

# **MAKING THE BUSINESS CASE FOR HIRING**

**EMPLOYMENT FIRST COMMUNITY OF PRACTICE WEBINAR**

**MARCH 9, 2017**



Washington Initiative for  
Supported Employment

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# **TODAY'S COMMUNITY OF PRACTICE PANELISTS**

- **Cathy Sacco, Senior Program Manager-  
WISE, [cathy@gowise.org](mailto:cathy@gowise.org)**
- **Brent Kell, Chief Executive Officer- Valley  
immediate Care LLC, [bkell@valley-ic.com](mailto:bkell@valley-ic.com)**
- **Heidi Dirkse-Graw,  
President/CEO/Counselor- DIRKSE  
Counseling & Consulting, Inc.,  
[hdirkse@dirksecc.com](mailto:hdirkse@dirksecc.com)**

# INTRODUCING CATHY

## CATHY SACCO - Senior Program Manager

Cathy joined WISE in 2001 and has worked in the field of employment for over 25 years. Her interests and expertise include organizational advancement, marketing and partnership with businesses, innovative approaches to employment supports, recruitment models, and diversity training for administration and management teams.

Cathy's consulting and training topics include: Employer Initiatives, Marketing and Outreach to Businesses, Job Development, Social Security Benefits and Work Incentives, Mentoring, and Individual Job Planning and Preparation. She is dedicated to the development of typical relationships with the business community that brings job seekers and employers together.

Cathy is active in her local business community and a member of many business and leadership organizations. She lives in Spokane, Washington.



Wise promotes and expands diversity in the workplace. We specialize in innovative training and technical assistance to ensure that people with intellectual and developmental disabilities are a vital part of the workforce.

*At Wise, we believe in making it work.*

[www.gowise.org](http://www.gowise.org)  
[cathy@gowise.org](mailto:cathy@gowise.org)

# INTRODUCING HEIDI DIRKSE-GRAW, MS, CRC, LPC

President/CEO of Dirkse Consulting & Counseling, Inc.

*Mission is to improve lives and strengthen the community by bridging the employment gap between businesses and individuals who experience disability.*

29 years experience in VR; 20 years leading Dirkse CC, Serves on State Rehabilitation Council



Counseling and Consulting, Inc.

# INTRODUCING BRENT KELL

**Chief Executive Officer at Valley immediate Care LLC.**

**Brent has actively recruited and employed persons with disabilities for most of his career. Currently employs 6 individuals through supported employment programs**



**CHARITY VS. VALUE WHEN REPRESENTING A JOB SEEKER**

# **THE VALUE PROPOSITION**

# **THE VALUE PROPOSITION: CATHY'S CONTENT**

- **What We've Learned**
- **Know What We Know**
- **Businesses Are Past the Why**
- **Raising the Responsibility**
- **Belief**
- **Be Bold**
- **Employers Transition**

# **JOB PLACEMENT STRATEGIES THROUGHOUT THE YEARS**

## **OLD PARADIGM**

- **Focus on finding a job for an individual**
- **Existing job openings were main focus**



# **JOB PLACEMENT STRATEGIES THROUGHOUT THE YEARS**

## **PRESENT DAY PARADIGM**

- **Job placement begins with understanding the local labor market**
- **Business is a dual customer with the individual job seeker**
- **Business relationships are the cornerstone of quality job placement through understanding and meeting business need in a creative way and often new way.**
- **Placements occur mostly in the hidden job market.**

# CHARITY VS. VALUE

- The value is in the bottom line but not necessarily in the manner we usually measure
- The value is in your team performance.
- A diverse team is a stronger team
- We are all on the spectrum
- Staff members with profound disabilities usually have profound abilities
- Your staff will recognize this in themselves and their co-workers and, the result is a highly productive team
- As a bonus, hiring persons with more obvious disabilities enhances your recruitment and retention

**BUILDING RELATIONSHIPS WITH EMPLOYERS IN YOUR COMMUNITY**

# **BUILDING RELATIONSHIPS**

# **BUILDING PROFESSIONAL RELATIONSHIPS**

- **Professionalism Counts**
- **From the Ground Up**
- **Strategize**
- **Mirror How Business Works**
- **Become a Business Leader**
- **Business Messaging Partners**
- **Reciprocity**
- **Employer Solutions**

