



OUR SHARED  
VISION FOR  
REGIONAL  
PROSPERITY

**Sector Leader Research  
Insights  
2015**



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## ***Sector Leader Research Insights***

# **Marissa Vidler**

Principal



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# Research Objectives

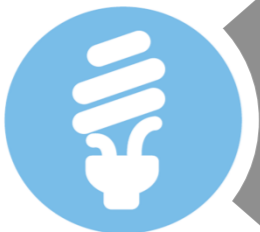
To better understand the current and future outlook of multiple Kansas City sectors regarding:



Global Competitiveness



Human Capital



Innovation & Entrepreneurship\*

*Insights from this research will fuel Strategic Growth Plans for high opportunity sectors*

*Note: Insights from the Innovation & Entrepreneurship objective have been removed from this report.*



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## Research Approach

Facilitated discussion groups were conducted in August and September 2015 with:



Advanced  
Manufacturing



Engineering,  
Architecture &  
Construction



Animal Health &  
Life Sciences



Finance &  
Insurance



Logistics &  
Transportation



Information  
Technology\*

All discussions were facilitated by Clear Box Insights.

*\*In-depth telephone interviews were conducted in lieu of group discussions.*



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# Participating Businesses



BLACK & VEATCH



Integrated  
Animal Health™



Andrews McMeel  
Universal®

Note: This is only a partial list of participants.



