Annual Report Storytelling
BEST PRACTICES & TIPS

BEST OF IOWA WEBINAR: MARCH 4, 2021

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Key Employer Storytelling

Current State of Key Employers

- Where are they at in the life cycle of their primary product/service?
  - Emerging, Growing, Maturing, Declining

- Are they innovating?
  - Have they introduced any new products/services/capabilities over the last three years?
  - Are they planning to introduce any new products/services/capabilities in the next two years?

- How is the stability of their ownership and management?
  - Has company ownership or management changed?
  - Do they have a succession plan in place?

Key Employer Storytelling

Potential Opportunities to Focus On

- Any potential expansion opportunities?
  - Does the company have any plans to expand in the next three years?
    - Total investment
    - Investments in equipment/technology and/or real estate
    - Number of jobs added / lost
    - Facility size increase

Key Employer Storytelling

Potential Challenges to Focus On

- Any challenges?
  - Financial and COVID recovery
    - Any companies experiencing financial stress?
    - Any negative supply chain disruptions in past year or anticipated for upcoming year?
      - Will disruption slow or halt delivery of any products/services to customers?
      - What products/components/services are most disrupted or impacted?
      - Any customers slowing the delivery/acceptance of products/services that impact cash flow?

Key Employer Storytelling

How Do We Compare to Iowa Statewide?

- Higher/lower percent of……..
  - Growing/emerging and maturing/declining companies
  - Companies introducing new products/services
  - Expansions

- Similar or different types and level of challenges?

Visual Storytelling Tips

Incorporate visual elements like infographics, SmartArt & graphs whenever possible
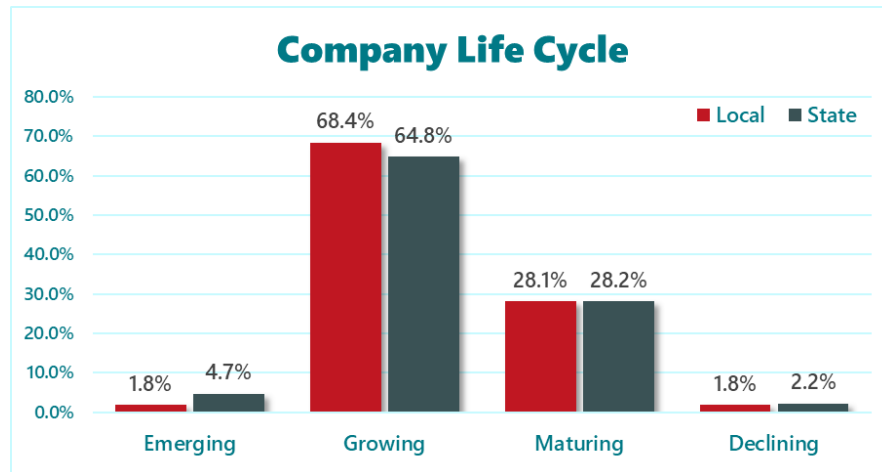
- Use a design-friendly program like Adobe Suite programs or MS Publisher or PowerPoint

