We want to be a hundred million-dollar company. That’s what we strive for. We talk about it all the time in our management meetings, we talk about it even at our company retreat.

I think a diverse workforce is crucial in meeting needs, especially in a company like mine that is service-based, all about customer service. We have a better opportunity to identify the needs and concerns of our customers and potential customers.

Even getting people to show up for interviews is a challenge. We set up interviews and people are no-shows. The rest we can train, but people need to find us.

*All remarks were gathered from business decision-makers in your municipality
OF BUSINESSES INTERVIEWED:
Annual revenues from $2,000 to $100,000,000

- 47% Are family owned
- 53% Are members of a chamber, guild, or business association
- 40% Of decision-makers interviewed were female
- 27% Have more than 50% of workforce comprised of women
- 0% Export to foreign markets

Top cited benefits of these memberships:
1. Networking
2. New Customers
3. Advocacy

EMPLOYEES & WORKFORCE

TOP BUSINESS CHALLENGES PAST AND FUTURE
(Percent of Businesses Citing Challenge)

- Workforce
- Regulations
- Marketing
- Competition
- High Cost of Wages/Benefits
- Capital

How does the local workforce fit your company’s talent needs?
- Hard to Find
- Meets Needs
- Expensive/High Wages
- Difficult to Retain

How could the local workforce better meet your needs?
- More Applicants
- More Skilled
- Better Trained
- Don’t Know

What challenges do you experience in meeting your workforce needs?
- Hard to Find
- High Cost of Wages/Benefits
- None
- Lack of Labor

Interview data shows when women are in decision-making roles within a business, more women are employed by that business.