

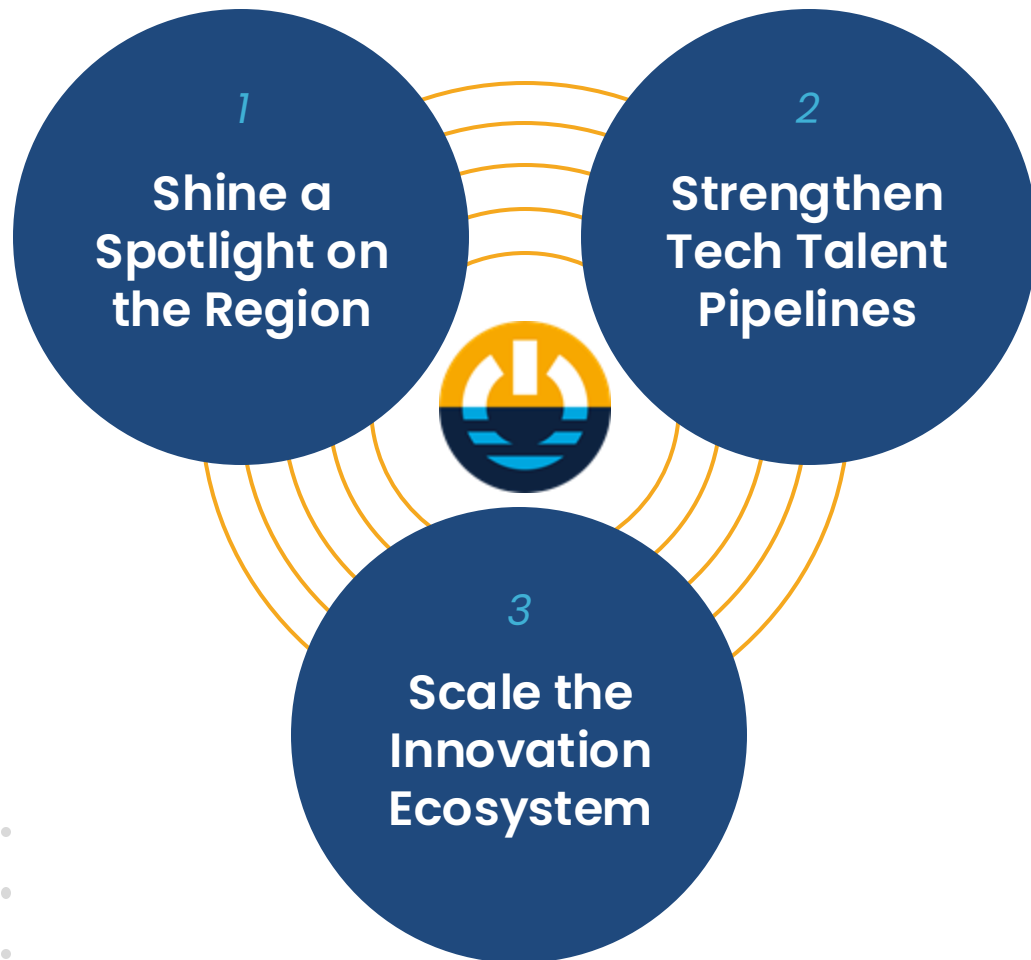


catalyze
by **mke tech**

***Building Our Region's
Tech Leadership Capacity***

MKE Tech Hub Coalition

Together, we build faster and go further



140+ Cross-Sector Partners

Six Years of Momentum

Neutral, Strategic Convener

Listen, Experiment, and Scale

Act Short-Term, Plan Long-Term

Activate, Connect, and Energize

Tech Workforce Insights

The mid-career moment for our region is now

72% of employers globally struggle to fill roles – with AI skills hardest to find

30% of M7 tech postings demand CS skills – just 2% of profiles have them

64% of organizations are scaling AI investment – only 11% have deployed it

118 regional programs train for these roles – produced 6,600+ graduates last year

4,950 M7 tech workers are 55-plus – accelerating the thin talent pipeline



*The M7 region cannot hire its way to a competitive tech ecosystem...
We must grow one.*



Real People. Real Projects. Real Growth.

Catalyze develops mid-career technologists who can drive complex, tech-enabled initiatives

- Co-created by 200+ individuals and 95 orgs
- 8-week cross-industry learning cohort
- Rising technologists with 10-15 years experience
- Participants and projects identified by employer
- Local tech executive lecturers, coaching support
- Continued alumni and engagement experiences



Output: A structured, decision-ready strategic analysis and presentation for leadership

Supporting Catalyze

If we want to build a foundation for long-term impact...

