

Employer Engagement Webinar Series

1. Creating Awareness

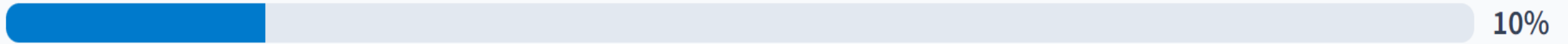
Kentucky Employment First

June 20, 2024



Please Rate Your Knowledge and Skills in the area of Employer Engagement

I am a new staff member so I am a rookie



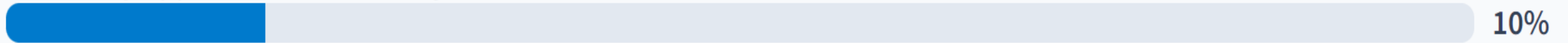
10%

I have worked in the field for a bit, but still learning



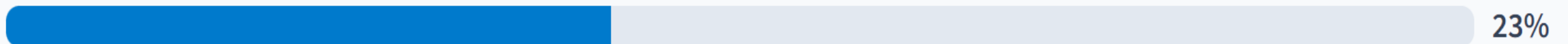
57%

I have my approach but not always feel comfortable



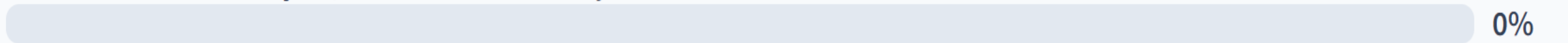
10%

I think I have this down



23%

I could teach this subject, I'm here because my boss told me



0%



Speaker-Steve Blanks

- A 20+ year veteran of the Intellectual & Developmental Disability (IDD) industry in MD
- Subject Matter Expert in Employment Services across US
- Current Director of Partnerships at SEEC
- Brother of person with IDD



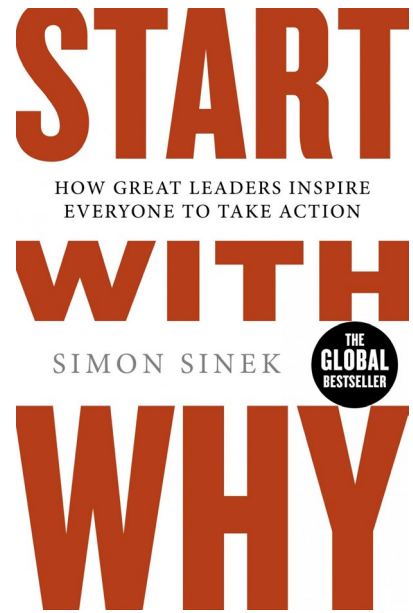
“I have no special talents. I am only passionately curious.” - Albert Einstein





Why is Engagement Vital

Up to 85% of jobs are filled via networking



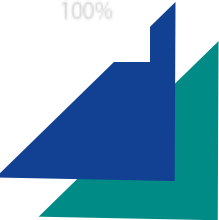
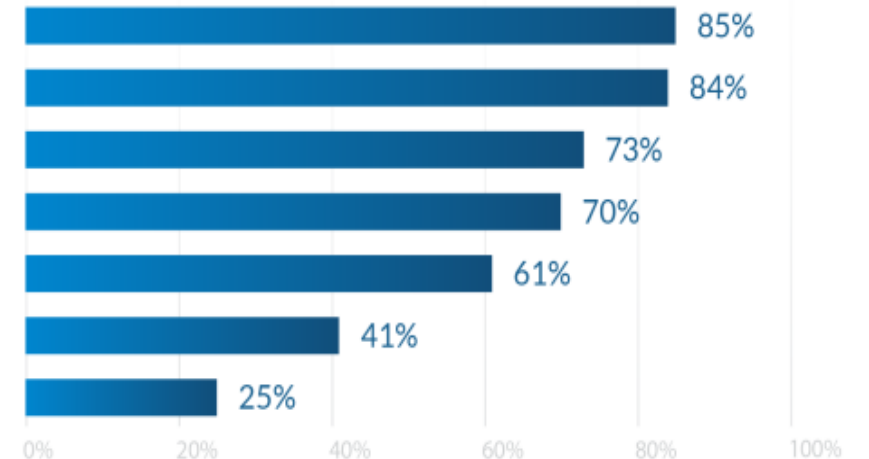
3 Business Networking Statistics You Should Know



