Increasing Good Jobs in Colorado

Good jobs are key to a strong economy and opportunity for all Coloradans.

Leaders ELEVATE opportunities for growth, connection, and meaning

Strong leaders elevate good jobs by establishing trusting and inclusive work environments that support employees in developing new skills, advancing along career pathways, and feeling connected to one another and the broader goals of the organization.

Companies CREATE good jobs that meet basic needs

Companies and industries work collaboratively to create good jobs that meet basic needs and offer conditions that promote equity, inclusiveness, and opportunities for career and economic mobility.

Communities ATTRACT and grow businesses committed to job quality

Community members and local stakeholders in economic development, workforce development, education, and community organizations work collaboratively to improve the economic well-being and quality of life for their community by attracting and growing businesses that offer a variety of high-quality jobs.

To learn more about job quality in Colorado, please visit cwdc.colorado.gov/job-quality
Take Action to Increase Job Quality
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**ATTRACT**
Communities ATTRACT and grow businesses committed to job quality

- Coordinated policies and incentives that promote the creation and growth of good jobs
- Long-term attraction and retention plans that prioritize quality jobs
- Responsive education and training partners that collaborate to meet the evolving needs of learners, businesses, and the economy

**CREATE**
Companies CREATE good jobs that meet basic needs

- Wages that provide predictable income that covers basic living expenses and allows for wealth building
- Benefits that facilitate a healthy, stable life
- A schedule that enables workers to balance the other demands of life
- Working conditions offer an environment that promotes physical, emotional, and psychological safety and wellness
- Employers establish transparent growth opportunities to advance along a career pathway and increase pay
- Sense of belonging in an inclusive environment where individuals are accepted and connected to one another

**ELEVATE**
Leaders ELEVATE opportunities for growth, connection, and meaning

- Continuous opportunities for personal growth, creativity, and problem solving
- Open and transparent communication keeps employees informed and connected to broader organizational goals and decision makers
- Worker voice and agency are taken into account with key decisions and workers are recognized for their contributions to the organization
- Work is meaningful and provides a sense of satisfaction and purpose

Ensuring good jobs for Coloradans requires a commitment to equity and the individual and collective actions of communities, employers, and leaders. To learn more about job quality in Colorado, please visit cwcd.colorado.gov/job-quality.