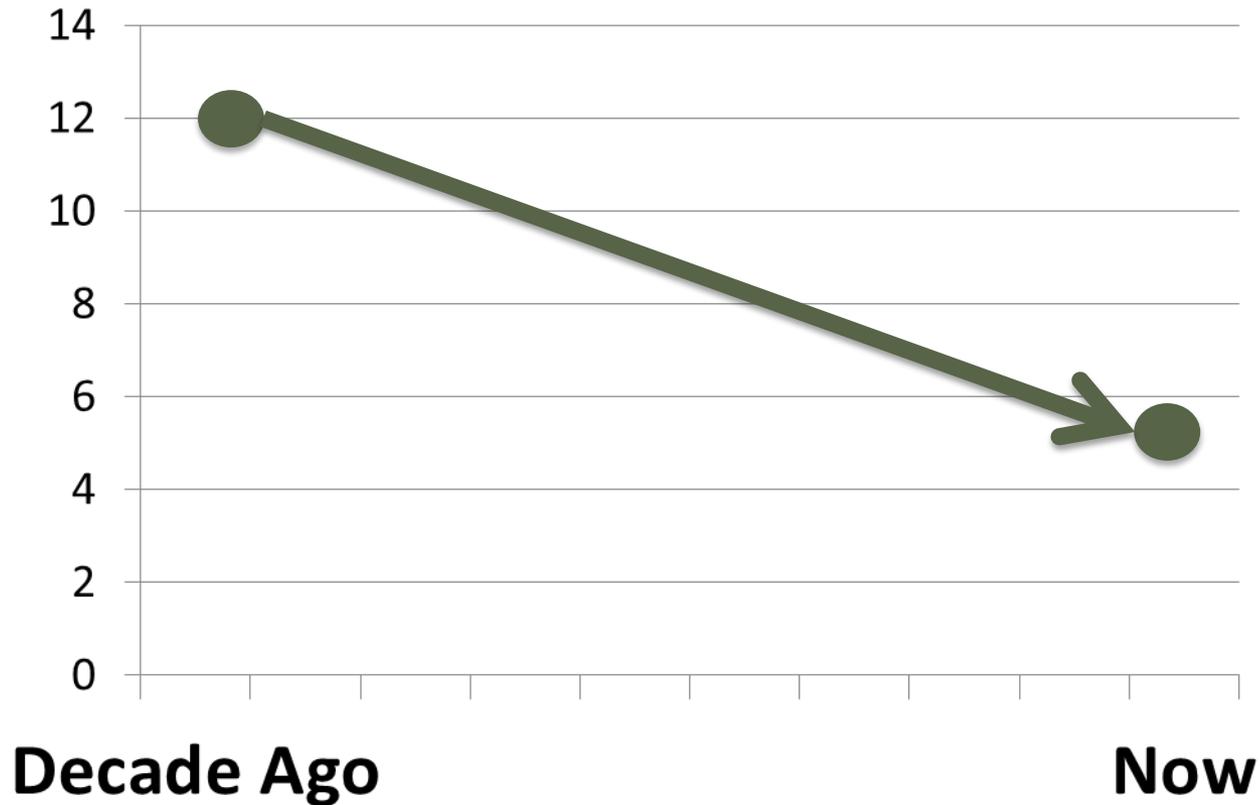




Innovation in Quality Job Creation