1 Why Business Networking Matters

Sources: LinkedIn, Marketing Expertus, Fisher, Forbes

- job vacancies are filled via networking
- got jobs through weak-tie relationships
- were hired in the past as a result of a connection making the introductions
- all jobs are not advertised, making networking crucial
- agree that regular online networking can lead to job opportunities
- professionals who want to network more but don't have enough time
- professionals who actually network



KY has 74 people for every 100 open jobs

Kentucky

Small business environment

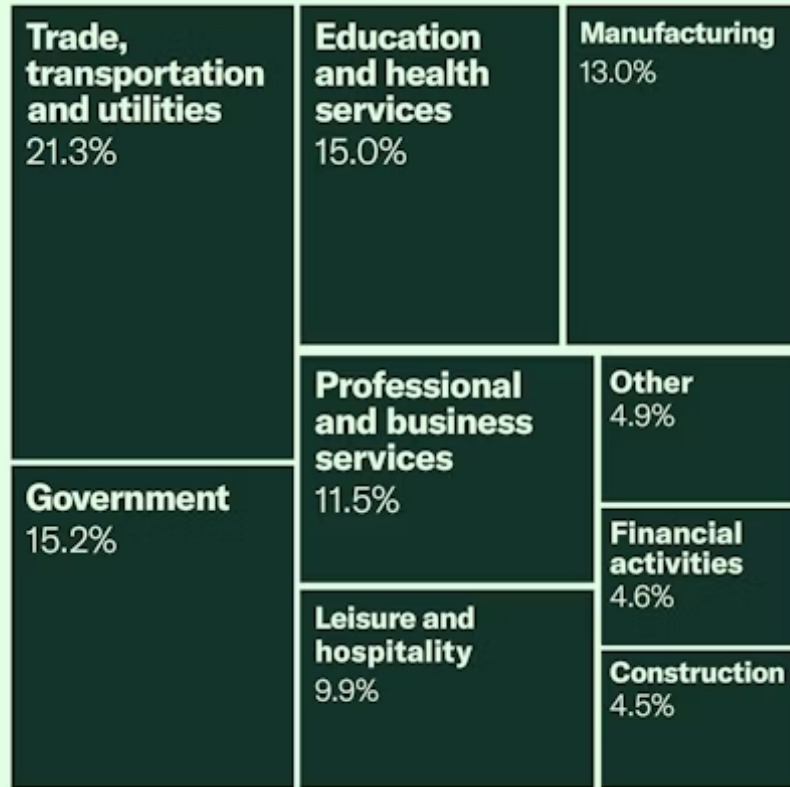


Kentucky

Top industries of employment



Source: U.S. Bureau of Labor Statistics, August 2023



Source: Small Business Administration, 2022



364,200

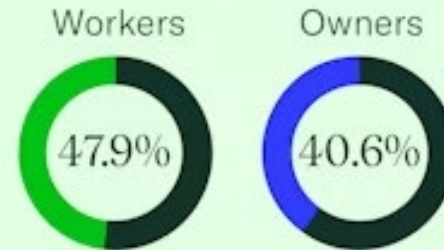
Small businesses
(99.3% of all KY businesses)



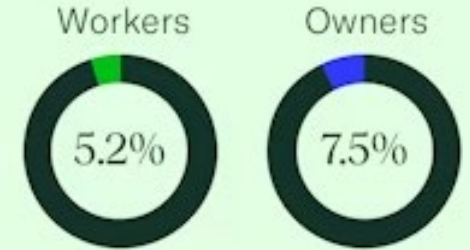
722,253

Small business employees
(43.3% of all KY employees)

