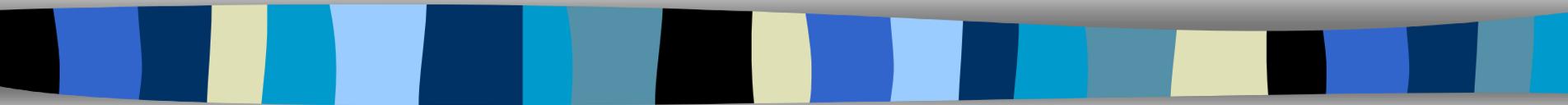


Building Effective Employer Relationships

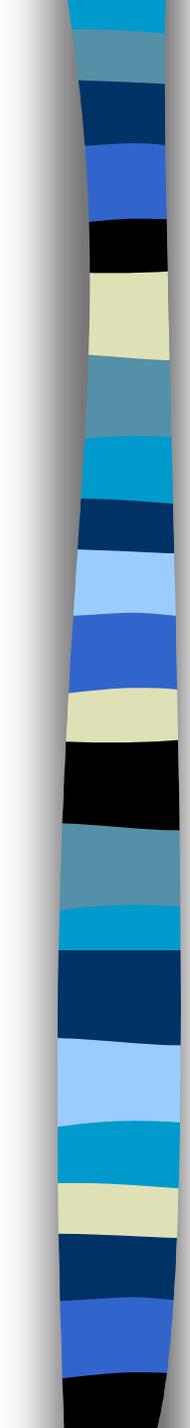


Elena Varney, M.S., C.R.C.

Pauline Donnelly, M.Ed.

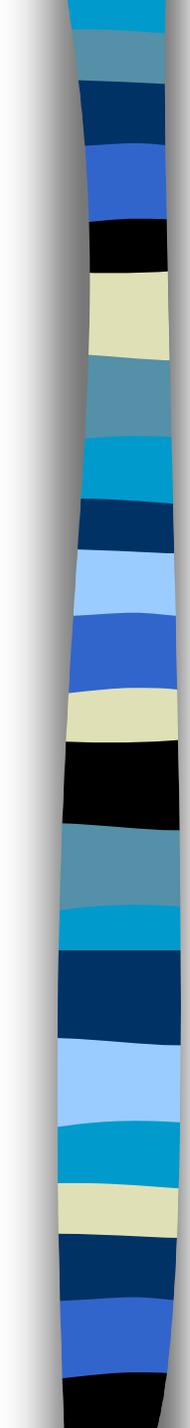
**National Center on Workforce &
Disability/Adult**

www.onestops.info



Marketing as Education

Every conversation you have with an employer about an individual with a disability contains both implicit and explicit disability awareness education.



Know Your Customers

- **Job Seeker**

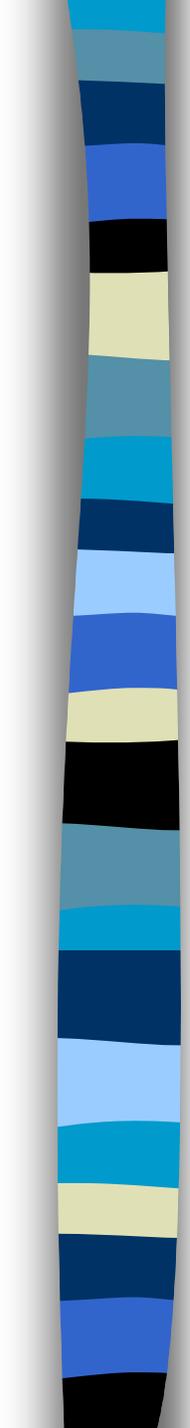
- preferences, skills, work and life experiences, personality, needs

- **Employer**

- Industry, company, job, experiences in hiring people with disabilities

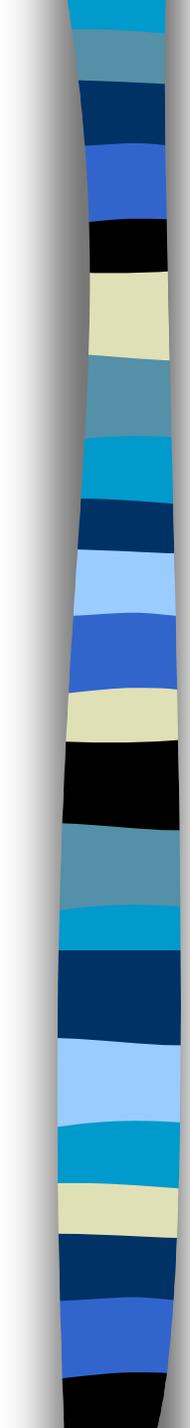
Successful Partnerships

ESTABLISH...	AS EVIDENCED BY...
trust	respecting needs
goals to benefit everyone	outcomes w/mutual gain
LT relationships	ongoing contact, responsiveness
service competence	qual performance
customer satisfaction focus	customer satisfaction



