Are you looking to improve your skills and strategies for working with businesses on apprenticeship? **If so, this is the opportunity for you!**

This Boot Camp will help you improve your ability to:
- Identify and reach out to businesses
- Prepare for your first conversation
- Use a consultative sales approach
- Help businesses get started on developing an apprenticeship

Registration is required by March 10 but space is limited, so sign up today!

What is the Business Engagement Boot Camp?
An opportunity to receive training and one-on-one coaching from an expert in business engagement and Registered Apprenticeship programs. This opportunity is available as part of the U.S. Department of Labor’s technical assistance to ASE and SAE grantees and is provided by Maher & Maher.

When is the Bootcamp?

1. Participants will watch a pre-recorded orientation webinar covering the basics of apprenticeship business engagement. After viewing the recording, participants will have brief phone consultations with a Maher staff person to discuss their business engagement experience and challenges and select specific issues/opportunities to focus on with their bootcamp coach.

2. Two personal coaching calls, scheduled between April 13th – June 19th will allow participants to work with their coach to apply what they’ve learned to the specific industries and businesses they’re working with.

Who is Eligible to Participate?
State or local workforce development, education, or apprenticeship professionals who conduct direct outreach to businesses on apprenticeship.

How do I sign up for the Bootcamp?
To register for the Bootcamp, [click here](#). For more information, contact Layli Oliver at loliver@mahernet.com.