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## **CAWD Launches CATALYST 20/20: Grants of up to \$20,000 to Train Existing Workers**

Raleigh, NC, March 5, 2018 - [Capital Area Workforce Development Board](#) is pleased to announce the immediate launch of CATALYST 20/20, a program offering up to \$20,000 to eligible businesses in Wake and Johnston counties for training. The purpose of Catalyst 20/20 is to fuel growth and productivity by building skills of existing workers.

“Many of our training dollars have been used to upskill those who are looking for work, but enhancing the skills of *current* employees is a must. Otherwise the business won’t be able to keep up global competition and everybody loses. Being able to offer Catalyst 20/20 to business customers is how we fulfill our vision of economic development through workforce excellence,” said Pat Sturdivant, Executive Director of CAWD.

“Research shows that continuing education reduces employee turnover and directly impacts an organization’s bottom line. Catalyst 20/20 provides a mechanism for spurring a level of employee engagement that some businesses haven’t been able to offer. Launching this program is another way of connecting employers with solutions that meet their talent needs,” said Kimberly Wheeler, CAWD’s Director of Business Engagement.

Companies can use the funds to train individual contributors, leaders, departments and/or teams. Training can consist of technical training, certifications, leadership development, soft skills, professional development, or whatever the business deems important.

Interested applicants can email [catalyst2020@wakegov.com](mailto:catalyst2020@wakegov.com) or call (919)856-6040.

### About Capital Area Workforce Development Board

CAWD is a public-private partnership and 501(c)3 largely funded by the Workforce Innovation and Opportunity Act (WIOA) of 2014. Through collaborations with business, government, education and others in Wake and Johnston Counties, the organization has developed state and nationally-recognized workforce programs, connected businesses to the education system and workforce resources, and helped thousands to gain employment and contribute to the prosperity of the community.