



**INNOVATING GEORGIA'S
WORKFORCE PIPELINE**
CONFERENCE 2023



Innovative Talent Pipeline Development with YouScience Brightpath

Mythbusting the talent pipeline in Georgia

Solutions to activate Georgia's future talent, today.



The 4 myths

1

Georgia does not have the talent needed to support the local economy.

2

There is no need to explain what you do to the upcoming generation.

3

Employers must wait until students are out of high school to engage with them.

4

The world needs more TikTok influencers.



The 4 truths

1

Georgia students have aptitudes to activate the economy.

2

There is an exposure gap for in-demand career fields.

3

Employers must start building their talent pipelines in K - 12.

4

The world needs more students pursuing careers that align with their aptitudes.



Truth 1: Georgia has the talent



Truth 1: GA has the talent

In-demand career fields

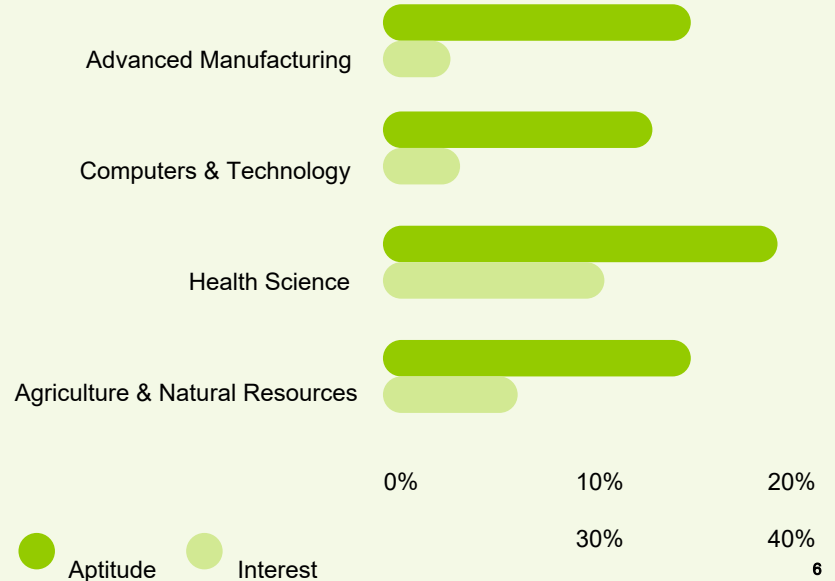
Georgia is one of the best states in the nation to do business, and its economy is propelled by top industries, such as:

- Advanced Manufacturing
- Automotive
- Aerospace
- Agriculture, Food & Natural Resources



Student aptitudes

The analysis of nearly 950,000 student data sets in Georgia, from 2013 to 2023, revealed that the state's future talent pool has the aptitudes necessary for in-demand careers. Career categories that Georgia students show considerably more aptitude than interest:



Truth 2: There is
an exposure gap



The aptitude vs. interest dilemma



Anonymized data from 1,628,838 students nationwide for AY 2021, AY 21-22, AY 22-23



**Truth 3: Talent pipelines
should start in K -12**



Proactive



Fairs



Advertising



Boards

These may be useful in the short term, but do little to address the strategic, longer -term issues.



Benefits for students

- Makes learning more enjoyable and interesting
- Increases motivation to do well at school
- Doing better in exams
- Make better career decisions
- Increase aspirations
- Become more employable, getting access to better opportunities
- Going into better paying jobs
- Enhances social mobility



Benefits for employers

- Employee morale, giving back to the community
- Employee development, giving workers at all levels the company opportunities for leadership development
- Favorable community relations, brand recognition



Truth 4: Careers based on aptitudes



Truth 4: Careers based on aptitudes

Guide students to discover what they naturally do well. What we need are long-term employees in best-fit careers based on their aptitudes, interests, and skills.



Career fit is vital for emotional well-being and mental health



Economic growth and talent retention when we have right people, with the right talents, in the right jobs



Aptitude -based careers ensure we are meeting the needs of businesses



Thank you



Questions?



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