



Greater Wichita
Partnership

Deloitte.

Accelerating the Future of Work

*LWDB Executive Committee Meeting
2/9/2022*



Our journey to reimagining the future of work

WHAT

LISTEN

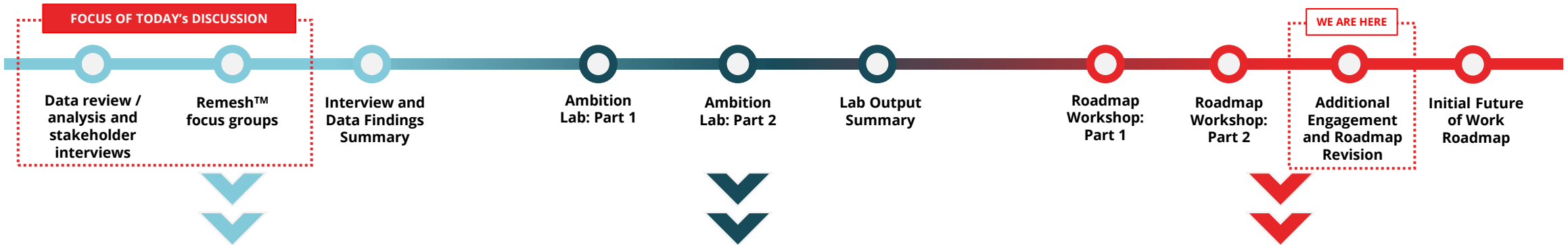
Generate a rich framing of business and community needs and preferences as foundational input for the Future of Work Strategy

IMAGINE

Engage key Greater Wichita Partnership stakeholders to expand thinking and create alignment

ACTIVATE

Identify in-flight or planned initiatives that address the Strategic Ambition and identify immediate actions to mobilize the strategy



WHY

To capture **human and experience-centric feedback** from the Greater Wichita Region as critical starting input for strategy building

To engage key stakeholders in **active learning and collaboration** through **Deloitte's tested lab-based** approach to expand thinking and create alignment on the opportunity set

To gain **alignment on Future of Work Strategic Ambition and Roadmap**, including considerations for short-term mobilization and engagement



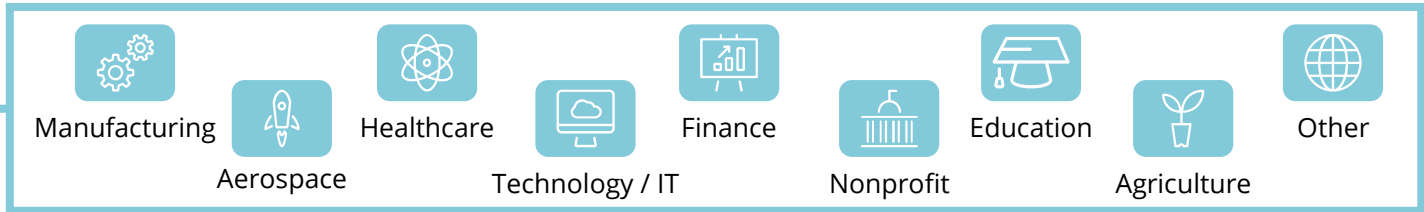
Interview & Focus Group Findings: Executive Summary

What we did | By the numbers

20 Interview Participants



9 Industries Represented



7 Existing Reports & Studies Cross-referenced

- KHF-KHI Demographic Report, 2018
- Chung Report, 2018
- Project Wichita: A Report to the Community, 2019
- Regional Employer Talent Survey, 2021
- The Challenge to Compete – Kansas Workforce 2020
- Addendum: Regional Growth Plan, 2021
- Talent Marketing Blueprint with updated trends from DCI, 2018, 2021

3 Remesh™ Sessions



Preliminary findings: Key themes overview

From our review of the qualitative data (i.e., existing reports, interviews, Remesh™ focus groups), we identified preliminary themes below. We will continue to refine these bright spots and opportunity areas as we conduct additional analysis in the coming weeks.

BRIGHT SPOTS



Automation as an enabler, not eliminator of jobs



Flexibility & work / life balance as a priority



Wide selection of education & training opportunities available



Strong family ties & low cost of living



Positive reception of the Partnership's efforts

OPPORTUNITY AREAS



Increasing awareness & accessibility of professional opportunities



Providing more competitive pay



Establishing diversity, equity & inclusion (DEI) as an imperative



Diversifying options for entertainment venues & cultural activities



Building further resilience into Wichita's industrial landscape



Sustaining workforce of the future through investment in diverse career pathways

Shifting the perspective: Differentiating the journey ahead

Wichita has invested significant time and effort to **understand opportunities and barriers to attracting and retaining talent**. In order to amplify the Region's ability to build the workforce of the future and compete for top talent, it is **imperative to build on that foundation** and **think differently** given the current context.