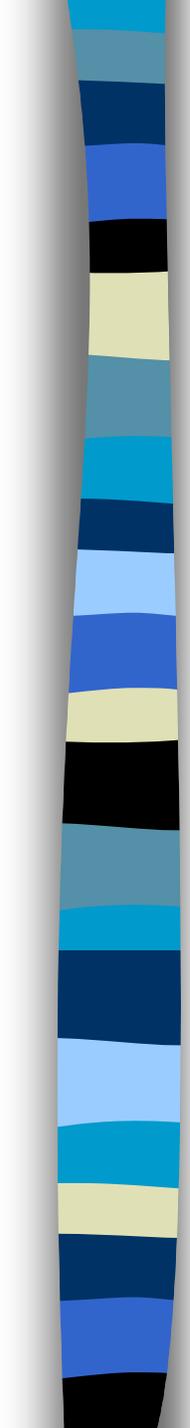
Strategies for Successful Business Partnerships

- Think like your partners
 - read business mags, journals
 - interview human resource personnel
 - site visits to business sector reps
- Add value to employers' operations
 - clearly stated benefit of relationship
- Adopt customer service philosophy
 - "can-do" problem-solving attitude
 - team action, respond quickly



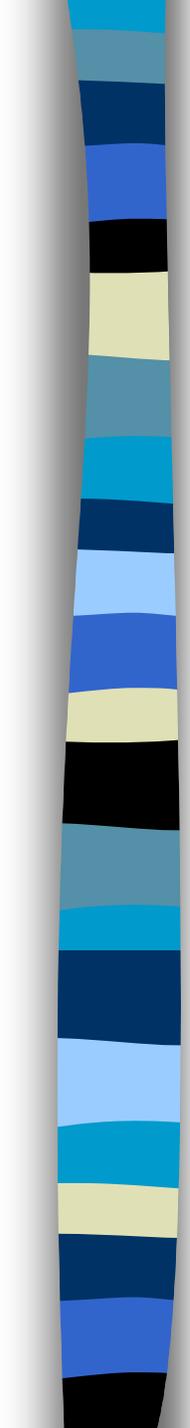
Strategies for Successful Business Partnerships

- Find hidden job opportunities
 - job creation
- Offer targeted business consultation
 - help find ways to improve operations
- Become a strategic marketer
 - thoughtful planning/use of resources
 - join forces with “competition”?
 - Develop marketing plan



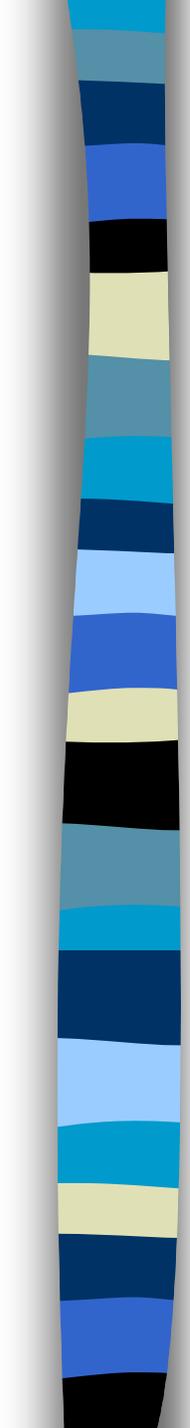
What Do Employers Want?

- One point of contact
- Localized services
- Timeliness of service
- Reduced paperwork
- Accountability
- Identification and recruitment of qualified applicants
- Assistance with new employee training



Methods of Partnering with Employers

- Offer something
- Host training/educational events for employers
- Acknowledge their work (e.g. awards banquets)
- Employer Forums
- Creative marketing



Participate in BLN

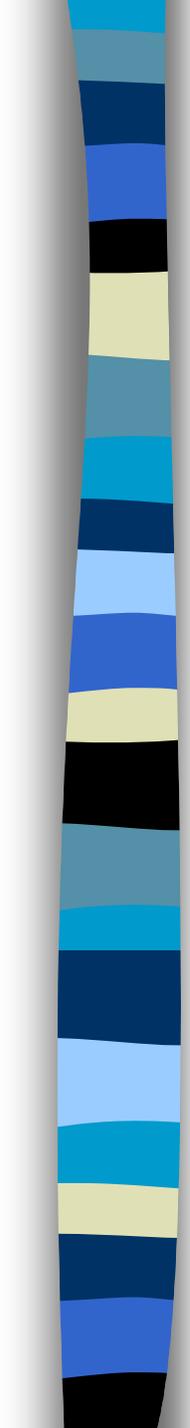
- Business Leadership Networks engage employers to market the benefits of hiring people with disabilities to other employers

