



COMPETITIVE WISCONSIN

Competitive Wisconsin, Inc. **BE BOLD III: *Accelerate Wisconsin***

OBJECTIVE

Grow jobs and wealth more rapidly by creating smarter, stronger links between high performance behavior and high positive-impact collaborative strategies and governmental practices.

RATIONALE

Like BE BOLD I and II, BE BOLD III addresses critical issues that affect Wisconsin's economy and the future wellbeing of its citizens. This year, in keeping with that obligation, BE BOLD III is focused on how best to ensure that Wisconsin can and will be a full participant in the economic recovery that is already awakening lives and hopes across America.

BE BOLD I paved the way in 2010 for this important work by commissioning a Deloitte assessment of Wisconsin's competitive position and by overseeing the development of the critically acclaimed comprehensive economic development strategy informed by that assessment.

In 2012, BE BOLD 2 collaborated with ManpowerGroup to study the critical workforce and talent development challenges separating Wisconsin workers from the jobs and careers they need and threatening the state's ability to retain and attract employers.

Having crafted a broad, viable strategic vision and provided critical guidance on the state's number one economic challenge, BE BOLD must now examine more closely what is producing jobs and wealth in America, what those phenomena look like in Wisconsin and what government, employers, educators, workers and citizens can do to turbo-charge the economic activities already producing real jobs and wealth in Wisconsin.

CURRENT STATUS

During the first phase of the research, our partners at the University of Wisconsin System and the University of Wisconsin–Madison provided important new research and insight

on where growth is occurring in current job and cluster skill demands. That work led to further analysis at the Wisconsin Economic Development Corporation (WEDC) that in turn informed a collaborative effort by CWI and representatives from the Wisconsin Department of Workforce Development, UWS, UW-Madison, WEDC, and WEDA to use shift-share and multiplier analysis to refine and hone the focus for the comparative phase of the research.

The next phase of the research is focused on specific segments of activity in three clusters including food manufacturing and processing, health care, and business services. The research is concentrating not only on a traditional comparative analysis of the cost of doing business (e.g., taxes, regulatory environment, energy and health care costs, etc.), but also on an examination of the factors affecting workforce and talent development (e.g., education and training, cost of living, quality of life, etc.) and on the nature and efficacy of strategic collaboration between the private and public sectors as it relates to the ability to address challenges and opportunities in an informed and timely manner.

This portion of the research will lead to a comparative analysis of how other states and regions with similar economic job and wealth creation indicators interact with their comparable high-performing sectors. Specifically, as indicated above, researchers will be examining cost of business factors and cost of living factors as well as infrastructure and the quality of strategic collaboration between the public and private sectors. Our partner in this phase of the research is Deloitte.