

An aerial photograph of Columbus, Georgia, taken at sunset. The sky is a mix of orange, red, and grey. In the foreground, a river flows through the city, with several large, dark, rocky islands. The city buildings are visible in the background, with a prominent water tower on the left. A large, circular logo is overlaid on the right side of the image. The logo has a blue center with a yellow border and contains the text "Columbus GA" in white and "2025" in yellow.

# Columbus GA 2025

A VISION FOR A GREATER COLUMBUS GEORGIA

# Welcome

**Audrey Tillman**

Executive Vice President &  
General Counsel

AFLAC



# Agenda

**Introduction & Project Update**

Stakeholder Input – Top Takeaways

Roadmap Framework

Strategic Planning Workshop

Final Thoughts & Next Steps



# Your Consulting Team

**Avalanche Consulting**

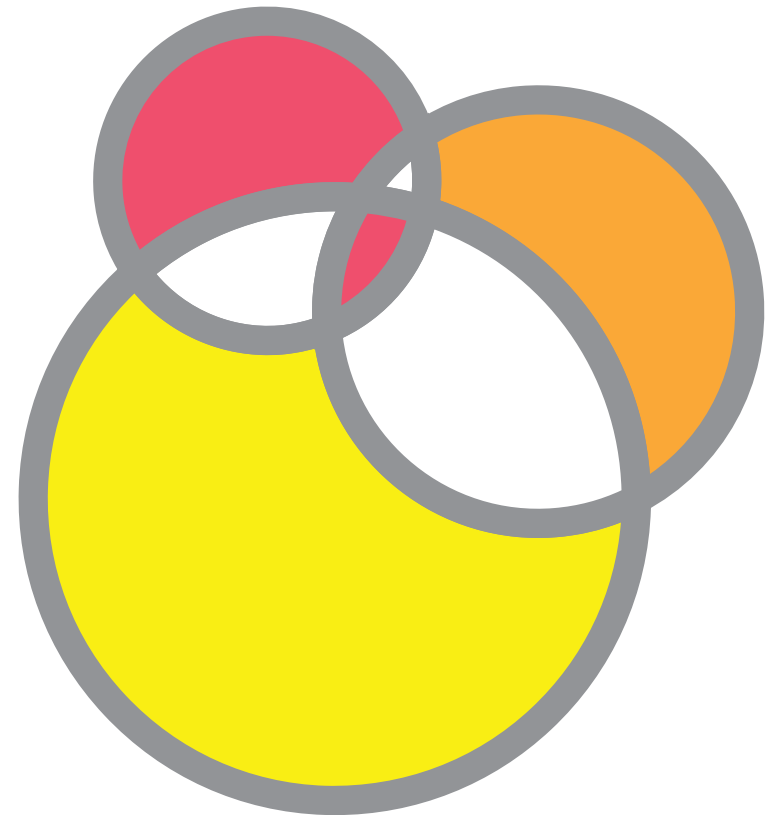
[www.AvalancheConsulting.com](http://www.AvalancheConsulting.com)



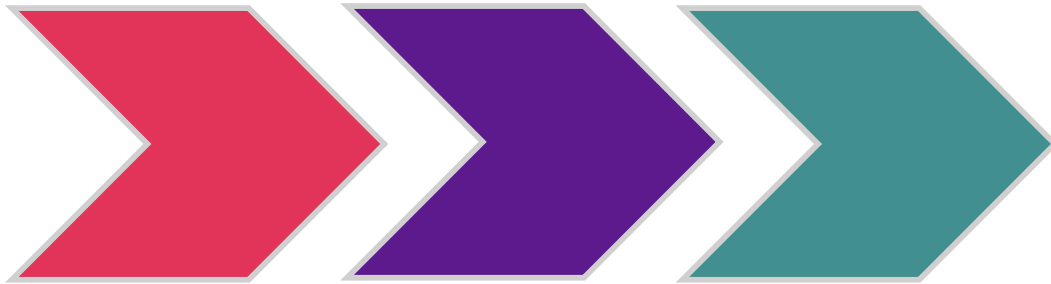
**Chris Engle, Principal**



**Noelle Salerno, Senior Consultant**



# Project Overview



## 2015

Regional Prosperity Initiative launched

## 2017

Columbus 2025 Talented, Educated People formed  
Labor Shed Analysis completed

## 2018

Talent Coalition Roadmap initiated

## Talent Coalition Roadmap Project Overview

August 9

Overview Presentation  
SWOT Workshops

August 30

SWOT Presentation  
Strategy Workshop

October 17

Strategy Rollout  
Implementation Discussion

*Building on Previous Initiatives and Analysis*



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# Stakeholder Input – Top Takeaways

- Diverse industry base of globally recognized employers
- Baseline partnerships and collaboration exist between individual employers and education institutions; more action is needed
- Very tight labor market has caused talent to be traded among employers



# Stakeholder Input – Top Takeaways

- Lack of soft skills and work ethic for entry-level workforce
- Technical skills gaps include IT, engineering, math, mechanical, and machine operating, to name a few
- Large veteran population with soft skills & technical skills
- Strong cultural and lifestyle amenities
- Difficulty attracting talent due to lack of awareness, competition with Atlanta





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# Talent Coalition Roadmap Framework

**DEVELOP**

Strategies &  
Tactics

1.1

1.2

**RE-ENGAGE**

Strategies &  
Tactics

2.1

2.2

**RETAIN**

Strategies &  
Tactics

3.1

3.2

**ATTRACT**

Strategies &  
Tactics

4.1

4.2



# DEVELOP

**GOAL: Develop local talent prepared for the 21<sup>st</sup> century workforce.**

## **STRATEGIES:**

**Integrate in-demand skills throughout the education pipeline.**

**Increase awareness of career opportunities in the region.**



# RE-ENGAGE

**GOAL: Re-engage citizens not currently participating in the labor force.**

## **STRATEGIES:**

**Connect citizens with services that help reduce barriers to entering the workforce.**

**Connect citizens to education, training, and job opportunities.**



# RETAIN

**GOAL: Retain top talent in the region.**

## **STRATEGIES:**

**Engage students and young professionals in the region.**

**Assist transitioning veterans with gaining employment in the region.**



# ATTRACT

**GOAL: Attract top talent to the region.**

## **STRATEGIES:**

**Promote the region as a desirable destination to live and work.**

**Create targeted campaigns to recruit talent in key markets.**



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# Workshop

Individually:

- Review the **example projects** for inspiration.
- Write down your **big, bold project ideas** for each strategy.  
Think creatively!
- **Rank each project** based on priority.
- Brainstorm what will be **critical for success** in implementing your project ideas.





# Workshop

As a table:

- Identify a scribe and spokesperson.
- **Discuss your big, bold project ideas** with the table.
- Determine the **top 3 project ideas for each strategy**. The scribe will notate these on a fresh worksheet. *Please write “scribe” on this worksheet.*
- Circle the **#1 project** that your table thinks is the **most important and urgent** to address.



# Workshop

Let's discuss!

What was the #1 project idea at your table?

What will be critical for success?



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# Next Steps

## Mark Your Calendars!

- ✓ Strategy Rollout and Implementation Discussion  
October 17<sup>th</sup> | 9:30 – 11:00 am  
Columbus Convention & Trade Center



# Closing Remarks

**Billy Blanchard**

Partner & Board Member  
Jordan-Blanchard Capital



# Thank You!

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