Webinar Series

Advancing Equal Employment Opportunities and Creating Inclusive Workplaces

Part 4: Seeing Community and Building Connections with an Employment Lens

Southeast ADA Center | APSE Employment First Employment for All | wise | Burton Blatt Institute Syracuse University

SEEING COMMUNITY AND BUILDING CONNECTIONS, WITH AN EMPLOYMENT LENS

Emily Harris & Debbie Moore

September 24, 2019

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INTRODUCTIONS

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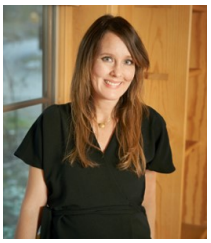

Emily Harris,
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For The Next 1. 5 Hours We WILL Be Talking About: wise

NETWORKING WITH AN EMPLOYMENT LENS

Some things to take away and pay attention to:

- Confidence and how you show up
- Relationships
  Relationships
  Relationships
- Tapping into what exists (ideas and resources of things you can replicate)
- Networking the old fashion way and in the future

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A LUCKY LESSON LEARNED

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You will Lose
100% of the Opportunities
you don't ask for

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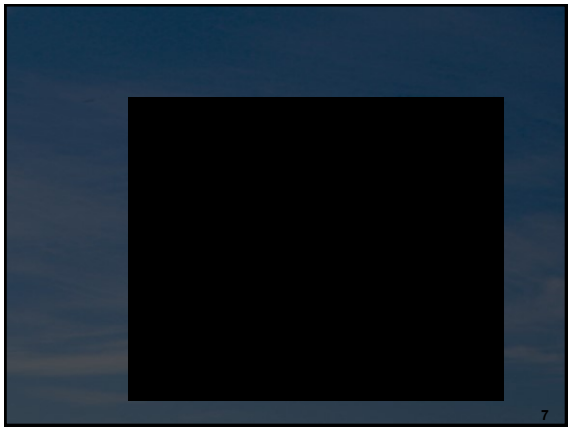

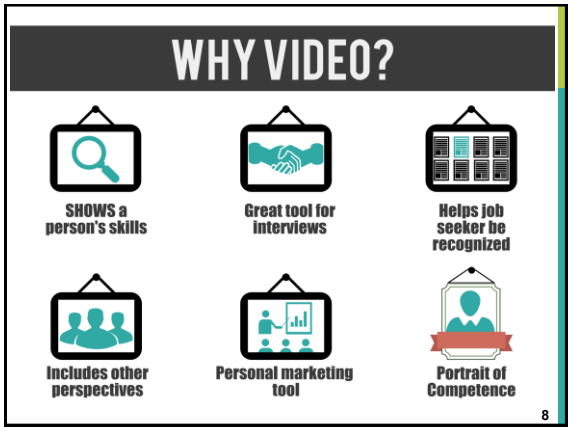

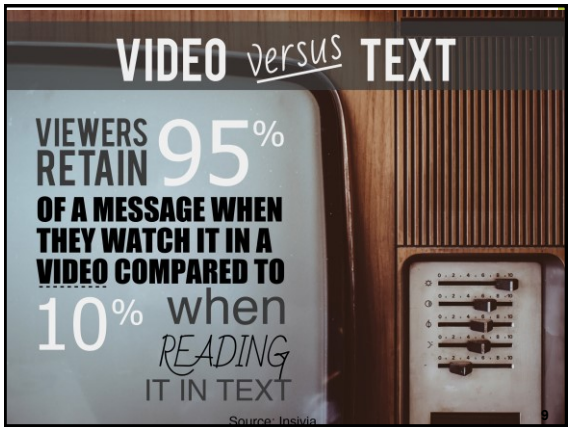

WHO YOU KNOW AND WHERE YOU GO

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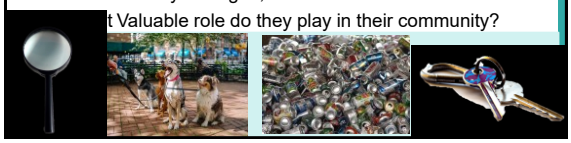
- **Spend 10 seconds and think of who you connect with on a regular basis.**
  Ask yourself who is in your Circle of influence?
  - Coworkers, family, friends, neighbors, baristas, bartenders, bus driver…..
- **When you are working with some who is looking for work, remember** They KNOW PEOPLE TOO!
  - Where are they going?
  - Who are they talking to, or not?
  - t Valuable role do they play in their community?



REMEMBER- IT'S HOW YOU SHOW UP

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"Either cheer up or take off the hat."

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CONNECTING WITH PEOPLE IS NOT ROCKET SCIENCE…

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- Be curious
- Be kind
- Listen
- Observe
- Remember
  you know people
  who already know people…
  who know people…
  who know people….

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SOME THINGS TO DO WITH YOUR CONTACTS

- Share resources
- Solicit advice
- Ask questions
- Make introductions

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USE TECHNOLOGY TO CONNECT

- **Social media- the Facebook Post that Sparked an Art show**
  - Find common connection
  - Reach out
  - Ask people who they know, and ask them to commit
- **Community sites - From Next Door, to bricks, food carts to bread.**

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MEET PEOPLE THROUGH OTHER PEOPLE!

REFERRALS

EMAIL INTRODUCTIONS

LINKEDIN

EVENT ATTENDANCE

SPEAKING OPPORTUNITIES

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GO TO THE THING WHERE OTHER PEOPLE GO TO LEARN ABOUT THAT THING

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SALES STATISTICS- HOW MANY TOUCHES DOES IT TAKE?