WE MUST BUILD WITH RIGOR

- Create continued skilling pathways
- Convene governing advisory committees
- Establish executive and coaching networks
- Align with HERA academic standards

WE MUST BUILD FOR ACCESSIBILITY

- Reduce financial and time barriers
- Broaden nomination across the region
- Surface talent historically under-represented
- Leverage technical learning resources

WE MUST BUILD FOR SUSTAINABILITY

- Prove outcomes that earn re-enrollment
- Launch a regional alumni fellowship
- Open institutional adoption pathways
- Transition to employer-funded model

The Opportunity Ahead

Compounding regional value over time

YEAR 1



ESTABLISH THE MODEL

- Launch Pilot Cohort Aug 6
- 15 Mid-Career Participants
- 10 Sponsoring Employers
- 8 Executives, 7 Coaches
- 2 Microcredential Partners
- Collect Feedback + Iterate

YEAR 2



PROVE SUSTAINABILITY

- Multiple Cohorts
- Full Participant Pipeline
- Employer Commitments
- Executive, Coach Pipeline
- Microcredential Adoption
- Alumni Engagement

YEAR 3+

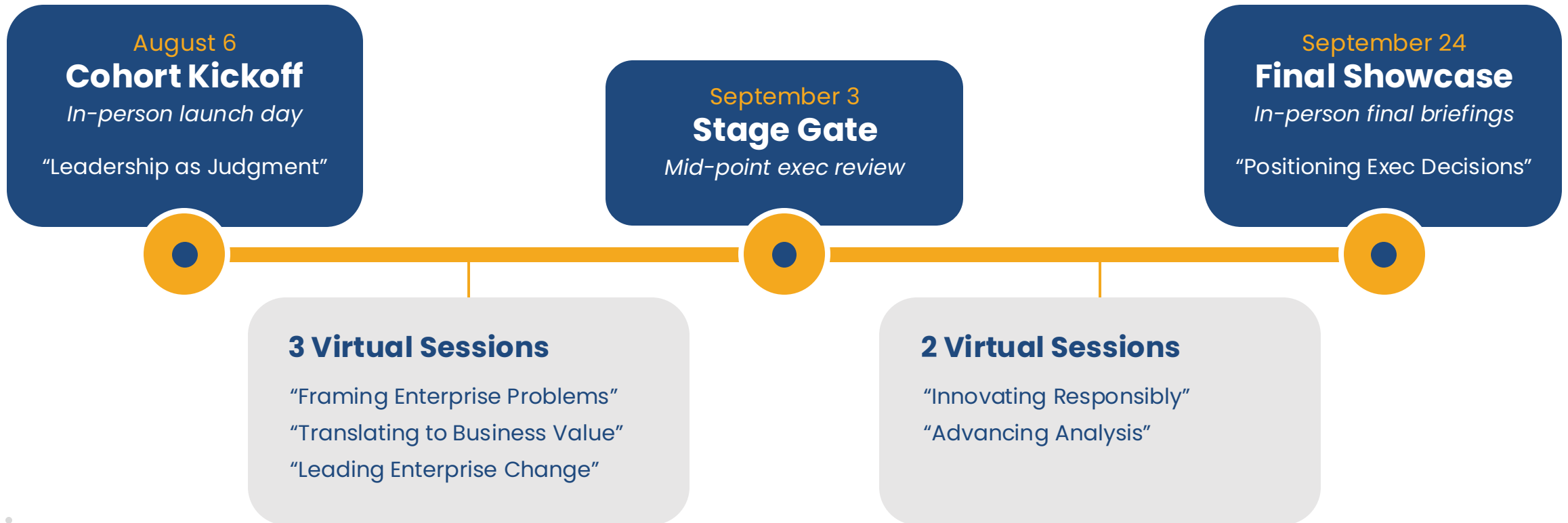


VALIDATE SCALABILITY

- Durable, Replicable Model
- Proven, Researched Outcomes
- New Workforce Segments
- New Geographic Markets
- Integrated Skilling Partners
- Alumni in Leadership

Pilot Cohort Timeline

8 week mix of in-person and virtual engagement



Virtual Session Structure

4 hours of protected time, Thursday afternoons



90 MIN • LIVE VIRTUAL SESSION



2.5 HOURS • PROJECT TIME

Live Session

Weekly 90-minute synchronous virtual session led by an executive leader + coaches

60 MIN

Subject-matter talk

Executive leader on the week's theme

30 MIN

Coaching in learning circles

Applied work in groups of 4–5 across companies

Q&A, peer critique, and applying the topic to live projects

Protected Project Time

~2.5 hours per week, integrated into regular work

APPLY

Advance the sponsored project

Framing, analysis, and decision-ready artifacts

REFLECT

Complete session assignments

Structured reflection and peer preparation

CONNECT

Internal coaching check-ins

Developmental guidance from an internal coach

Target Profiles

The ideal participant, project, and employer



IDEAL PARTICIPANT

- ✓ **10 to 15 years** of technical experience
- ✓ **Strong contributor** ready for enterprise leadership
- ✓ **Confident with peers**, building executive presence
- ✓ **Four hours weekly** protected for eight weeks
- ✓ **Executive sponsor** invested in their growth



