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**Workforce and Business Development**

*“Develop a collaborative regional environment that coordinates assets and implements strategies to grow businesses and create jobs in South Central Kansas.”*

**Challenges**

- Need for a regional brand to enhance national competitiveness
- Need to diversify the regional economy
- Need to match workers with companies
- Need to upgrade worker skills
- Need to support entrepreneurial development

**Focus Areas**

- Regional Image
- Workforce Development
- Business Development

**Top Strategies**

1. Develop a regional image for economic development purposes that understands global connection and utilizes asset map information
2. Support, promote, and utilize strategies from the export plan to assist regional business around export and trade
3. Establish a sector based system that brings businesses together to discuss and solve issues occurring in their fields across the region
4. Develop collaborative partnerships around economic development efforts through cooperative agreements, protocols, and lead distribution system that is supported by an asset map and regional image
5. Support and partner around the innovation and tech transfer efforts of Wichita State University and connect this effort to the Prosperity Plan