



FOR IMMEDIATE RELEASE

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BUSINESS U ACCEPTED AS MEMBER OF CWA TRAINING INSTITUTE ***Business engagement professional development delivered across California***

San Diego, CA — The California Workforce Association (CWA), in order to better fulfill its mission of supporting the local workforce system, has brought to life the [CWA Training Institute](#) (CWA_TI). CWA is the premiere organization in California for providing capacity building, leveraging partnerships, and facilitating dialogue to strengthen the Workforce System which is comprised of workforce development boards and American Job Centers delivering employment and training solutions to their local communities. The intention of CWA_TI is to house the best training for workforce staff and executives, as well as workforce development board members, in order to build the capacity of the workforce system to better serve businesses and job seekers.

Business U Co-founder, Dr. Christine Bosworth said, “We are thrilled to continue our long-term partnership with CWA in supporting them in bringing high quality learning events to workforce stakeholders throughout California. We’ve had extremely high satisfaction levels in our events which are underpinned by in-depth research on the learning process and evaluation models for continuous improvement and an accredited superior learning experience.”

Business U’s approach to training is outcome driven and founded on developing learning experiences that have a long-term impact, well beyond the end of learning events. Dr. Bosworth added, “This educational philosophy serves to underpin Business U’s instructional design, facilitation activities and the technical assistance and coaching it provides.”

Business U is focused on three vertical markets including workforce, education and economic development to build the capacity and sustainability of these organizations to engage business as a partner (in sector strategies and work-based learning), as a customer (with business services), and as a funder (to invest and leverage). Business U has applied its models and theories successfully across the country in its Business Engagement Boot Camps™ and B2B Engage Learning Labs™ with a focus on raising the bar in developing transformational relationships with business and industry.

Business U Co-founder, Celina Shands Gradijan said, “The high satisfaction level of our graduates is due to the fact that we follow them through our eUniversity applying synchronistic coaching to ensure successful execution. It’s one thing to get excited about new information in a learning event, but Business U’s approach ensures that participants actually apply the information on the job for continuous process improvement.”

For more information about Business U’s technology, strategy and professional development solutions for workforce, education and economic development professionals, go to www.Business-U.net

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