- Customize colors & fonts to match your organization's brand

- Convert graphs/tables to infographics where possible
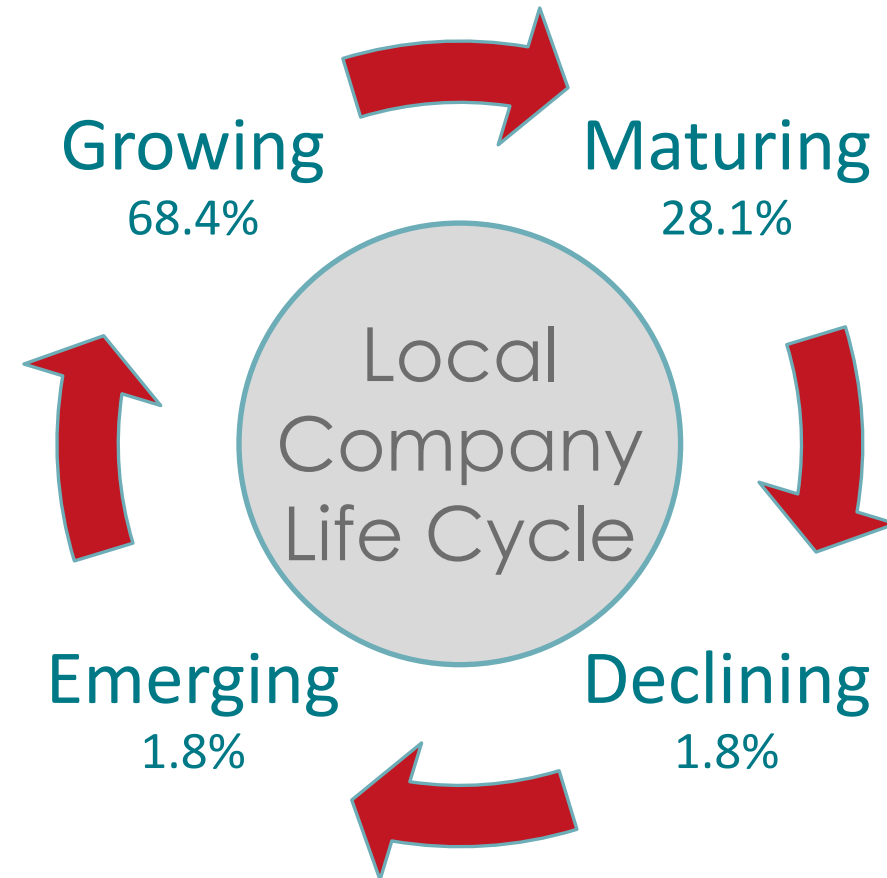
