



Comprehensive Workplace Solutions Team Meeting

SYNTHESIS

JANUARY 29, 2015 9:30 A.M. TO 3:00 P.M.

IN-PERSON

IMPLEMENTATION TEAM ATTENDEES	Sue Collins, Joyce Helens, Jennifer Nisbit, Karen Evans, Jamie Barthel, Sam Bowen, Bruce Lindberg, Kelsey Schwarzrock, Mary Rothchild, Michelle Schmitz, Suzanne Ciebiera, Lori Voss
GUEST ATTENDEES	Jess Bolin, MSUSA

Topic:

CTF STRATEGY	Existing:	New:
DISCUSSION SYNTHESIS	<p>Summit Need two people to represent team at a table (educators/moderators): Karen and Jamie volunteered.</p> <p>Suggestion to bring in a new convener soon to overlap with Sue (a contingency plan) Set a June 30 goal for work toward implementation concerns about implementation – handing off to a new team/fresh eyes</p> <p>Pathway to Recommendations Input -> focus -> business model canvas</p> <p>Employers are our primary customer View as employer (solution focused) Discussion re: focus on employers vs. individual Should types of employers be segmented? Types of employers: customer, partner, advocate What will we be doing differently? Organize to deliver vs. delivery-base, on-demand Should initial contact be the same for all employers? How value is create by – market penetration/knowledge Do employers come to us to fulfill a need or build a relationship? Relationship is the bridge from problem to solution.</p> <p>Channels Employer touch points – people, product, systems Are we missing opportunities to reach employers in a broader way? Legacy structure – employer segmentation (need to decide how we organize around markets) Relationship continuum (outcome or client dependent) How does value translate to \$ (economic value)? How are we currently doing it vs what is the potential?</p> <p>Capabilities What do we do and what are we not doing, what we should? Who determines what we do well? Flexibility that CE/CT has=potential – speed of change and ability to reinvent based on feedback Ex. get good at handling referrals and inquiries If this is our answer, what is the question? How can we better expand - build a sustainable model?</p> <p>*See Business Model Canvas.</p>	

POTENTIAL ROADBLOCKS			
SUPPORT NEEDED			
DECISIONS	Karen Evans and Jamie Barthel will represent CWS as educators/moderators at the Summit. Summit pre-work will occur at our next meeting: Feb. 11		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	MILESTONE
CELEBRATIONS/ ANNOUNCEMENTS			

Comprehensive Workplace Solutions Model



