

Greg Newton....Filling a Need

Greg Newton is a results-oriented consultant and trainer whose widely recognized success stories come from Workforce Development areas across the nation. Since 1981, more than 450 state and local organizations and over 100,000 training participants have benefited from working with Greg. Greg has an undergraduate degree in marketing from Ohio University and a Masters in Public Administration from Harvard University. His range of expertise is founded on more than 20 years of experience in the Workforce Development Community and is complemented by tireless review and analysis of trends and promising practices. Greg combines these with his perceptive ability to envision successful approaches to position for the future -- so that clients are ensured solutions that span from targeted strategic planning to hands-on practical implementation.

In the fall of 2008 at a state-wide Workforce Development Conference Greg focused on the work of One-Stop Center personnel working to help enhance client skills and place them in jobs with existing businesses and industries. After listening to Greg Newton in three different sessions for more than 3 hours a conference participant asked Greg why he had not talked about Self Employment Assistance or entrepreneurship as a service tool of the One-Stop Center personnel. He responded that “very little focus is provided within the Workforce Development System currently to assist persons to become self-sufficient through their own entrepreneurial endeavors.” Then he went on to share his personal story. As an unemployed person he was able to get some consulting work within the Workforce Development System. He was effective in his training and continued to receive requests for services. After a while he was turning down requests as his calendar was so filled. At this point he realized that he had a business that was allowing him to be self-sufficient without being employed by any one organization. “No one had ever suggested to him that he consider starting a business of his own when he became unemployed, he just took his skills and talents and determined that he could meet clients needs and be rewarded for his preparation time and training delivery.”

After launching his successful consultation business in 1981, it continued to grow, Greg expanded in 1994 to add other consultants and trainers to meet increased demand for his services. Greg Newton Associates have worked in every state, and customers cover the full spectrum of public and non-profit workforce development programs.

We share Greg Newton’s story to say that One-Stop Center staff can and should assist individuals to become self-sufficient as a self-employed person if they have the skills to meet customer’s needs. For some clients this is the most acceptable way to help them return to the workforce.

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