Graph Customization
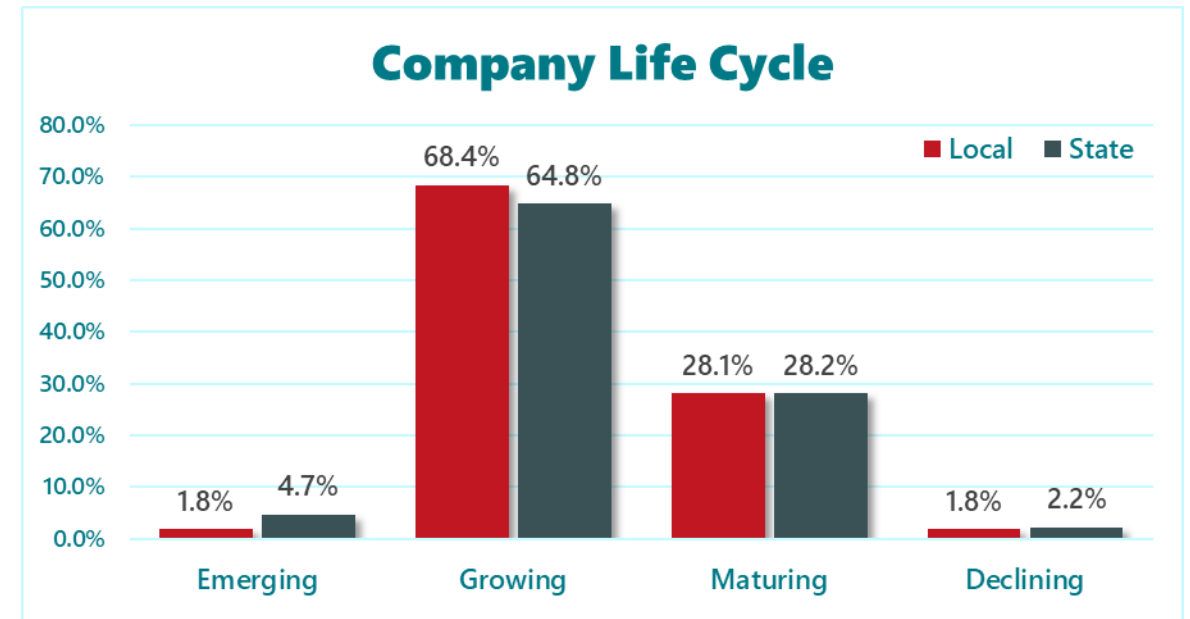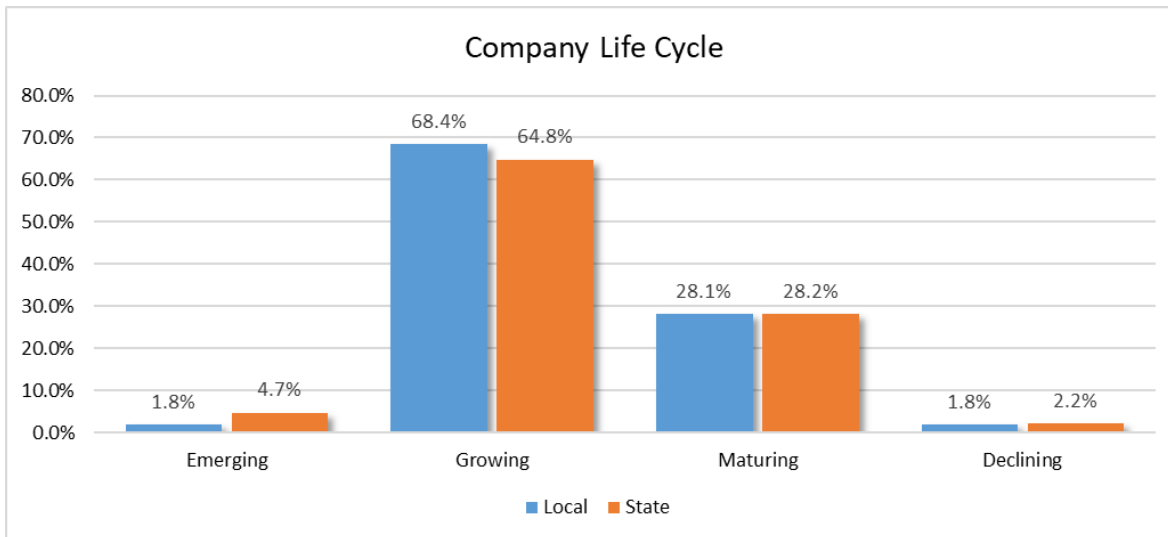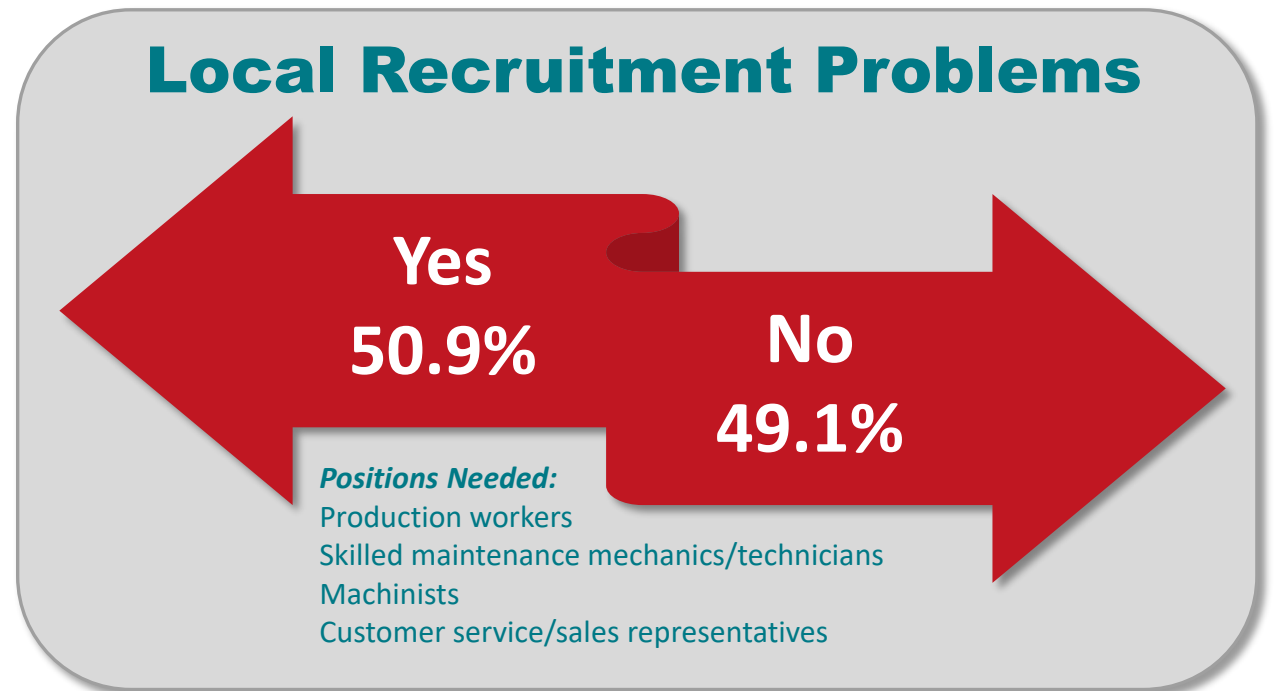
Infographic vs Graph/Table

