Webinar Series

Advancing Equal Employment Opportunities and Creating Inclusive Workplaces

Part 2: Job Development the First Steps

Southeast ada Center

APSE Employment First Employment for All

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Burton Blatt Institute SYRACUSE UNIVERSITY

Meet the Presenters

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The First Steps

1. Know Your Role
2. Know the Job Seeker
3. Know the Community
4. Know Your Partners
5. Know More
6. Questions and Answers

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STEP 1:
KNOW YOUR ROLE

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The Job Developer's Role

Engage the employer, build a relationship, identify a business need and offer a solution to a business need.

- Communicate to employers the resources and services available through your program
- Deliver services to the best of your abilities
- Follow through with commitments
- Be consistent and reliable

Promoting Yourself as an Employment Consultant

- First Impression
- Professional Attire – Dress for Success
- Business Etiquette
- Ability to Establish Rapport
- Demonstrate Enthusiasm and Dedication
- Ability to Communicate

Professional Etiquette Tips

- Schedule a tour/informational interview of the business ahead of time
- Do internet research about the business and industry in advance
- Don’t make assumptions
- Show genuine interest and curiosity about the business
- Find a way to compliment the business or the person
- Ask open ended questions and allow people to talk
- Be professional, respectful, and confidential

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Positioning Yourself for Success

- **A Clear Vision for Employment**
  - Belief that all people can work
- **Willingness to schedule time to set and accomplish goals**
  - Get out of the office
- **Customer Relationship Management- CRM**
  - Software or excel sheets
- **Understand business needs**
- **Invest in marketing tools**
  - Business cards
  - Brochures
  - Social Media

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Common Needs of a Business

- Diverse workforce
- Dependable employees
- Make money
- Reduce labor and training costs
- Employee retention
- Advertising
- Increase efficiency
- Save time
- ADA standards
- Broader customer base
- Part time employee
- Community engagement
- Community recognition
- Motivated employees
- Training
- Streamlined processes
- Growth
- Safer workplace

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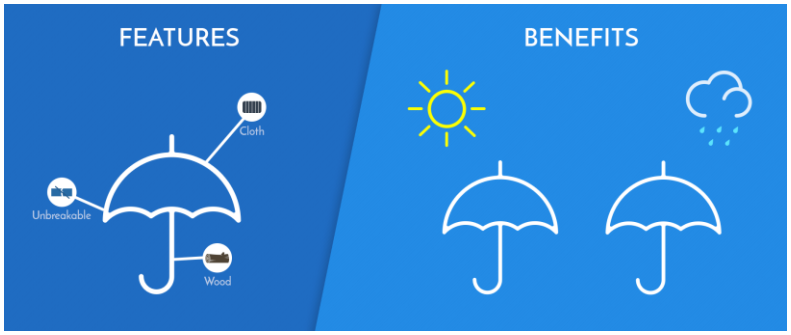
More on Features and Benefits

Feature = Fact about your service	Benefit = How does this affect the business
You can restructure job tasks	Which means staff will be more efficient which ultimately saves the company money



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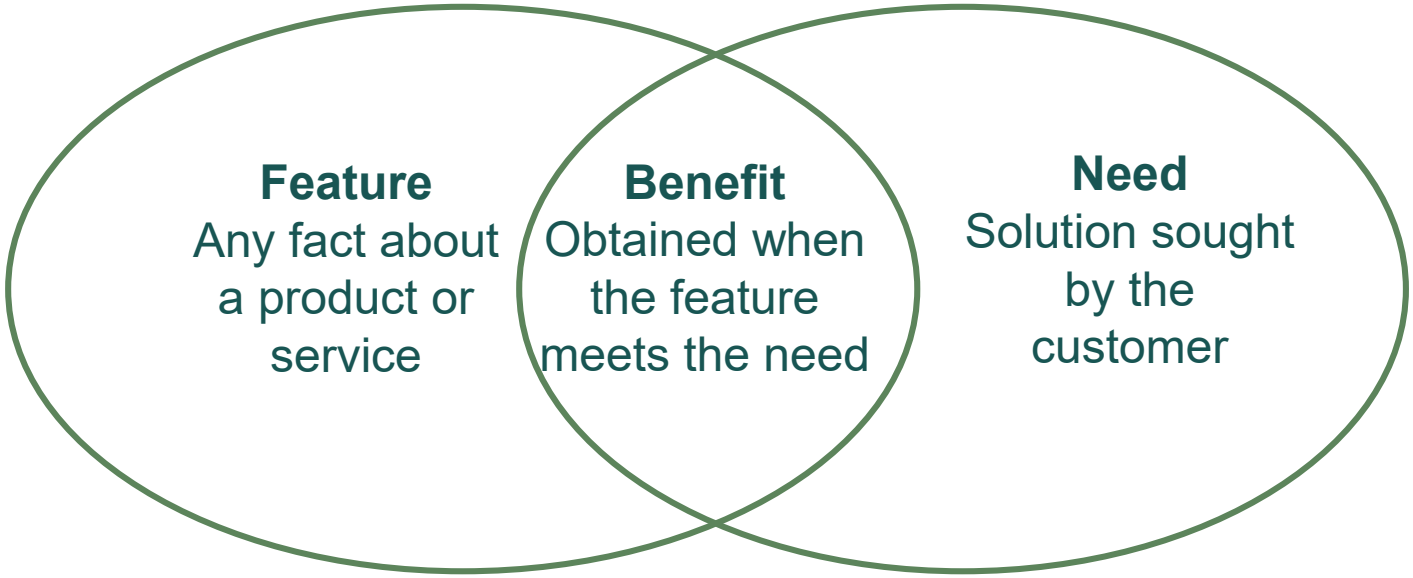
Features and Benefits Cheat-Sheet

