

Strategy 2: Project Critical Job Demand



Demand Planning

Unlike other data sources, which forecast long-term job projections or analyze job posting data, demand planning uses dynamic, short-term forecasts that are continuously updated. This data is more specific and speaks directly to the needs of employers and the employer collaborative.

In TPM, employers use demand planning to address three key pieces of information:

- **Quantity** — How many positions they need to fill
- **Location** — Where job openings will be available
- **Time** — When they will need positions filled

After demand planning, it is important that employers aggregate and share their data to gain a better understanding of their needs.

By developing their own projections of future critical job openings, employers and employer collaboratives can determine a more accurate level of demand to build their talent supply chain.

Example by Total New and Replacement Positions

Job	New	Replacement	Total
CNC Machinists	65	100	165
Welders	70	90	160

Example of New and Replacement Positions by Level

Job	New	Replacement	Total
CNC Machinists	65	100	165
Entry Level	30	87	117
Mid Level	25	10	35
Senior Level	10	3	13
Welders	70	90	160
Entry Level	50	65	115
Mid Level	20	25	45
Senior Level	0	0	0

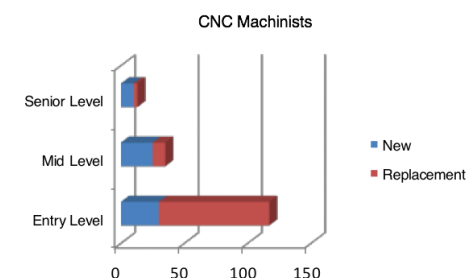
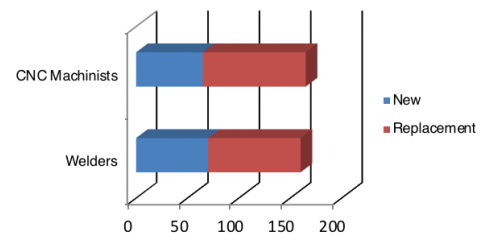
The Problem

Traditionally, workforce initiatives have used a wide variety of labor market information (LMI) to determine the number of unfilled positions and the skills required to fill them. However, these data sources are too general to address the specific needs of the employers, whether applying the process on their own or for those participating in a collaborative.

Through Demand Planning, Employers Will:

- Verify employers and employer collaboratives are focused on the right critical job(s)
- Make changes based on new information learned during demand planning
- Have more accurate information to share with education and workforce partners

Positions



Strategy 2 Takeaways

- The importance of demand planning in managing the talent pipeline
- The strengths and weaknesses of using different workforce data
- How to conduct a demand planning process for new and replacement positions
- How to report demand planning projections

What is Talent Pipeline Management® (TPM)?

A demand-driven, employer-led approach to close the skills gap. Built by business, for business, TPM provides employers and their education and workforce development partners with strategies and tools to co-design talent supply chains that connect learners and workers to jobs and career advancement opportunities. Supported by the TPM framework and delivered through the TPM Academy®, TPM facilitates change management to achieve better outcomes for all partners.



TPM Orientation

Educate community and employer stakeholders on the TPM framework and assess if TPM is a good fit for your community.



Strategy 1: Organize for Employer Leadership and Collaboration

Organize employers to identify the most promising opportunities for engagement around similar workforce needs.



Strategy 2: Project Critical Job Demand

Develop projections for job openings to determine with accuracy the type of talent and how much of it employers need.



Strategy 3: Align and Communicate Job Requirements

Create a shared language to better communicate competency, credentialing, and other hiring requirements of critical jobs in ways that allow employers to signal similarities and differences.



Strategy 4: Analyze Talent Supply

Identify where employers historically source their most qualified talent and analyze the capacity of those sources—as well as untapped talent sources—to meet projected demand.



Strategy 5: Build Talent Supply Chains

Build talent supply chains to create a positive return on investment for all partners.



Strategy 6: Engage in Continuous Improvement and Resiliency Planning

Use data from your talent supply chain to identify the most promising improvement opportunities to generate a better return on investment. And plan for disruption to support a more agile talent pipeline.

Contact Us

To learn more about TPM or to get started in the process and participate in a TPM Academy® training, join the movement using the form on our website or send us an email.

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