Company Life Cycle

	Local	State
Emerging	1.8%	4.7%
Growing	68.4%	64.8%
Maturing	28.1%	28.2%
Declining	1.8%	2.2%

Growing 68.4%

Maturing 28.1%

Local Company Life Cycle

Emerging 1.8%

Declining 1.8%

Infographic vs Graph

Recruitment Problems

- Yes — Local 50.9%, State 53.9%
- No — Local 49.1%, State 43.5%

Legend: ■ Local ■ State

Local Recruitment Problems

Yes 50.9%

No 49.1%

Positions Needed:
Production workers
Skilled maintenance mechanics/technicians
Machinists
Customer service/sales representatives
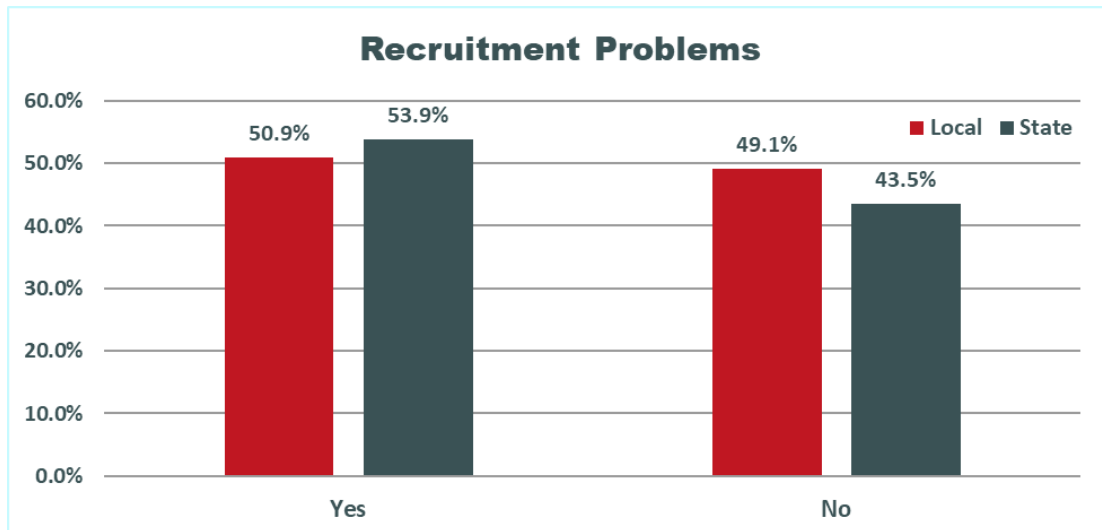
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