Women



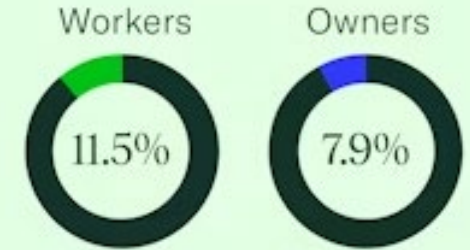
Veterans



Hispanics

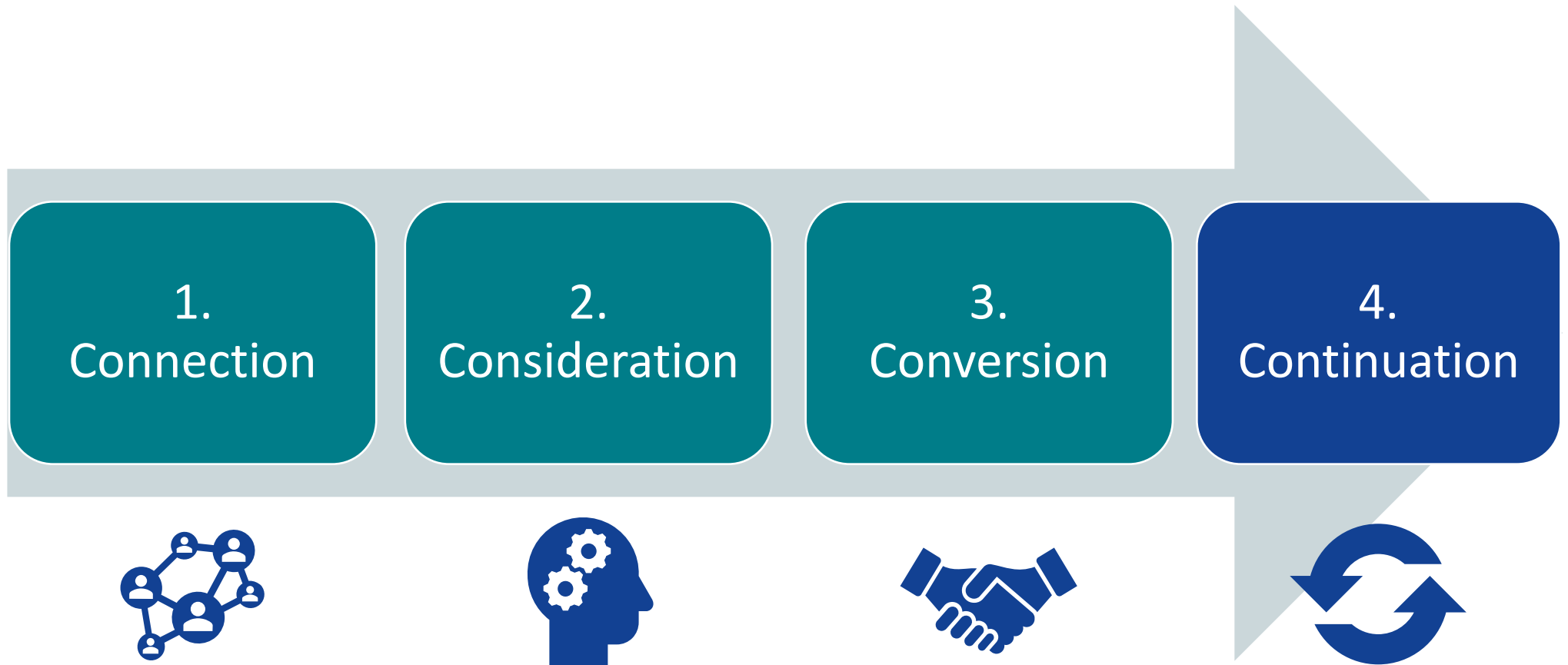


Racial minorities





Major Phases of the Employer Engagement



Adapted from: *How to Master All 5 Stages of Customer Journey*
<https://www.goldenvineyardbranding.com/blog/stages-of-the-customer-journey/>





