



Live in Lou

Live in Lou is the region's premier talent attraction and retention initiative. GLI has developed a suite of tools to assist you as you recruit top talent to the region. Employers can post open jobs, download relocation information, and point candidates to information on what makes Greater Louisville unique. We've even developed a City Champs program that connects new or prospective residents with trained brand ambassadors to provide a warm and friendly welcome.

Job Seeker Connection Program

The job seeker connection program allows GLI to identify employers who need talent and match them with employees seeking work. Employers tell us the open positions they are looking to fill. GLI staff actively look for talent in the marketplace and maintain a list of those candidates. When candidates match open positions, we connect you to them.

LinkedIn Talent Insights Campaigns

Through a partnership with LinkedIn, GLI can develop customized campaigns to help you hire that hard-to-find talent. We analyze available talent across the U.S., identifying geographical areas where the supply of that talent outpaces demand, where salaries and/or cost of living are comparable or beneficial to Greater Louisville, and curate a list of potential candidates who fit those parameters. We then contact the candidates on your behalf and send qualified, interested candidates to your inbox.

GREATER LOUISVILLE INC. HAS THE RESOURCES TO SUPPORT YOUR WORKFORCE NEEDS.

Whether your organization is looking to fill current openings, upskill/reskill your workforce, or attract high level talent, GLI's talent and workforce resources can provide solutions.

Our talent and workforce concierge services can connect you to the programs and strategies to best meet your needs.

Private Label Talent Attraction Campaigns

If you are looking to expand your business or need to fill large numbers of open positions, GLI can build a customized talent attraction campaign for you. Utilizing data gathered from our Talent Insights partnership, GLI will build a customized digital ad campaign to attract needed talent.

We develop the creative, place and monitor the media, provide weekly optimizations, and report regularly on engagement. All ads point to a hidden page on LiveinLou.com customized to your organization so that everything can be monitored and tracked. Your role? To accept resumes, interview, and hire great candidates.

Mitigating Barriers to Work

Many members of our community face one or more barriers to stable employment. GLI helps employers understand how to mitigate barriers like transportation, childcare, expungement, digital access, and more, through educational content, coaching, events, and connectivity to available resources.

Workforce Ecosystem Portal

GLI is currently developing an online platform to help job seekers and employers identify available upskilling/reskilling opportunities in our community. Job seekers will find available workforce partners, training programs (free and fee-based), and pathways to careers. Employers will find resources to upskill/reskill their workforce, as well as state and federal funding available to supplement the cost of that training.

Employer Talent Retention Program

GLI wants to help you retain your talent. We offer customized pathway development for your employees, connecting them with the training resources inside and outside your organization to help them get to where they want to be. Our Workforce Success Navigator can come to your location on a set schedule to be a resource for your employees to discuss assistance with barrier removal, ESL options, and identifying and connecting with resources available to help them upskill and prepare for the job of their future inside your organization.

Questions? Contact Us!

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