



USERS' GUIDE TO

Workforce Development

VIDEO SERIES

(L+M)^P
The Power of Partnership

The Adventures In Possibility video series contains five pieces, which run between 3 and 5 minutes each, about Kaiser Permanente's workforce development program. The series, which may be viewed online at LMPartnership.org/news/multimedia/wfd/index.html, is **designed to educate and inspire frontline workers, managers and physicians** to support and take advantage of the workforce development resources that were negotiated as part of the 2005 National Agreement.

Two of the videos provide overviews of the program: one, "Take the next step," is a two-minute piece while the other, "Opportunity is endless," is more comprehensive. There are two video profiles of employees whose lives were changed: "An opportunity for my family" and "A little help makes a big difference." The final piece, "Making it happen for your employees," illustrates for managers and physicians why their support of workforce development is crucial to KP.

Be sure to check out LMPartnership.org for more stories and tools that illustrate other workforce development successes. In conjunction with these videos, consider ordering and handing out a workforce development brochure available in the LMP eStore.

For more information on workforce development, visit the career planning website at www.kp.org/careerplanning.

WORKFORCE DEVELOPMENT
ADVENTURES IN
possibility



WHERE TO USE THE VIDEOS

One or more of these videos (which may be viewed online at LMPartnership.org/news/multimedia/wfd/index.html) could be shown at almost any meeting with coalition union members, department managers, and physicians, including:

- Steward and co-lead meetings
- Career day events
- Manager and steward (Masses) meetings
- Medical group meetings
- Hospital managers meetings
- Union meetings
- Redeployment meetings
- UBT meetings
- Career counseling workshops

HOW TO USE THE VIDEOS

Before showing a video, describe the workforce development program and the resources it makes available to KP employees. Explain how the program benefits both management and union members by promoting internal career growth and employee retention and by helping KP find candidates for hard-to-fill positions. Don't be afraid to brag a little – there aren't many workforce development programs as comprehensive as Kaiser Permanente's! Kick off a steward or co-leads' meeting by watching "Opportunity is endless." Instigate conversation about the video by asking:

- Does a person have to be a risk-taker or bear other qualities to take advantage of the career advancement resources offered by the workforce development program?
- Why do my union and Kaiser Permanente want to help me move up in my career? What's in it for them?
- What kind of advice was given about successfully advancing your career at KP?

- Are there any similarities between the workers profiled in the video who were successful in their careers? If so, what are they?

Set a positive tone for your redeployment meeting by showing "A little help makes a big difference." Tee off a discussion by asking:

- If I contact a career counselor, will I be locked into making a change?
- What will a career counselor do for me that I can't do for myself?
- What if I am craving a career change but have no idea what I want to do? May I still contact a career counselor?

Inspire frontline staff to stretch themselves with "An opportunity for my family" and get them talking afterward by asking:

- How do I approach my manager about the possibility of changing my schedule so that I can attend school?
- What do I do if my manager says no?
- Won't it make my current manager upset if he/she finds out I've contacted a career counselor?

If you're short on time, tease any presentation related to workforce planning and development by showing the short piece, "Take the next step."

Jump start your managers' meeting with "Making it happen for your employees." Afterward, ask audience members to share their reactions so that you can address any concerns they may have. Get the conversation started by asking:

- Is there really value in this for me?
- What if half my staff wants time off to go to school?
- What lengths should I go to, to support an employee who wants to make a career change?

