



## **Work Ready as an Economic Development Tool Overview**

Georgia is home to thousands of successful, industry-leading companies. We've worked hard to create the infrastructure and environment where companies can thrive. Central to our strategy for supporting companies' growth and success is our workforce.

In Georgia, our people set us apart and provide our companies with a critical competitive advantage. To ensure we consistently deliver the best and brightest, our workforce must have access to the latest in education, training and work habits to be our number one asset.

To accomplish this, we have Georgia Work Ready – an ambitious strategy to improve the training and marketability of our workforce and drive future economic growth for our companies and our state.

Built on a unique partnership between state government, the state chamber of commerce, local chambers, economic developers, education, private industry and the state's workforce, Work Ready provides a concrete way to understand what businesses need from their workforce and what Georgians must know to fill those jobs. Through the Work Ready Certificate, job profiling and skills training components, the initiative guarantees workers have both the talent necessary for existing jobs and the skills to master the innovative technologies tomorrow's jobs will require.

Going further, Work Ready is assisting Georgia's communities in designing economic development strategies to attract new business and preserve the health of their existing economic base. The Certified Work Ready Community [[link copy to Communities page](#)] initiative offers a means of demonstrating that a county's current labor force can fill existing jobs and meet the changing labor needs of tomorrow, and Work Ready Regions [[link copy to Regions page](#)] encourage multiple counties to work together to build regional talent pools aligned to a common, existing strategic industry.