FROM

Technology

Reactivity

Availability

Periodic

Disconnected



TO

ENABLEMENT

RESILIENCE

ACCESS

SUSTAINABILITY

BELONGING

Key themes at-a-glance: Bright spots

The bright spots outlined below emerged as key themes across our review of key data sources, interviews, and Remesh™ focus groups.



Automation as an enabler, not eliminator of jobs

Many frontline and touch labor workers in the Wichita region do not view automation and robotics as a threat to their employment, but rather an enabler to drive efficiency in their jobs in the future



Flexibility & work / life balance as a priority

The ability to work from home part- or full-time as a result of the emergence of COVID-19 has enabled many to experience increased flexibility and work / life balance



Wide selection of education & training opportunities available

The Wichita region provides a wide selection of educational, trade and development options (e.g., universities, trade and technical schools, etc.) to prepare individuals for the career / field of their choice



Strong family ties & low cost of living in region

Proximity to family and the low cost of living in Wichita were cited as significant factors in why people choose to remain in the region



Positive reception of the Partnership's efforts

The Greater Wichita Partnership's efforts have been seen as positive, engendering trust and generating excitement around next steps

Key themes at-a-glance: Opportunity areas

The opportunity areas outlined below emerged as key themes across our review of key data sources, interviews, and Remesh™ focus groups.



Increasing awareness & accessibility of professional opportunities

Despite the availability of professional and development opportunities in Wichita, there is a need to increase the awareness and accessibility of these opportunities among students and job seekers



Providing more competitive pay

While noting Wichita's low cost of living, many participants raised the topic of competitive pay as an area where their needs are not being met, potentially leading them to consider opportunities outside of Wichita



Establishing diversity, equity & inclusion (DEI) as an imperative

It will be increasingly important to consider DEI imperatives in business and community decisions to amplify diversity of thought, aid in the attraction and retention of skilled talent, as well as create a sense of belonging



Diversifying options for entertainment venues & cultural activities

Expanding the currently limited entertainment venues and cultural activities will be important to increase the appeal of the region to younger and more diverse demographic groups



Building further resilience into Wichita's industrial landscape

Despite differing opinions on how, if at all, Wichita's industrial landscape will diversify, Wichita residents and business leaders agree on the need to future-proof Wichita's economy by building resilience into its industrial profile



Sustaining workforce of the future through investment in diverse career pathways

To attract and retain the workforce of the future, Wichita will need to demonstrate to talent (locally and elsewhere) that Wichita offers career stability and new, networked career pathways that encourage entrepreneurship and innovation



Zoom Into Today: Draft Ambition Statement & Next Steps

DRAFT: Future of Work Ambition Statement

Understand the nuanced needs within our community and invest in areas that drive access and inclusion to achieve our goal of belonging for all

Create diverse career pathways and opportunities within our community by providing the tools needed to fuel innovative thinking, solutions, and collaboration

We are a vibrant, global community of possibility that invests boldly, takes risks, and defies expectations

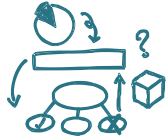
Empower our community with the resources it needs to think beyond what is "safe" through employer commitment, hard dollar investment, and leadership buy-in

Move beyond our culture of comfort to allow our community to take risks and try new things that will drive progress for our region

Build upon our history of innovation to challenge the status quo and establish Wichita has a hub for skilled talent and ground-breaking innovation



Next Steps



GROUP SESSIONS

INDUSTRY LEADER MEETINGS

ACTIVATION PLAYBOOK

OVERVIEW

Conduct **additional session(s)** with **Workshop participants** to further refine features, focus areas and commitments, with **4 small group sessions** organized by pillar

Conduct **2-4 meetings** with **industry leaders** to **ensure awareness** of ambition statement, pillars, features and focus areas and **gain industry leaders' input** on focus areas and commitments

Based on the additional insight gained from the small group sessions and industry leader meetings, **deliver a high-level playbook** with **prioritized commitments** for achieving the Future of Work Strategic Ambition

OUTCOMES

- **Refined** features, focus areas, and additional commitments
- **Self-selected leaders** for each pillar tasked with driving work forward

