

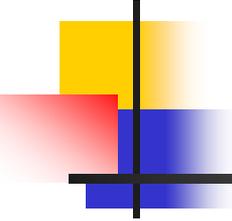
Serving People with Disabilities in the One Stop Environment

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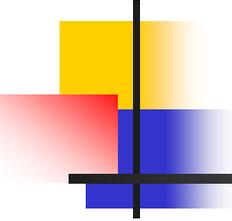
National Center on Workforce & Disability

www.onestops.info



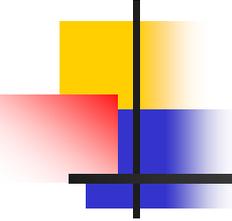
Marketing

- What do we mean by marketing?
- How does one present a job seeker to an employer?
- Acting as an intermediary takes tact!
 - Addressing employer concerns
 - Presenting solutions and keeping conversations on target



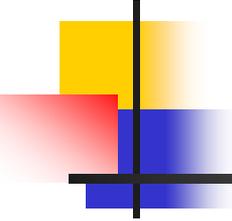
Who is the Customer?

- The job seeker or employer?
- Both - the developer introduces the two and mediates the discussions
- Need to know the skills and interests of both
- Both should feel empowered to ask and answer questions



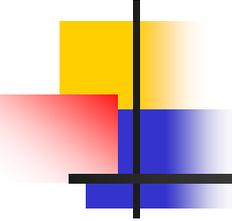
Marketing Strategies

- How do you market a job seeker without a disability?
 - Find jobs that match skill set
 - Emphasize skills
 - Negotiate job seekers needs, such as a flexible schedule, etc.



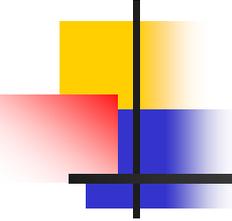
Marketing cont..

- Provide only relevant information
- Do not be apologetic
- Believe in the job seeker
- Be aware of language choices
- Reassure and negotiate
- Explain clearly



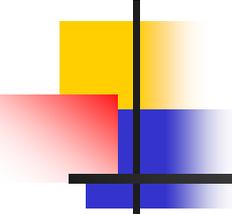
The First Date

- Gather information:
 - The product or service delivered
 - The number of employees
 - The types of jobs
 - Areas and reasons for turnover
 - Busy seasons, staffing problems
 - Past/present experiences with employees with disabilities



The Sales Pitch

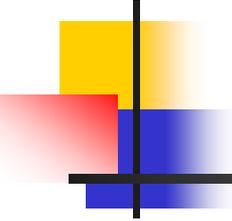
- Provide information about your ability to meet the employers personnel needs
- Market your product (the job applicant) with confidence and persistence
- Keep all interactions positive
- Highlight the assets of the job applicant



The Sales Pitch

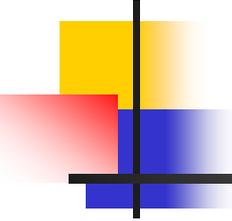
Remember:

- You are asking the employer "*to consider hiring a qualified job applicant*", not "*to give a job to a person with a disability*".
- You are offering to assist the employer "*with his or her hiring needs*". You are not asking the employer to help you in "*placing our customers with disabilities*".



Marketing is Educating

- Use the time to:
 - Dispel myths
 - Replace concerns about employees with disabilities with knowledge
 - Continually share information on diversity and disability
 - Make every interaction educational so the employer gains confidence