- **48% of Sales People never follow up**
- **25% make a second contact and stop**
- **12% of Sales people make 3 contacts and stop.**
- **Only 10% make more than three contacts**

****

- **2% of sales are made on the 1st contact**
- **3% of sales are made on the 2nd contact**
- **5% of sales are made on the 3rd contact**
- **10% of sales are made on the 4th contact.**
- **80% of sales are made on the 5th contact!**

Source: National Sales Executive Association

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ADVANTAGES OF NETWORKING

- Can get deeper information about the culture of the company…
- Who really makes the hiring decisions and what jobs are really open—The Hidden Job Market
- If several resumes have been received for a job it helps your candidate stand out
- If you know someone, it will be easier to request accommodations
- TRUST—This is why companies usually ask current employees for leads on new employees

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BUILD RELATIONSHIPS DAILY

- Family
- Friends
- LinkedIn
- Teachers
- Neighbors
- Past Employers
- Former co-workers
- Current co-workers
- Former and current classmates
- Six Degrees of Separation

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CHALLENGE YOURSELF- YOU GOT THIS ALREADY

- **Start with who you know**
- **Talk to new people**
- **Be Friendly and Inquisitive**
- **Be Brave**
- **Be Bold**
- **Follow up**

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HOW DID YOU GET YOUR FIRST JOB?

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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

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EVENTS - COMMUNITY RELATIONSHIP BUILDING TOOLS

Shifting mindset from a Social Service Model to a Business Model

- Employer Recognition Events-Annual breakfast event
- Local Business Recognition-coffee delivery, plaques, certificates
- Family Involvement-Made them part of our extended team, requested referrals to business connections for their sons/daughters
- Chamber of Commerce events-attended and participated
- Community Advisory Committees- we joined areas of interest, expanded our reach and presence,
  Community Center Special Population Board of Directors
- Rotary

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DON'T ASK FOR A JOB! WHAT?

Networking is not asking everyone you know for a job!

Build a relationship and establish rapport

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

The ultimate goal is that your contact will contact you when they have an opening!

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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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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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ASK FOR HELP

- Tap into the network of the people you are meeting
- 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!

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ROTARY PARTNERS FOR WORK PROJECT

PFW PARTNERS FOR WORK Rotary

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Rotarians can open doors for this untapped talented workforce!

"It is the lack of opportunity, not the disability itself, that poses the greatest barrier to success."

Frank Devlyn
Past President
Rotary International

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ROTARY DISTRICT 5030

- **34 clubs are actively involved with PFW**
- **22 clubs employ greeters**
- **130 paid jobs located and secured**
- **49 School to Work internship sites have been added to various districts**
- **300+ Rotary club presentations have been completed**

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MARKETING

Goals:

- Building relationships and communities
- Networking throughout King County
- Expansion, new clubs, increasing activities within existing clubs

How:

- Presentations
- Include fellow Rotarians, agencies, hires
- District 5030 Website
- Club challenges/competition, BRC/BBRC

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EMPLOYER CHALLENGE VIDEO SERIES

Business to business stories, successful job starts

"So we can't change without a challenge, I challenge you to share your story and open your business to a new hire today"

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MARKETING EVENTS

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MARKETING EVENTS (CONTINUED)

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ROTARY CLUB GREETER

What is a "Club Greeter"

Process for club:

Benefits:

- To Club
- To Greeter
- To Agencies
- To Families

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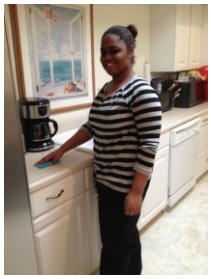
JOB START EXAMPLES



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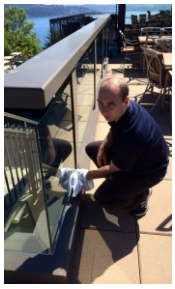
JOB START EXAMPLES (CONTINUED)



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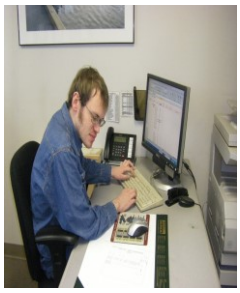

JOB STARTS

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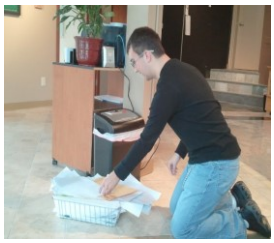
JOB STARTS (CONTINUED)



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MOCK INTERVIEW PROGRAM

- Transition students participate in a mock interviews
- Rotarians engage with students typically unknown to them
- Bringing job seekers together with community "connectors"
- Outcome goal…jobs!

- **Receive certificate listing skills, strengths and abilities and a list of connections made, next steps**

https://www.youtube.com/watch?v=iyyfeTme9GU

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STAY IN TOUCH!

Emily Harris' cat Francis

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Emily@gowise.org

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THANK YOU!

Debbie and Emily

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PRESENTER CONTACT INFO

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EDUCATION CREDIT

Requirements:

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

Credits:

- **Certificate of Completion**
- **CESP Credit**

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Archives: Advancing Equal Employment Opportunities and Creating Inclusive Workplaces

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www.adasoutheast.org/webinars/archives.php

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UPCOMING WEBINARS

Parts 5-8: Save the Dates!

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

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