

THOUGHT LEADERSHIP FROM THE EXCEPTIONAL WOMEN ALLIANCE



BY LARRAINE SEGIL

Featuring:
Michelle Westfort
*Chief University Officer,
InStride*



For more than 20 years, **Michelle Westfort** has built powerful partnerships that make education and learning accessible and meaningful. As the Chief University Officer at InStride, she matches top-tier education providers with major corporations to align their company workforce strategies with learning pathways for their employees.

Today she explains the **imperative for corporations to enable lifelong learning**.

“The relationship between our careers and education is so different now. In the past, you would complete all of your education before you ever got your first job. Today, education can be sought all throughout our careers, not only to refine skills but to stay relevant.

“Education as an employee benefit creates a competitive advantage for corporations. We’ve seen this at InStride in our iconic partnerships with Starbucks and Arizona State University. Not only has the length of tenure for Starbucks baristas increased, but applications are rising due to the benefit of education. There is a tremendous impact for corporations on both the retention as well as the recruitment side.

“It’s also strategically important. LabCorp is bringing STEM education from multiple institutions directly to their employee base as part of a long-term strategy to support STEM. It’s exciting to see how universities and corporations can work together to create business impact and solve business challenges, all while helping employees obtain skills and knowledge.”

I couldn’t agree more with Michelle’s perspective. For an employer to offer their employees not just a job but a path to a fruitful career at their company is surely a win-win for everyone.

Until next time,

Larraine

Founder, Chair & CEO
Exceptional Women Alliance Foundation

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