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***Summary Insights***

# **Global Competitiveness**



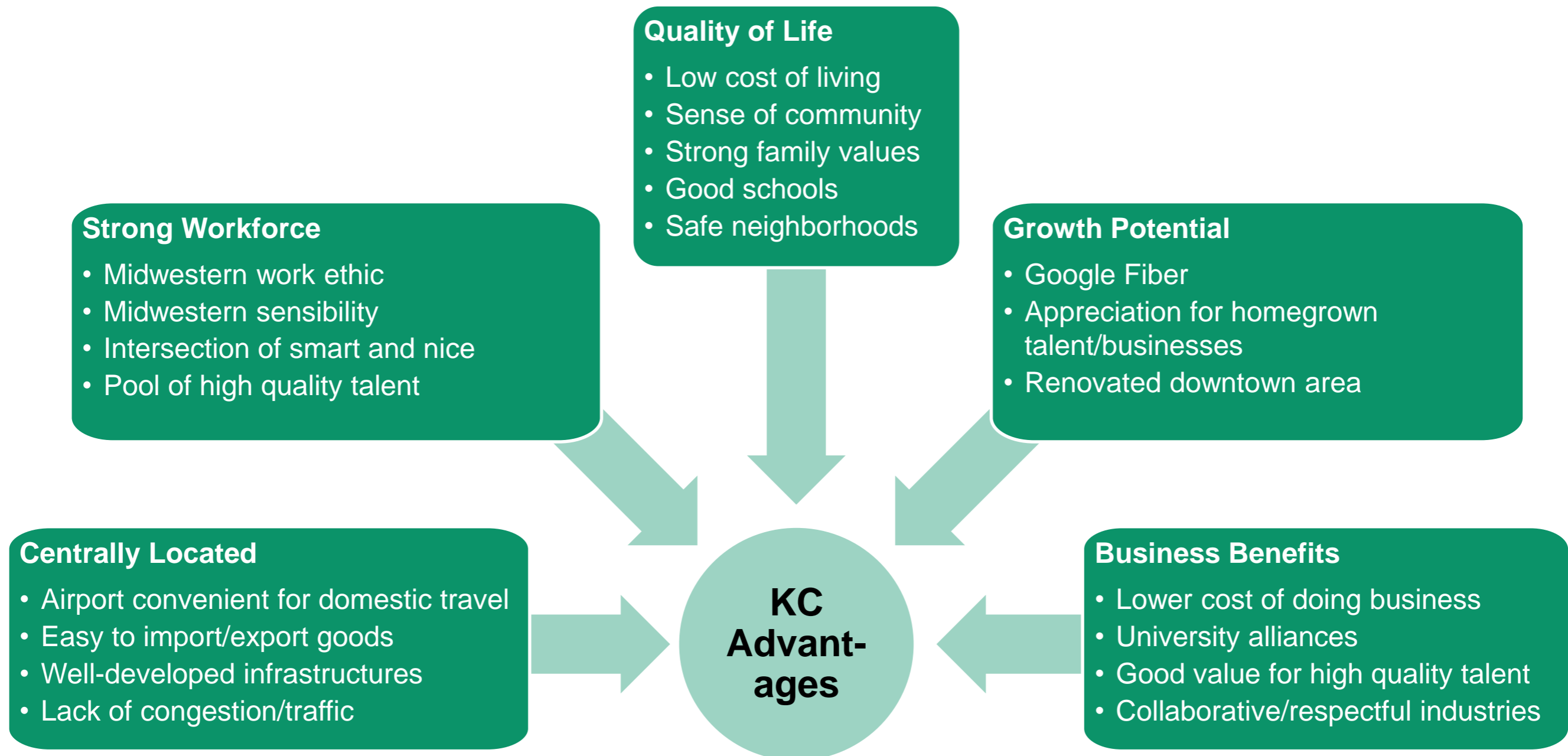


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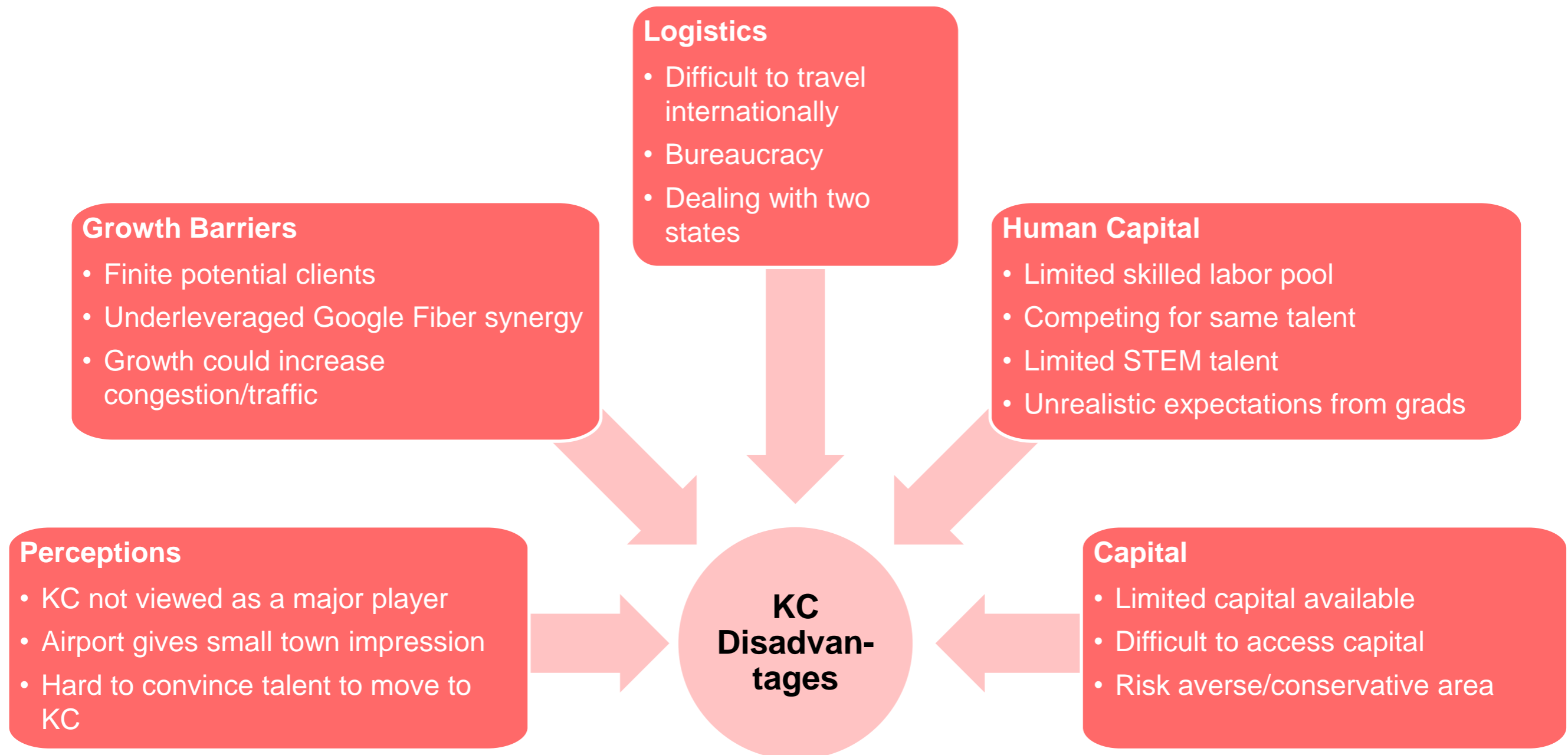
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# Global Competitiveness Kansas City Advantages