BLN

Carol Dunlap Manager

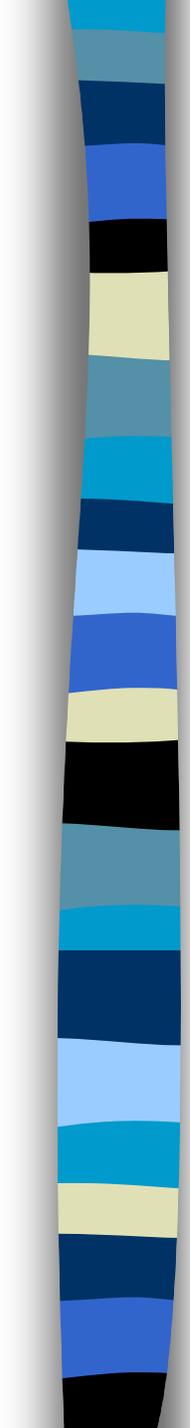
(202)376-6200 x35

www.usbln.com



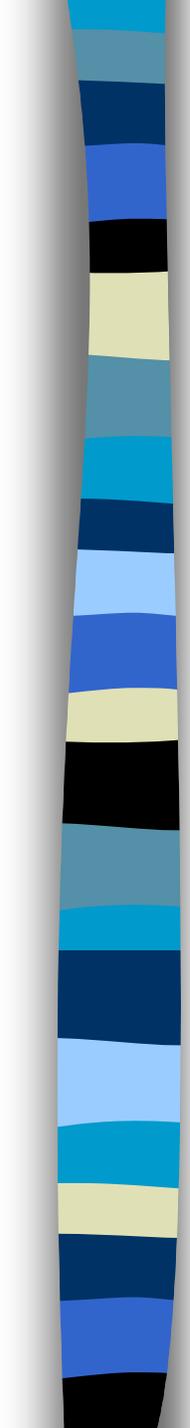
Marketing to Employers: To Disclose or Not to Disclose

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



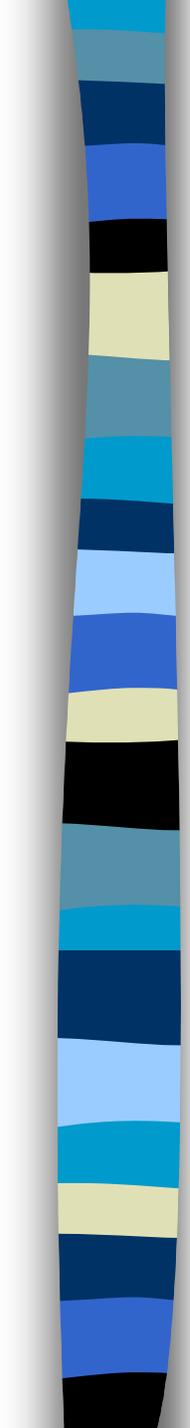
Believe it's a Good Job Match

- Job seeker preferences drive the job search.
- Skills and abilities match essential tasks of position.
- Good fit with social culture and environment.



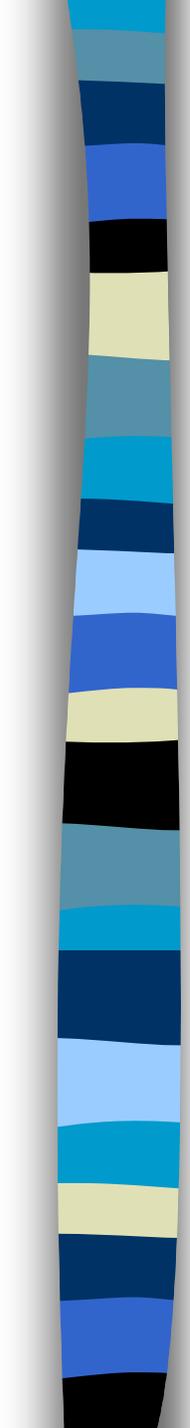
Considerations for Marketing Approach

- Will job seeker be screened out by normal hiring process? (e.g. application, testing, interview)
- Does job seeker present well?
- Conversations focus on skills & abilities.
- What message does disability “label” imply to employer?



Considerations for Marketing Approach, Cont'

- Talk about “needs” and “style” not “disabilities”.
- Does job seeker require accommodations or supports?
- Will job seeker fit into “pre-existing” openings or need job creation or restructuring?
- Approach is customized to job seeker & employer needs.



The Bottom Line

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

Anticipating Employers' Objections

- Yeah, but...
- What if...
- Tried that...
- Sorry, but...
- What about...