# **BUILDING EMPLOYER RELATIONSHIPS**

- **Agenda must be to authentically get to know the business**
- **Provide information about the philosophy of Employment First and the values of diversity and inclusion for individuals who experience disability.**
- **Build relationships with business that promote a both-gain value.**

# **BUILDING EMPLOYER RELATIONSHIPS CONTINUED**

- **Inspire action: Social mission meets business need.**
- **Build sustainable employment solutions.**
- **Connect through involvement in local chambers of commerce.**
- **Volunteer**
- **Provide continued touch points and additional employer/business services.**

# **RELATIONSHIP BUILDING: WHAT WORKS AND WHY**

- **Start with existing relationships**
- **Do your homework- learn about the prospective employer and their specific friction points.**

**ENGAGING YOUR BUSINESS COMMUNITY  
FOR SUCCESSFUL JOB DEVELOPMENT**

# **BUSINESS ENGAGEMENT**



# **BUSINESS ENGAGEMENT: WHAT IS IT?**

- **Devoted Consistent Outreach (energy and effort)**
- **Partnership vs Sponsorship: Not about the Ask**
- **Follow Their Lead**
- **Belief: What you say**
- **Good Companies with Good Employees**
- **Typical Experience**
- **Employer To Employer**

# **HEIDI'S BUSINESS ENGAGEMENT STRATEGY**

- **FTE devoted to Business Engagement – Cindy Bahl**
- **Facilitate and assist Employment Specialists with successful job placement of individuals with disabilities, matching candidates to employer needs.**
- **Focus on success stories – Beaverton Resource Guide, Social Media**

# **HEIDI'S BUSINESS ENGAGEMENT STRATEGY CONTINUED**

**Focus on developing beneficial relationships and partnerships with employers, business associates and community organizations. Activities include:**

- Educating and informing employers and associates of the Dirkse CC mission and the message of inclusiveness to individuals who experience disability.
- Professionally represent and promote our mission through Chamber networking (Beaverton Chamber Volunteer Ambassador & Volunteer at the Beaverton School District Clothes Closet. Hillsboro Chamber participant.
- Offer disability diversity training and job customization assistance.

# **THE EMPLOYER PERSPECTIVE**

- **As an employer I appreciate ongoing relationships with job coaches to assist as job duties change**
- **Being an assessment site lets us get a first look at an applicant and their abilities**
- **Hired several people after their assessments ended**

**JOB DEVELOPMENT STRATEGIES**

# **TIPS AND TRICKS**

# **CATHY'S TIPS FOR APPROACHING BUSINESSES**

- **Take the Time**
- **The Right Level**
- **Know your What and Why**
- **Business Recruitment, Onboarding, Training, Retaining**
- **Trust**
- **Collaborative Marketing**
- **Sponsoring Employer Events**
- **Recognition**
- **Curiosity & Risk**



## **CONNECTION TO “HIREABILITY SPOKANE”**

**HIREABILITY SPOKANE PROVIDES EMPLOYMENT SOLUTIONS TO SPOKANE COUNTY BUSINESSES THROUGH A DIVERSE WORKFORCE OF INDIVIDUALS WITH DEVELOPMENTAL DISABILITIES.**

**[HTTP://WWW.HIREABILITYSPOKANE.ORG/](http://www.hireabilityspokane.org/)**  
**[HTTPS://WWW.FACEBOOK.COM/HIREABILITYSPOKANE/](https://www.facebook.com/hireabilityspokane/)**

# **HEIDI'S TIPS FOR JOB DEVELOPMENT**

- **Invest in a business developer**
- **Get involved in your local chamber**
- **Focus on building both-gain employment relationships**
- **Know your mission and inspire with stories**



# **BRENT'S TIPS FOR APPROACHING BUSINESSES**

- **Do your research- know and understand the employer, their needs and challenges**
- **Be prepared with answers to common concerns.**
- **For example in healthcare, HIPAA and blood borne pathogen training are common concerns**
- **Utilize current employers in like industry as references**

**THANK YOU FOR JOINING US**

**QUESTIONS?**