MAKING THE BUSINESS CASE FOR HIRING

EMPLOYMENT FIRST COMMUNITY OF PRACTICE WEBINAR MARCH 9, 2017



TODAY'S COMMUNITY OF PRACTICE PANELISTS

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

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



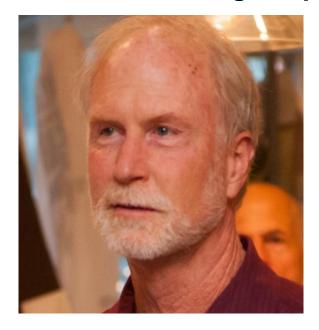


Counseling and Consulting, Inc.

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





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 <u>all</u> on the spectrum
- Staff members with profound disabilities usually have profound abilities
- Your staff will recognize this in themselves and their coworkers and, the result is a highly productive team
- As a bonus, hiring persons with more obvious disabilities enhances your recruitment and retention

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/ 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

QUESTIONSP