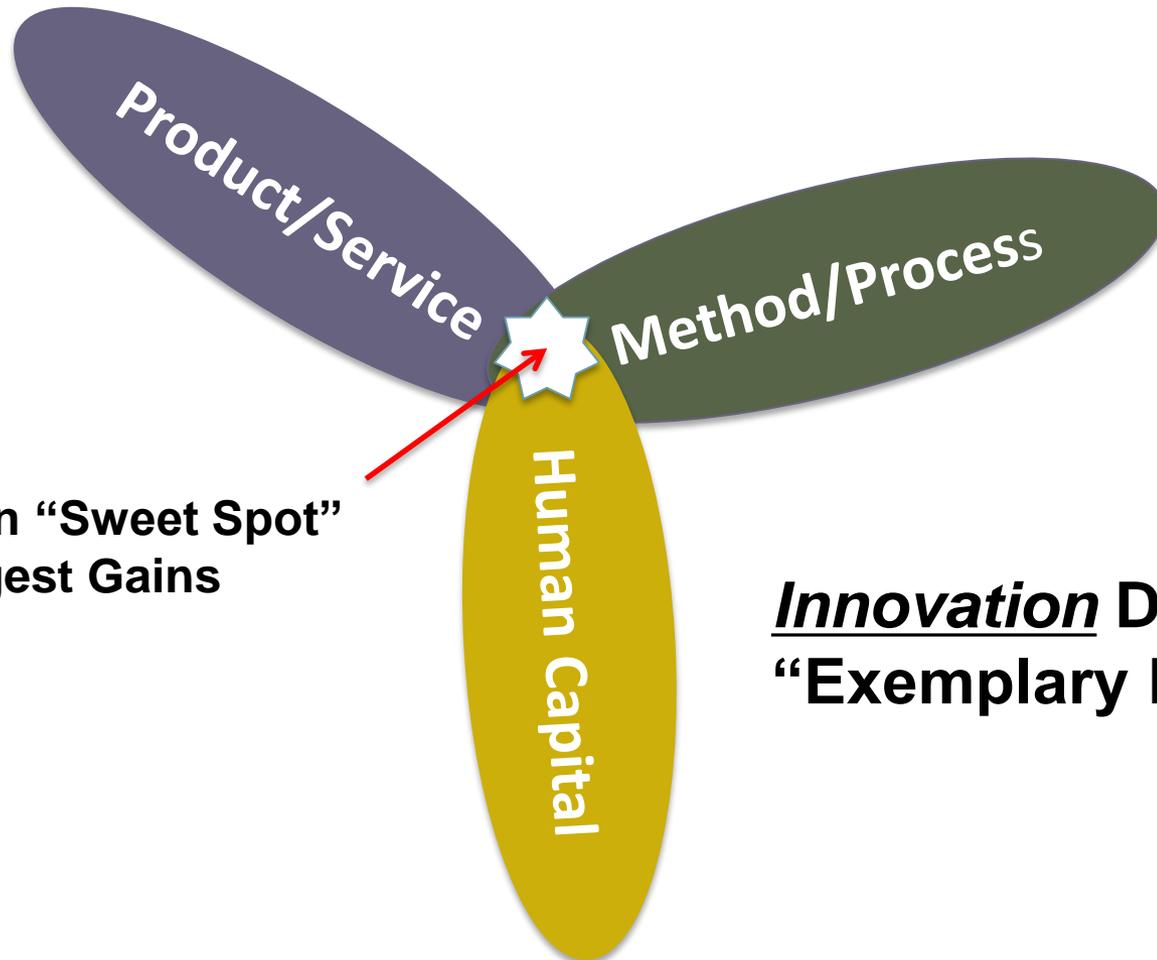
Mark Popovich
Vice President for Programs
Good Companies@Work

