

# TOP 5 REASONS FOR BUSINESSES TO CHOOSE **Connect 2 Business**<sup>®</sup>



## 1 It makes finding support a breeze.

With just a few clicks, Connect 2 Business (C2B) lets you generate awareness about your business and current and future opportunities including internships, job shadows, and part-time and full-time positions — all within your user-friendly C2B account.



## 2 It's great PR. At no cost to employers!

As a C2B employer, you'll be known as a champion of education, a forward-thinking leader, and provider of good jobs. Plus, you'll form strong partnerships with schools and workforce centers who may look to you to ensure curricula and training supports the development of essential skills.



## 3 It builds sustainable economies.

Participation means you're helping the future workforce understand the education and skills needed to be successful, engaged employees. Studies show that engaged employees are productive, efficient, and have strong affinities to their employers, therefore supporting local, regional, state, even national economic growth and sustainability.



## 4 It presents growth opportunities.

When you gain employees using C2B, you're able to present long-time workers with valuable opportunities to serve as ambassadors for your company, and to use or advance their communications and leadership skills.



## 5 It's a win-win for employers and users.

By providing meaningful work-based learning opportunities, not only will your business benefit from hiring enthusiastic, tech-savvy, talented young people, you'll inspire students and adults to pursue relevant coursework and make informed decisions regarding career paths, especially in terms of postsecondary education and vocational training.



“Connect 2 Business provides employers at MidAmerica Industrial Park a quick and easy way to generate awareness and highlight career opportunities that support workforce preparation for local youth.”



**Tonya Backward**  
Workforce Development Coordinator  
MidAmerica Industrial Park

**Learn more today!**

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Questions? We're here to help. 