IDEAL PROJECT

- ✓ **A real technical decision** needed by organization
- ✓ **Cross-functional scope** requiring alignment
- ✓ **Ambiguity requiring framing**, not just execution
- ✓ **Decision-ready outcome** that unlocks a real next step
- ✓ **Open for discussion** without confidential detail



IDEAL EMPLOYER

- ✓ **Nominate** a high-potential mid-career technologist
- ✓ **Identify** a real project with a decision at the end
- ✓ **Sponsor** an executive for reviews and final briefing
- ✓ **Protect** 4 hours weekly, 32 hours minimum
- ✓ **Attend** kickoff Aug 6 and showcase Sept 24

The Employer's Role

Five Commitments

NOMINATE

01

One participant with 10–15 years of technical experience who has the potential to grow into senior leadership.

IDENTIFY

02

A real project with a decision at the end – not a research task.

SPONSOR

03

Assign an executive sponsor for the Stage Gate review and the final briefing.

PROTECT

04

Four hours per week of focused project time. Thirty-two hours minimum over the cohort.

ATTEND

05

The in-person kickoff on August 6 and the final showcase on September 24.

A Look at the Leaders

Executive Guest Speakers



Senior technology and business leaders who teach each week's theme.

1x session per speaker

C-Suite and VP-level credentials
e.g., CIO, CTO, VP of Global
Business Strategy

Learning Circle Coaches



Experienced technical leaders who guide learning circles every week.

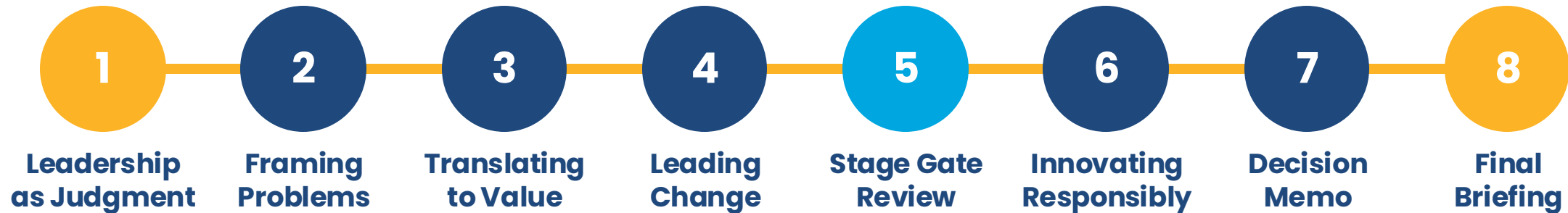
Help participants apply learning to projects.

Not subject matter advising.

8 sessions attended

4-5 participants per learning circle

The Participant Journey



Outcomes

- A decision-ready recommendation on which your leadership team can act
- Developed technical leadership with the capability to produce that kind of work again

Measuring Outcomes

Cross-employer cohorts creating measurable impact

PARTICIPANT

Individual Growth

Sharper judgment and expanded leadership capacity.

Decision-Ready Skills

Project Frame, Value Narrative, Charter, and Decision Memo authored by the participant.

Leadership Development

Decision Log entries and reflection patterns showing sharper reasoning each week.

Role Expansion

Graduates take on greater scope, scale, or leadership within 3–12 months.

EMPLOYER

Business Impact

Better decisions, stronger projects, repeat investment.

Project Quality

Usefulness and clarity of the final technical report and executive presentation.

Decisions Enabled

Soundness of the strategic recommendation to advance, pivot, or conclude.

Re-Enrollment

Repeat participation and expanded nominations into future cohorts.

REGION & HIGHER ED

Ecosystem Return

Talent retained and academic infrastructure activated.

Talent Pipeline

Mid-career technical leaders are retained and advance their careers in the region.

Academic Infrastructure

HERA partners co-create curriculum, credit pathways, and the cohort learning model.

Regional Model

Milwaukee positioned as a recognized model for hands-on, project-based professional development.

What Success Looks Like

Impactful outcomes, not just completions



EMPLOYERS

- Decision-ready insights on priority initiatives
- Stronger retention of experienced tech talent
- Internal leadership pipeline



PARTICIPANTS

- Demonstrated readiness for enterprise leadership
- Validated, employer-recognized credential
- Cross-company peer network



HIGHER ED

- Stackable, employer-validated microcredentials through HERA
- Direct alignment with current workforce skilling needs



REGION

- Retained pool of enterprise-ready technical leaders
- SEWI positioned as regional model for AI-era upskilling



catalyze

by mke tech

Thank You!

For information: Casey O'Brien | Director of Workforce Innovation | casey.obrien@mketech.org