INVEST TALENT

Playbook for a Regional Talent Accelerator

An Employer-Led Talent Accelerator Model for Inclusive, Export-Oriented Growth

LED BY INVEST VANCOUVER

Invest Talent at a Glance

Each step highlights employer leadership, data-driven decision-making, and system-level coordination across education, workforce, and community partners.

Together, these steps form a repeatable, employer-led model that aligns workforce development with economic development and regional investment priorities.
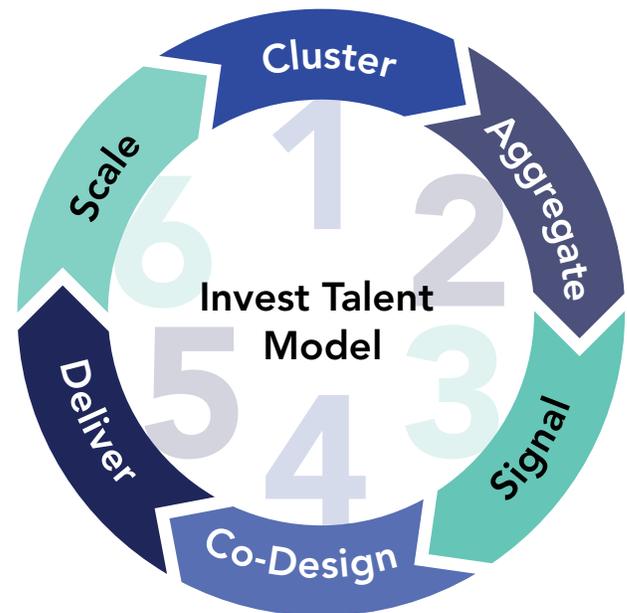
Purpose

The Invest Talent Playbook outlines Invest Vancouver's employer-led, data-driven approach to workforce development in globally competitive sectors. It is designed to help employers access job-ready talent while enabling funders to invest in scalable, evidence-based workforce systems.

Why Invest Talent

Export-oriented firms drive regional prosperity but increasingly cite workforce availability, job readiness, and hiring friction as constraints on growth and investment. Traditional training systems often lag behind real-world demand. Invest Talent addresses this gap by placing employers at the centre of talent system design.

What Employers Can Expect

- Reduced hiring friction through shared demand signals
- Training aligned to real jobs - not generic credentials
- Faster access to job-ready, locally available talent

Invest Talent Model

1. Cluster
2. Aggregate
3. Signal
4. Co-Design
5. Deliver
6. Scale

"Having an intermediary like Invest Talent helps coordinate the system and prevents this from becoming an internal resource drain."

- VP Manufacturing

The Invest Talent Model

Step 1: Priority Sector & Role Identification

As a neutral convener, Invest Vancouver utilizes labour market and economic data to identify and cluster export-oriented sectors to create regional prosperity and long-term demand growth.

Step 2: Employer Demand Aggregation

As employers align, they validate labour market data, confirm priority roles, and assess readiness to participate in collective solutions.

Step 3: Skills Needs Forum

Translate employer demand into clear, shared signals for post-secondary, workforce, and community partners.

Step 4: Co-Design

Employers and training and community partners collaboratively design short-cycle, applied interventions aligned to real job requirements.

Step 5: Delivery & Support

Implement training or ecosystem interventions, supported by workforce intermediaries and community organizations.

Step 6: Measure, Learn & Scale

Evaluate outcomes, capture system-level learning, and refine the model for replication.

Invest Talent provides a shared framework for employers, training providers, and community organizations to work together intentionally, inclusively, and at scale.

This creates a dynamic model that allows workforce systems to evolve alongside industry needs and informs how policy, practice, and investment can be aligned to support long-term regional growth.