loyal. Dog friendly offices, PTO on your birthday and team happy hours can promote camaraderie and boost team morale with little investment.

The Brooks Group’s culture is built on the concept of Empowered Performance. They believe hiring smart, capable people and giving them tools they need to do their jobs leads to a bottom line of success. Put simply, companies don’t grow, people do.

For the Brooks Group to scale, they needed to empower people to push themselves to perform at their best. Their solution is to offer an unlimited PTO policy that begins after 30 days of employment.

Taking any amount of PTO requires an employee to use his or her best judgment with regard to timing and to work with fellow team members and supervisors to make sure that adequate departmental coverage is in place during the employee’s absence, among other standard policies. Unlimited PTO is based on an employee’s continued ability to perform the job duties assigned.
Internship Program Start-Up Materials and Consultation

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PACE COMMUNICATIONS SPOTLIGHT

Cuisine, culture, community: It's the tagline for Ethnosh, a program that connects the public to the many amazing immigrant owned restaurants in Greensboro.

When one of Ethnosh’s co-founders joined Pace as a content creator, he offered the agency the unique employee benefit of guided lunches held at Ethnosh restaurants. Four times a year, 40 participants from Pace board a yellow school bus and venture out to enjoy a culinary cultural immersion from places like Palestine, Ethiopia, India, and Italy.

For each visit, Pace put their employees' talents to good use and organized teams to create content for the international restaurants. Pace spent $1,500 for the year, engaged 160 employees, presented the resulting creative work at company-wide meetings, and shared the love all over Instagram.

CONNECT

Community Engagement

Encouraging participation in Greensboro events and culture and offering volunteer opportunities are great ways to strengthen employee connections to the community of Greensboro.

The culture and arts community in our city is vibrant and welcoming with opportunities for all interests including theatre, music, dance, visual arts, culinary experiences, makers spaces, museums and more. The variety of offerings allows employees to find their niche and feel more at home.

Volunteer programs within an organization are most effective when they align with the value and mission statements of your organization. As employees participate in volunteer opportunities, employers should support them and their community engagement.

By connecting with some of the examples provided in the Talent Toolkit or with the Volunteer Center of Greensboro, your organization can have an impactful and robust employee volunteer program that can be embedded into workplace culture.

For more information on volunteering in Greensboro, contact the Volunteer Center of Greensboro. For information on culture, arts and entertainment, contact Downtown Greensboro Inc. and ArtsGreensboro.
ACTION GREENSBORO

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For more on Action Greensboro
ACTIONGREENSBORO.ORG