FEATURE	BENEFIT
Pre-screened employees	Qualified employees
On the job support	Capable employee
Job coach	Free up staff
93.6% retention rate	Less turn-over
Free service	No extra cost
Restructure duties	Makes staff more efficient
Learn the job first	Assist in training
Community involvement	Public awareness
Established business	Provides peace of mind
Diversity	Larger customer base
Continual follow-up	Solve sudden issues promptly
Part-time employees	Flexible employee
Job efficiency/Restructure	Everyone will produce more

Ultimate Benefit to Business

Benefit is only found when a feature matches a need



STEP 2:
KNOW THE JOB SEEKER

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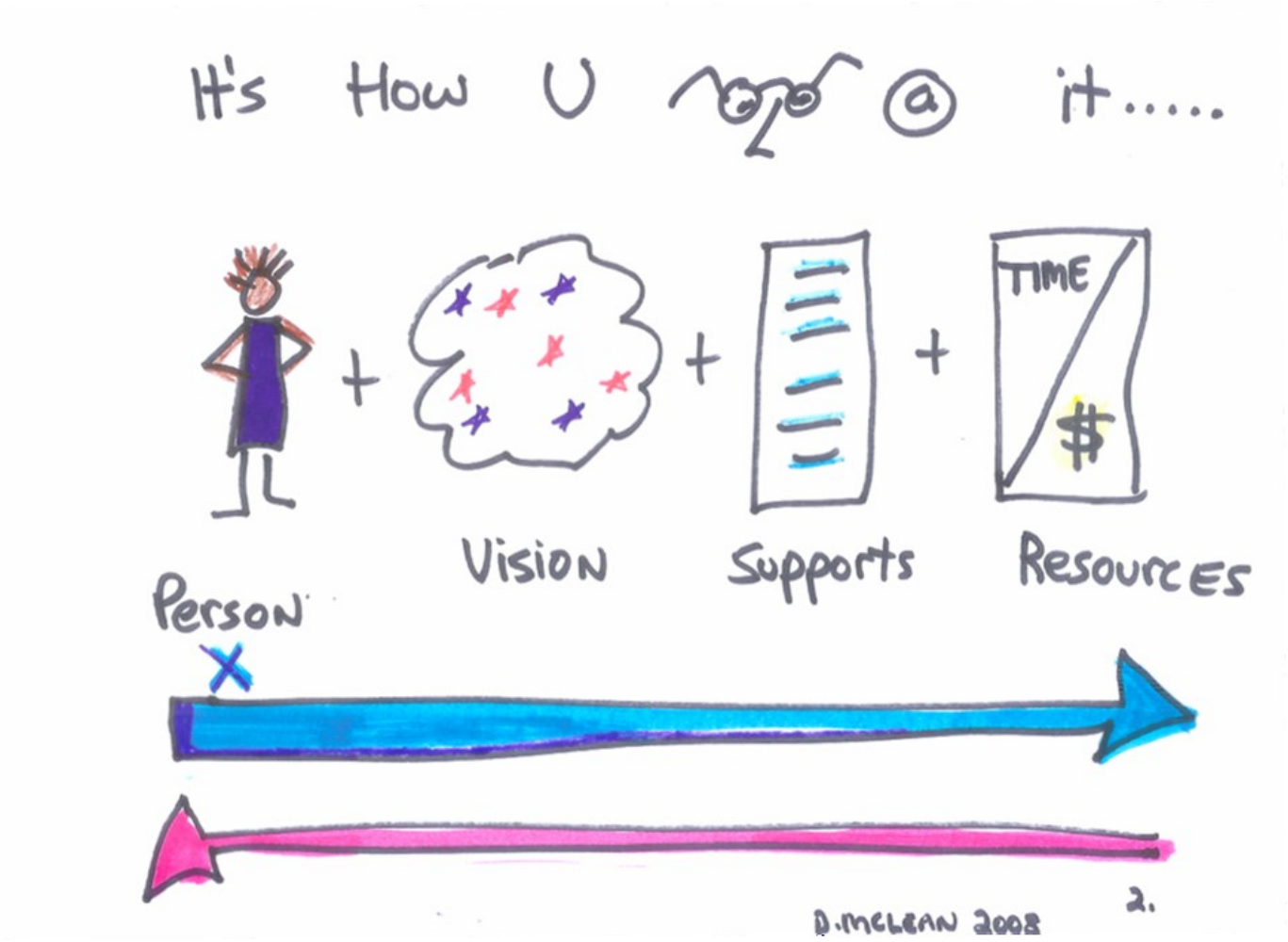
It's How you Look at it – Person + Vision + Supports + Resources