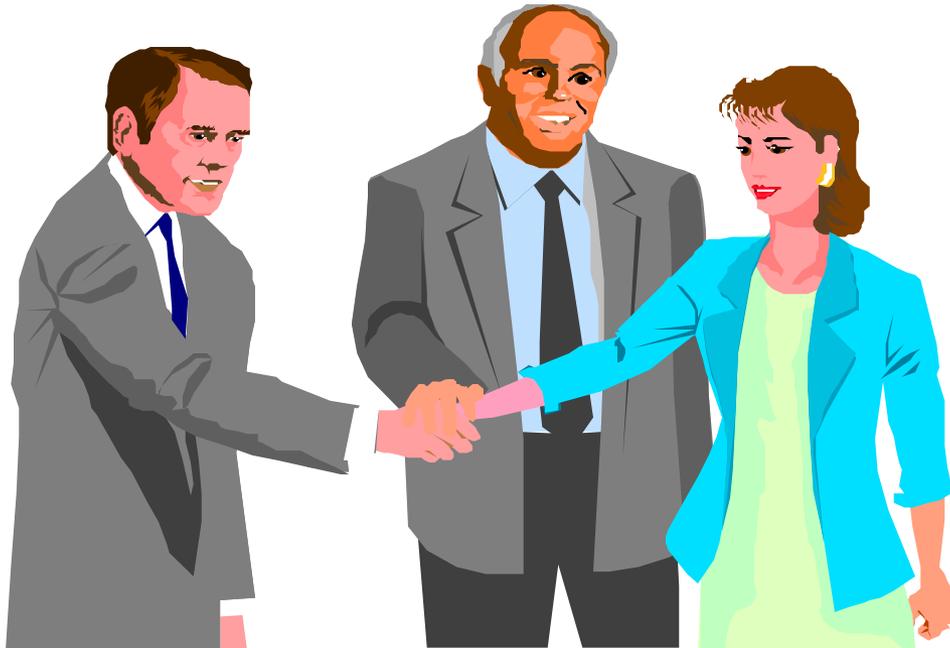


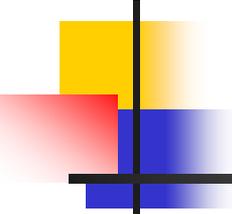
Counsel the Job Seeker...

- Do what every good job counselor does....
 - Help the job seeker manage their possible
 - Fears
 - Uncertainties
 - Self-confidence issues
 - Defense mechanisms
 - Lack of familiarity with the One-Stop system and programs

But Don't "counsel" the Employer...

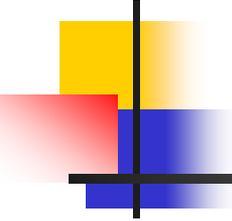
- Always remain professional
- Match the employers tone





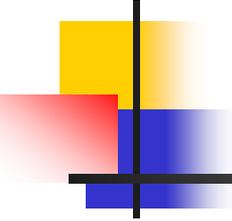
Marketing to Employers: To Disclose or Not to Disclose

- Does job seeker want to be represented to employer by you?
- Does job seeker wish to disclose to employer?
- Is disability "hidden" or readily apparent to potential employer?
- Implications of disclosing/not disclosing?



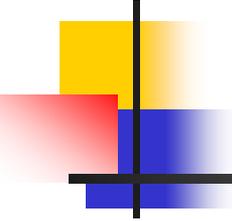
Disclosure

- It's up to the individual whether or not they want to tell the employer that they have a disability
- The amount of information (if any) provided to the employer about the disability is also up to the individual



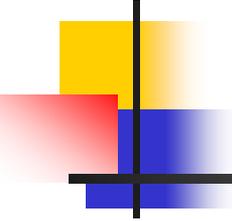
What to tell - decision

- Personal ethics?
- Ability to hide facts?
- Is the truth better?
- Is the truth relevant?
- Effect on the person?
- Consequences?



If the customer wants you to disclose...

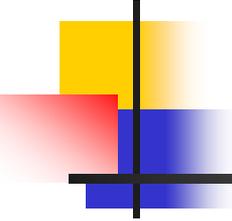
- Believe it's a good job match
- Focus on abilities not disabilities
- Talk about "needs" and "style" not "disabilities"
- Be concrete and explicit
- Anticipate the employer's questions and concerns
- Be ready for inappropriate questions



If the Job Seeker Does Not Want You to Disclose

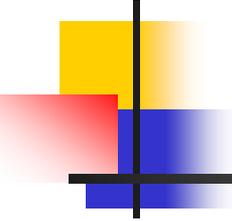
Help your job seeker:

- Recognize life skills as work skills
- Practice questions and answers
- Practice self-explanation statements
- Anticipate difficulties
- Provide feedback



Responsibility

- It is the employer's responsibility to provide a reasonable accommodation for a KNOWN disability
- It is the individual's responsibility to inform the employer that an accommodation is needed



Accommodations...or Simple Requests?

"I find I work best when..."

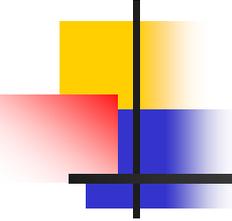
...expectations are clear

...I have privacy to do my work

...I take a 5 minute break every hour

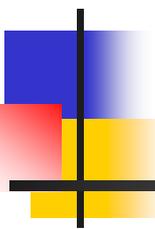
...I get regular feedback

...you show me as well as tell me what to do



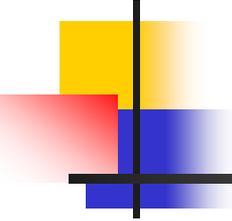
Assessing Needs and Concerns

- Listen first
- Ask about current/future employment needs
- Identify gaps and inefficiencies
- Talk to human resources, managers, and front-line employees
- Ask about experiences with similar organizations



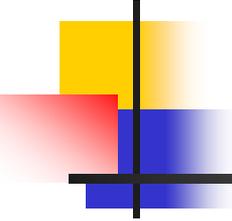
Employer Concerns

What are they?



Responding to Objections

- Listen actively
- Repeat/clarify
- Acknowledge concerns
- Offer information



Resources

- <http://www.ada.gov>
Information and technical assistance on the ADA
- <http://janweb.icdi.wvu.edu/>
Job Accommodation Network
- <http://www.onestops.info>
National Center on Workforce & Disability