# Global Competitiveness Kansas City Disadvantages







# Global Competitiveness Strategic Considerations



## Smart, sustainable growth benefits all

- Economic growth supports these industries directly and indirectly by bringing jobs, infrastructure, and money to the area, contributing to making Kansas City a major player

## Change perceptions of Kansas City

- To become more globally competitive, changing perceptions of Kansas City as a whole is key; emphasizing its vast business resources including growth opportunities, capital, and talent

## Become more international

- To compete globally, Kansas City needs easier international travel (i.e., more flights, bigger airport), more international training at the university level, and prioritizing acquisition of international talent



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***Summary Insights***

# Human Capital





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# Human Capital Challenges



- Not attracting enough talent to STEM fields
  - Limited exposure to industries
  - Not “sexy” or fast-paced
  - Lack of STEM training
- Universities teaching theory vs. application
- Gap between college grads and entry level jobs; unwillingness to “start at the bottom”
- Lack of skilled labor
- KC not seen as a major player
  - Difficult to attract outside talent
  - Low perceptions of KC
  - High risk if job doesn’t work out/limited options





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# *Human Capital Core Competencies*



## **Personality Traits**

Intelligent/  
bright

Can do attitude

Integrity

Honest/  
straight-forward

## **Communica- tion**

Strong  
communicator

Verbal and  
written

Cross-  
disciplinary

Client-ready

## **Entrepre- neurial Spirit**

Flexible/  
adaptable

Willing to take  
a chance/guts

Asks how we  
can do better

Independent  
thinker

## **Social Skills**

Anticipates  
needs

Collaborative/  
team player

Multiple  
managers

Contributes/  
speaks up



# Human Capital Core Competencies (Cont'd)



## Work Ethic

Hard worker

Good character

Works well with others

Willing to work their way up

## Problem Solving

Analytical skills

Inquisitive/wants to learn

Ability to troubleshoot

Problem-solving skills

## STEM Skills

Basic math skills

Computer skills

Applied technology

Mechanical abilities



# *Human Capital*

## *Strategic Considerations*



### **Work, live and play in Kansas City**

- Position Kansas City as a high quality of life city: many job opportunities, low cost of living, good schools, safe neighborhoods, and culturally advanced

### **Create synergy between academics and business**

- Encourage alliances to create industry awareness, teach applicable skills, and better prepare students for working in the industry

### **Provide skilled labor programs**

- Make Kansas City a hub for skilled labor training to fill the employment gap and to bring skilled laborers to town

### **Teach soft skills**

- Create programs to teach soft skills, including communication, social skills, etc. to improve the existing and future workforce