Behavioral Science – Quick Quiz



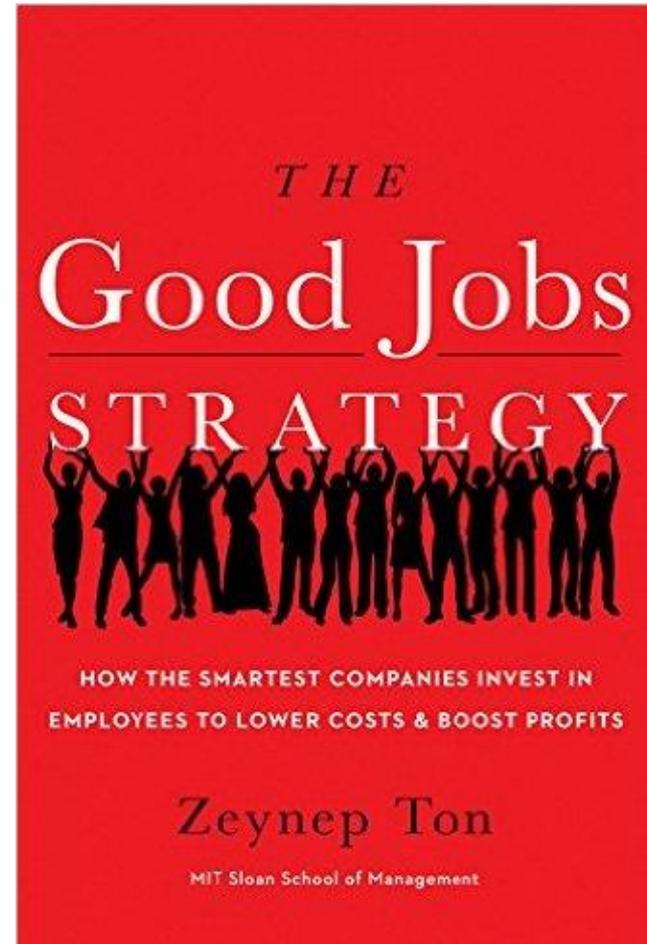
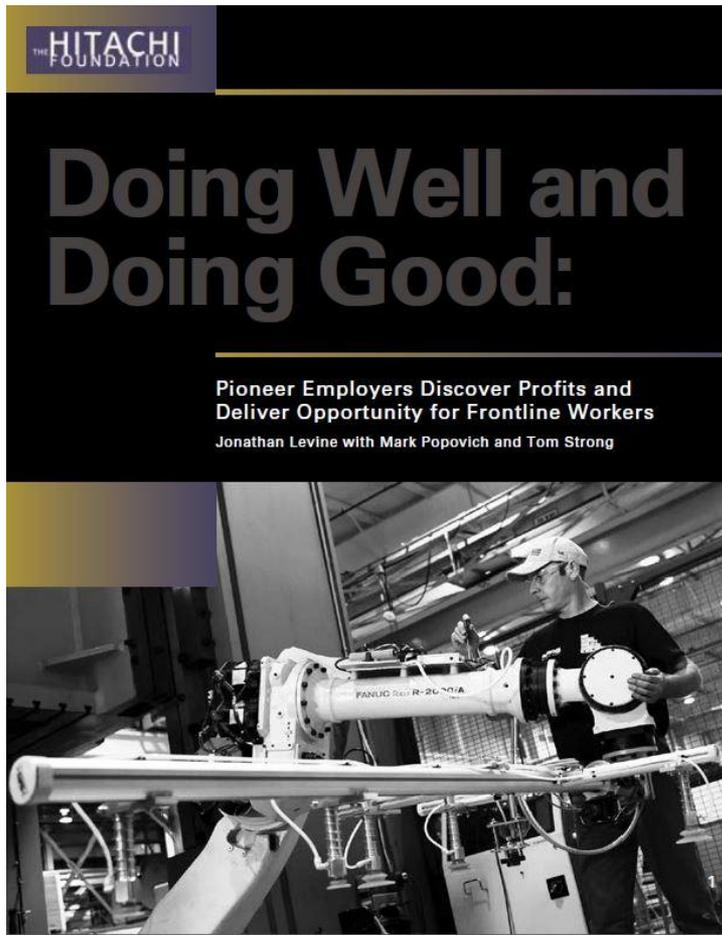
- ❖ Define a “Good Job” and “Good Employer”
- ❖ Metrics, Data, and MEANING
- ❖ Sutton Iron Law of Finance





**Innovation “Sweet Spot”
Largest Gains**

***Innovation* Drives
“Exemplary Employers”**



Data, Metrics and MEANING

Quantitative

Reliability

Third Party

Existing Source

Burdensome

Qualitative

Idiosyncratic

Self-Reported

New Source/Definition

Easy Compliance

High Signal-to-Noise Ratio

Willie Sutton.....

\$500 Billion



\$30 Million



\$8.5 Billion



\$10 Billion

HHS OCS CED
CSBG
Appropriation

Philanthropy
All Education, HHS,
Employment &
Training

USDHHS
All Discretionary
Spending
Combined
Pres. Budget
Req FFY 2017

Employers
Spending on
Learning &
Development

-
- ❖ **How do you recognize a “good job” when you see it?**
 - ❖ **How would you know a “good company/employer”?**
 - ❖ **What can you use to foment “good jobs/companies?”**