- **Alignment with key industry leaders** and **representation of industry needs** in roadmap
- Understanding of **socialization efforts** needed to **gain buy-in from industry**

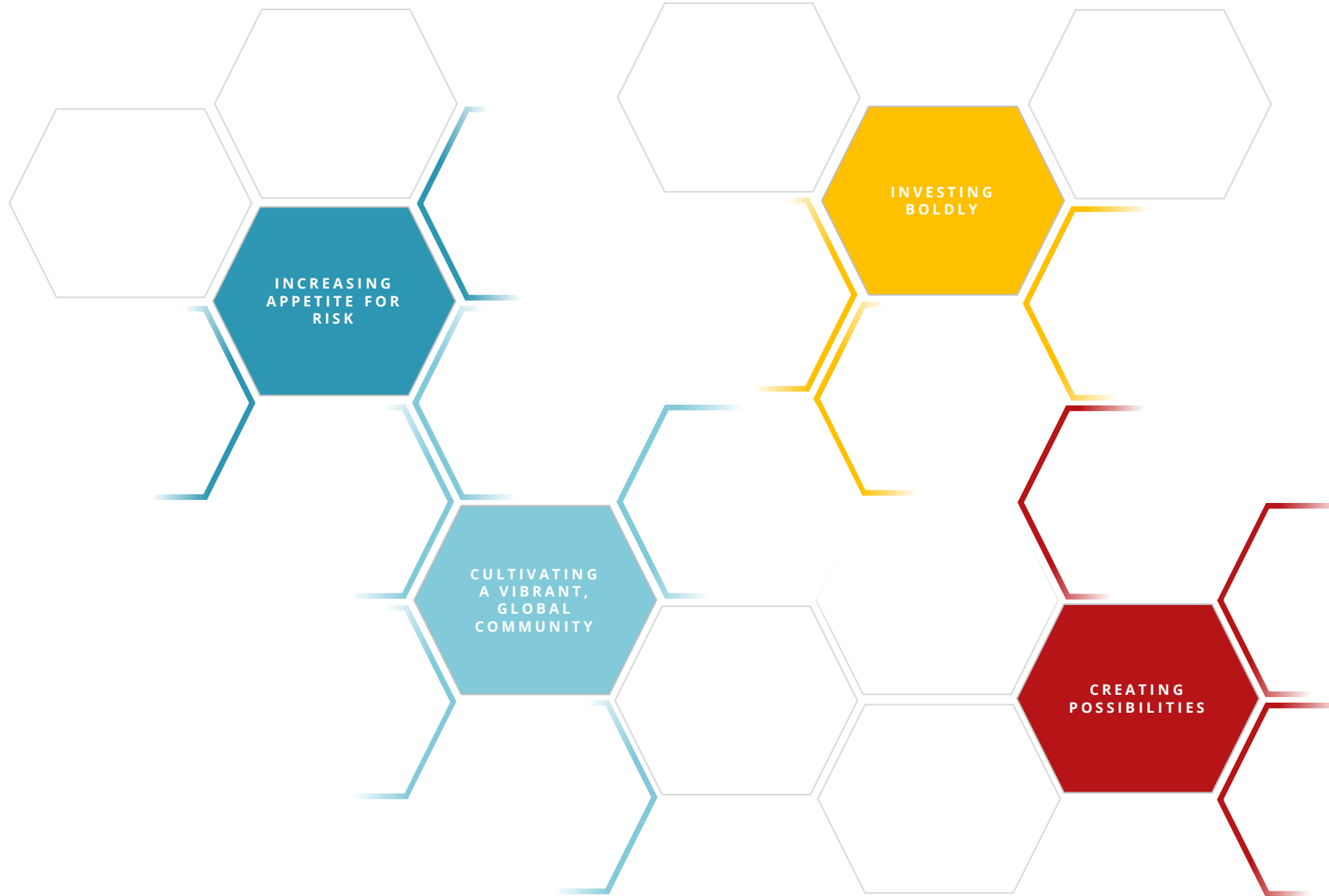
- **Commitments aligned to needs** of community and industry stakeholders
- High-level playbook to **activate Wichita Future of Work Ambition**



Appendix



AS WE TAKE STEPS TO ACHIEVE OUR FUTURE OF WORK AMBITION, WE ARE COMMITTED TO:



The **honeycomb** structure of the roadmap illustrates the **interconnectedness** of the pillars and commitments, where the execution of one commitment could serve as a **multiplier or reinforcer** for the **positive impacts** of another commitment



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