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**Twin Cities Employer Accelerator Program helps businesses address workforce challenges with skills-based hiring program**

*Networking event on May 8 connects businesses with hiring solutions*

May 4, 2023 (St. Paul, Minnesota) — Goodwill-Easter Seals Minnesota (GESMN) will host a networking event Monday, May 8, 3-4:30 p.m. in St. Paul, to connect businesses with key Twin Cities employment partners working on solutions to address Minnesota’s workforce shortage.

The event will explore the successes of the [Twin Cities Employer Accelerator](#) program -- a partnership between GESMN, the [Minneapolis Regional Chamber](#) and the [Urban League Twin Cities](#). The Accelerator program, supported nationally by the Markle Initiative’s [Rework America Alliance](#) and McKinsey & Company, provides free one-day workshops for businesses, organizations and human resource professionals to teach a skills-based approach to hiring that can help employers expand talent pools and retain great workers.

The Accelerator program helps businesses rebuild their hiring process from a new skills-based perspective, including a new approach to job descriptions and postings, interview questions and assessments, and onboarding rollouts that drive empowerment, accessibility, diversity and inclusion.

Hiring talent for skills is five-times more predictive of on-the-job performance than strictly hiring for education, according to the Markle Foundation.

“The skills-based hiring practices of the Rework America programming leads employers to the intersection of the competencies the applicant pool has with the competencies the employer needs,” said Deanna Smiley Gulliford, GESMN’s director of public affairs who oversees the program.

The May 8 event will bring together Twin Cities employers that have participated in the Accelerator workshop to share outcomes and impact. Attendees can also build connections with local training providers and development agencies.

The event is at GESMN’s St. Paul Campus, 553 Fairview Ave. N., St. Paul, MN 55104. It is free to attend. [Register online at gesmn.org](#) or contact Allen Mavis at [amavis@gesmn.org](mailto:amavis@gesmn.org).

**About Goodwill-Easter Seals Minnesota**

Goodwill-Easter Seals Minnesota is a 501(c)3 nonprofit that offers job training and customized career support to eliminate barriers to work and independence. Reuse and recycling operations contribute to Minnesota’s environmental sustainability and employ nearly 2,000 people in our community. Proceeds from thrift retail, e-commerce, grants and financial contributions fund our nearly 20 customized services that help Minnesotans get equitable access to community jobs, create stable careers and realize the power of work. Shopping and donating items divert over 65 million pounds from local landfills annually and have helped us connect people to jobs since 1919. Visit [gesmn.org](http://gesmn.org) or follow [@goodwillmn](https://twitter.com/goodwillmn).

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