



Work Ready Job Profiling Overview

Work Ready Initiative Overview

The Georgia Work Ready initiative was launched in August 2006 by Georgia Governor Sonny Perdue and the Georgia Chamber of Commerce to improve the job training and marketability of Georgia's workforce and drive future economic growth for the state. This workforce development initiative assesses the "real world" skills of Georgia's workers, provides valuable job training and helps companies reliably match the right people with the right jobs.

As part of the Work Ready initiative, Georgia workers can earn a Work Ready Certificate after completing a free assessment, which utilizes the nationally accredited WorkKeys® assessment developed by ACT to measure individual workers' skills in the areas of applied mathematics, reading for information, locating information and work habits. Businesses can then leverage Work Ready Certificates to determine whether prospective employees have the right skills for their specific job requirements.

Work Ready Job Profiling Overview

A key advantage to businesses that participate in Georgia Work Ready is the option to take part in job profiling, which is free to those employers that meet minimum hiring criteria. Designed to help Georgia employers build the right workforces for their needs, Work Ready job profiling allows Georgia employers to profile required job tasks and skill levels to more easily match candidates to job opportunities.

Through job profiling, organizations can analyze the skills needed for specific jobs and then describe those needs to educators, students and job applicants. By comparing job profiles with individuals' Work Ready certification levels, companies can then make reliable decisions about hiring, training and program development. Profiling is available for all types of jobs, from white-collar professional jobs to jobs in manufacturing, healthcare, law enforcement and hospitality.

Business Benefits

Profiling helps companies make important business decisions and delivers substantial benefits, including:

- ✓ Improved employee selection and advancement procedures
- ✓ Reduced overtime
- ✓ Reduced turnover
- ✓ Increased productivity
- ✓ Higher employee morale

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Work Ready Job Profiling Process

The Work Ready initiative has established a certified job profiler at each of the state's 33 technical colleges of the Department of Technical and Adult Education and three Board of Regents schools with technical college divisions. This trained facilitator works collaboratively with groups of employees to complete each job analysis. Job incumbents serve as the subject matter experts (SMEs), who define the tasks and skills needed to perform a specific job successfully.

To create a job profile, employers participate in four key steps of the job profiling process:

1. **Creation of an initial task list:** Companies provide their profiler with a contact person to work with throughout the process, along with background information about the job to be profiled and a tour of the job site. The profiler then works with the company contact to develop a comprehensive task list for each job to be profiled.
2. **Task analysis:** The profiler meets with SMEs - incumbent workers or supervisors of the job being studied - who review and revise the list of job tasks to ensure that the list accurately represents the job as it is performed within the company. After a task analysis that results in a criticality rating for each job task, the task list is finalized based on which tasks are the most critical to performing the job.
3. **Skill analysis:** Profilers review WorkKeys skills with SMEs, who then determine which skills are relevant to the job being profiled. The resulting skill list outlines those skills that are necessary for entry into the job and effective performance on the job.
4. **Documentation:** Profilers document results in a customized Job Profile Report, which contains a list of the tasks most critical to performance of the job and information on the WorkKeys skills and skill level requirements.

Once profiles are completed, employers gain a valuable tool to start matching candidates to their job openings and ensure that they have the best talent for the job.

For more information

To learn more about the Georgia Work Ready job profiling process and browse the database of previously profiled jobs, visit www.gaworkready.org.

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