

Business. Kids. Workforce.

Who We Are

ReadyNation leverages the experience, influence, and expertise of more than 2,000 business executives across the country to promote public policies and programs that build a stronger workforce and economy.

What We Prioritize

ReadyNation business leader members promote the following evidence-based solutions that prepare children to succeed in education, work, and life:

- High-quality, affordable, and accessible child care, including for infants and toddlers
- Early childhood education (e.g., pre-K, Head Start)
- Voluntary parent coaching and parent engagement programs
- K-16 education including Digital Divide, School Finance and Funding, Postsecondary Completion, and Integrated Services
- Afterschool and summer programs

How We Make a Difference

ReadyNation employs a broad range of tactics to utilize member voices and promote effective public policies. Some examples include:

- Strategically placed earned media pieces (e.g., op-eds, letters to the editor)
- Sign-on letters or public statements
- Policymaker interactions (e.g., briefings, testimony, meetings)
- Business leader quotes or stories in our research reports and industry-specific briefs
- Public speaking opportunities (e.g., press events, conferences)

Since 2006, ReadyNation members have made a bottom-line case for effective, bipartisan investments in children and youth as the future workforce that will drive success in the global marketplace.