Portrait of Competence

Job Candidate Discovery Tools

- Catalogue the Cans
- Consider the:
    - Who
    - What
    - Where
    - How

Person, Capacity, Collaboration, Connections, Community, Action

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Belief, Knowledge, Connect, Strategize

- Belief in person Based on Defineable skill set

- Knowledge of Range of occupations

- Connect .
- Strategize

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STEP 3:
KNOW THE COMMUNITY

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“Community mapping is actively collecting information about the resources and places in any given community and knowing exactly where each is located.”

Community Mapping

“A tool that can be used to tell a story about what is happening in our communities.”

Walk around the block and collect “data” which includes businesses and organizations in the neighborhood

- “I’m just walking around my neighborhood, getting to know the businesses”

Questions to ask:

- What do you do here?
- How long have you been in business?
- What do you like about your job?
- What made you choose this neighborhood?

Think About How You Got Your First Job?

What Happens Typically?

1. Supervisor hires someone they know	• Minimizes risk & saves money
2. Supervisor hires someone a co-worker knows	• Co-worker has vested interest & can discern whether the candidate will be a good fit
3. HR hires someone they have already interviewed	• Reduces effort and resources to recruit additional applicants
4. Business contacts staffing agencies	• Increased risk in rejecting applicants & far more labor intensive than other options
5. Business advertise the job opening	• Large investment of time and money for candidates who have not been screened

Meet People Through Other People

REFERRALS

EMAIL
INTRODUCTIONS

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SPEAKING
OPPORTUNITIES

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Listen!

- The key to being a good conversationalist is being a good listener.
- Give them the opportunity to share with you, teach you, assist you.
- When you do all the talking, the person may feel you are uninterested in what they have to say.
- We're there to learn, learn, learn!
- 80/20 Rule!

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Don’t Ask For a Job! What?

Networking is not asking everyone you know for a job!

Ask people for information that will assist you in finding the right fit.

Build a relationship and establish rapport.

The ultimate goal is that your contact will contact you.

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Ask Questions!

How long have you been with this company?

How long have you been in this field?

What do you like about your job?

What type of training did you need for this position?

What is the culture of this company?

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Ask For Help

- Tap into your networks & the networks of people you know
- Each person you meet will know approximately another 200 people
- Gain introductions to some of these contacts to quickly increase your network and your chances of finding an extremely valuable connection.
- Ask your contacts if they can recommend a professional organization or the names of some of the people you should be talking with

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Keep In Touch!

To establish rapport with another person, create a reason to keep the relationship going.

- Join a membership club
- Attend the same events
- Don’t put them in a situation where they will say no! (Like asking for a job before the relationship is developed.)

Who's in Your Circle of Influence?

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STEP 4: KNOW YOUR PARTNERS

Other Partners

- **Agencies**
- **Schools and Universities**
- **Formal Supports**
  - Vocational Rehabilitation
  - State Services
- **Training Programs**

STEP 5:
KNOW MORE

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A Few Resources

- Association of People Supporting Employment First: APSE
  apse.org
- Griffin-Hammis Associates
  www.griffinhammis.com
- Marc Gold & Associates
  www.marcgold.com
- Office of Disability Employment Policy
  www.dol.gov/odep
- Virginia Commonwealth University-Rehabilitation Research and Training Center
  vcurrtc.org/training/courses.cfm
- Wise
  www.gowise.org

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Xerxes and Max – Hard-Working Office Assistants

Thank you!

Debra, Jenny, and Charly

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Must be registered, attendance verified, post-test completed.

Credits:

- **Certificate of Completion**
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Advancing Equal Employment Opportunities and Creating Inclusive Workplaces

Eight webinars:
April 2019 – February 2020

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Upcoming Webinars

Tuesday - July 23, 2019

Part 3: **The ADA – Employment and Disclosure**

Parts 4-8: Save the Dates!

- September 24, 2019
- October 22, 2019
- November 19, 2019
- January 21, 2020
- February 25, 2020

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Questions?

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