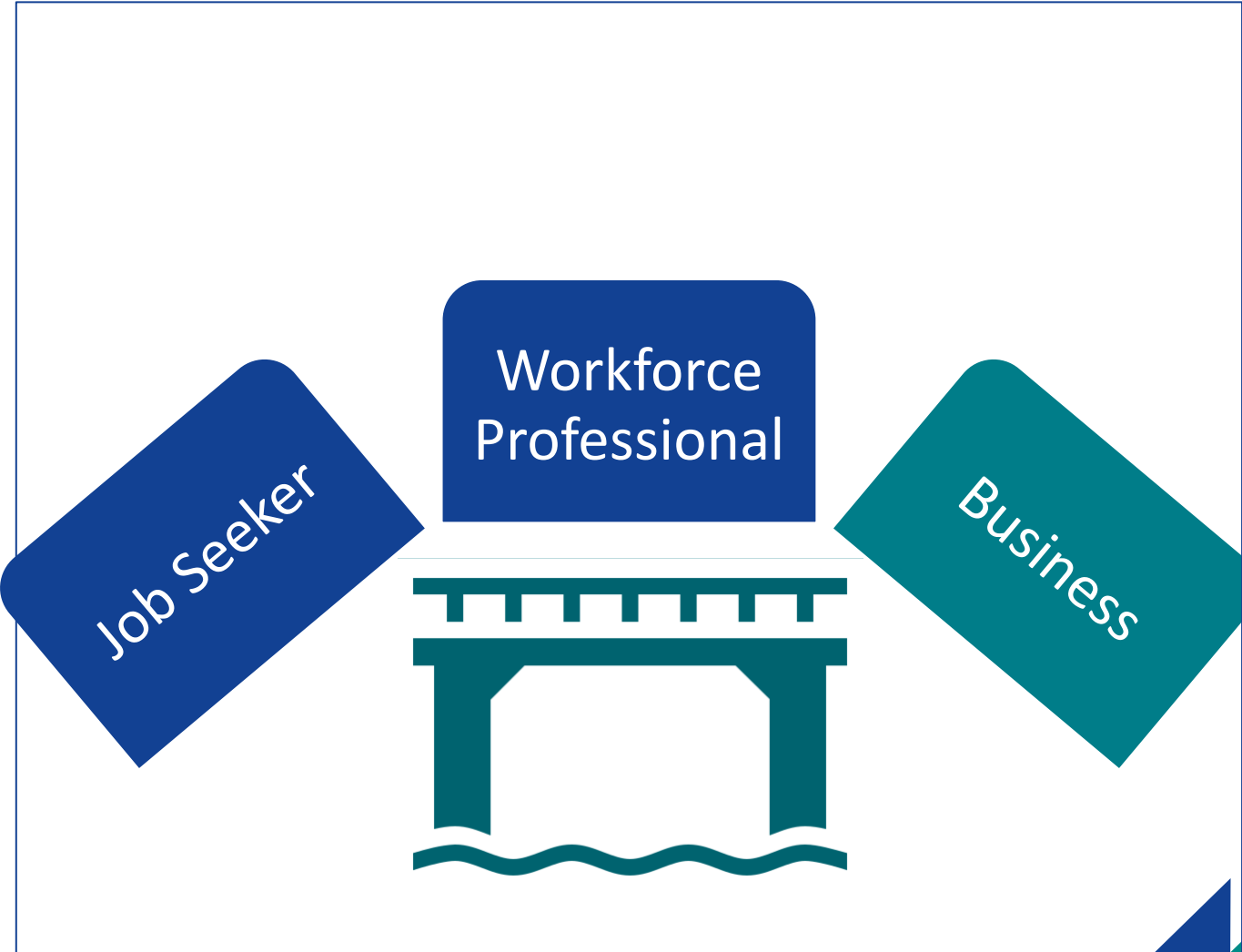
Overview-Connecting

- Foundational Business Practices and Mindset
 - Business-centric language and approach
 - Concept of Adding Value
-
- Networking-what, where and how
 - Digital Networking

