

Guidance for Moving Forward with your Sector Partnership: Sample Agenda for Launch Meeting

Please use this sample agenda exactly as is, or just for inspiration! Don't be nervous about asking employers to roll up their sleeves! This exercise is pretty refreshing and engaging to them.

Room Set-up:

- Employer participants should sit at the big table or at the front or at the center somehow;
- All non-employer partners should sit around the employers -- this matters.
- The conversation at this meeting is about employers, by them. Public partners are listeners.

Materials:

- Colored markers
- ½ sheet and full sheets of paper (colored paper works best)
- Flip charts
- Easels
- Tape or an adhesive to stick papers on wall to display
- Large sticky notes

Agenda: (3 hour meeting)

- **5 minutes- Welcome**
 - a. Name your facilitator
 - b. Thank everyone for being here and having a certain "tolerance for ambiguity"
 - c. Round of introductions
- **5-10 minutes- Briefly describe what you're up to:**
 - a. *You are launching a sector partnership in this industry, in our region because this industry really matters to our regional economy...*
 - i. (Use your "[Sector Partnership Primer](#)" from your Summit materials for talking points)
 - b. Important talking points:
 - i. This only happens with industry engagement!
 - ii. We can only focus on your industry with your help to drive and champion the agenda, and to implement the strategies developed collectively to support the growth of your industry.
- **60 minutes- talking about Opportunities:**
 - a. What are the big opportunities for your industry?
 - b. Push the conversation to what are the big opportunities "in our region specifically", i.e. what are the big opportunities for this specific industry (sector) here in our region.

- c. Discuss openly, energetically for 10 minutes, then start writing them down.
- d. Your Choice (you will need markers):
 - i. Write for all to see on flip chart; or
 - ii. Have participants write their big opportunities on a 1/2 sheet or whole sheet of paper and actually stick them up on a wall (you can use a giant piece of parachute fabric sprayed with adhesive spray and tape to the wall -- it's very useful). As the papers go up on the wall, cluster together the ones that are similar. You'll end up with 4-5 clusters of big opportunities.
- **60 minutes- talking about Requirements:** What is it that we need to collectively tackle to leverage these opportunities? What would matter most? What would warrant our collective action? What can we do?
 - a. Discuss openly for 10 minutes, and then start getting them in writing.
 - b. Write requirements down! Flip chart these or write on paper and post to the sticky wall. Ask them to come up with 2-3 or more if they can. Cluster the similar requirements together again. You'll end up with 4-5 strategy areas.
 - c. 10 minutes- Discussion about the strategy areas
- **30-40 minutes- Then, move into commitments:** Use big sticky notes for this and this one person at a time
 - a. Ask them to stick their names on strategy areas that they can "champion" -- i.e. help drive what happens in that area. They can choose more than one!
 - b. Then with a different color sticky note, ask them to list out peers, other companies, names of people that should definitely be involved that aren't here today -- stick those up on the wall. This is about getting them to help with recruitment.
 - i. *You may end up with a strategy area with no names, no commitments. This is telling! It means it's not a priority right now. It may come back later, but right now this is not an area to be championed and prioritized. This is a good thing! This is a way to naturally prioritize and cull the initial workload.*
- **10 minutes- Wrap up, next steps, & thank you (be excited)!**
 - a. **Next steps:**
 - i. Those whose names are on strategy areas should get together, discuss a course of action, and present it back at the next meeting
 - ii. Send invitations to those missing from the table
 - iii. Set a date for next meeting