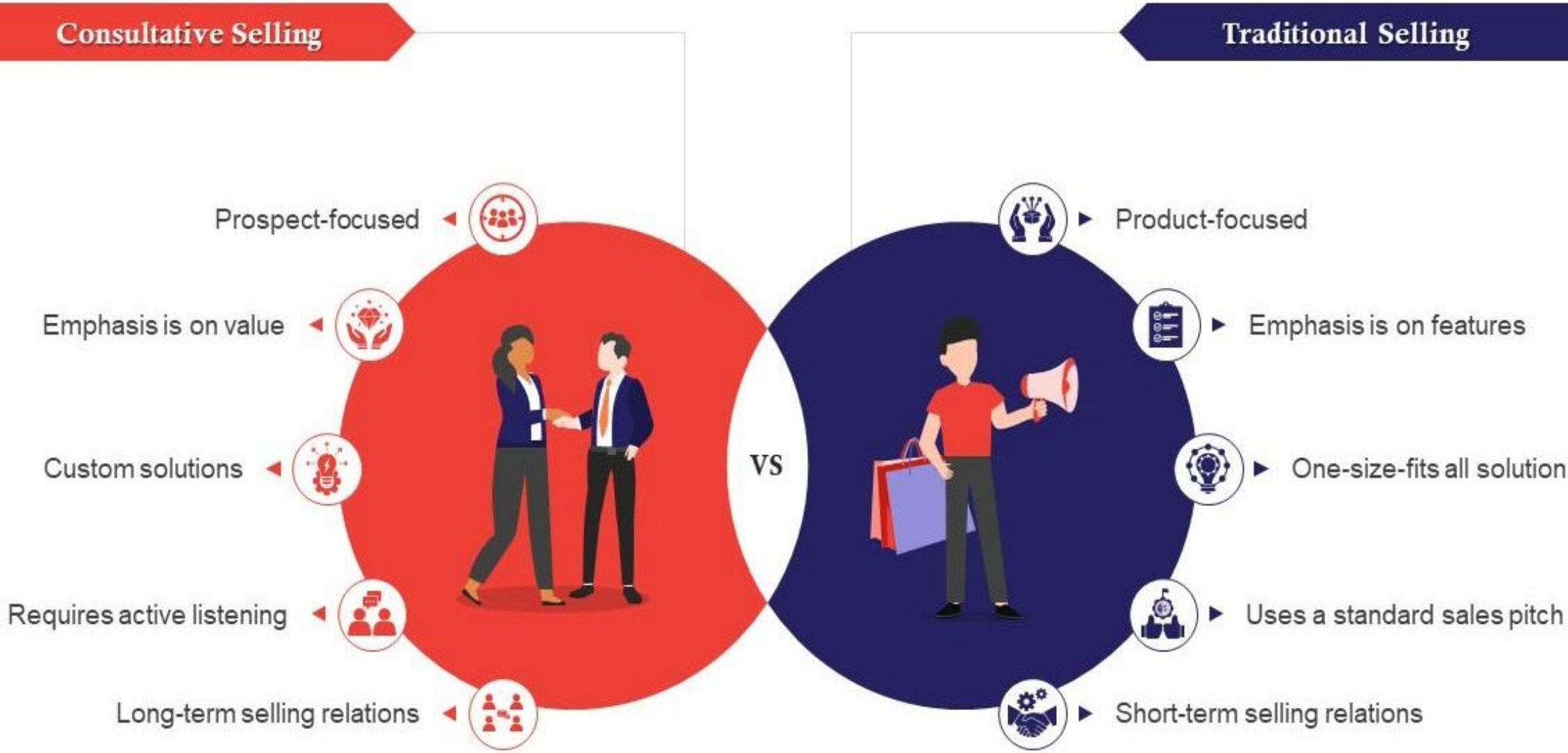




Shift Your Thinking

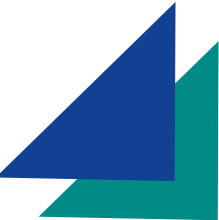


Consultative Selling vs Traditional Selling





Business Speak

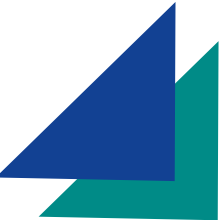
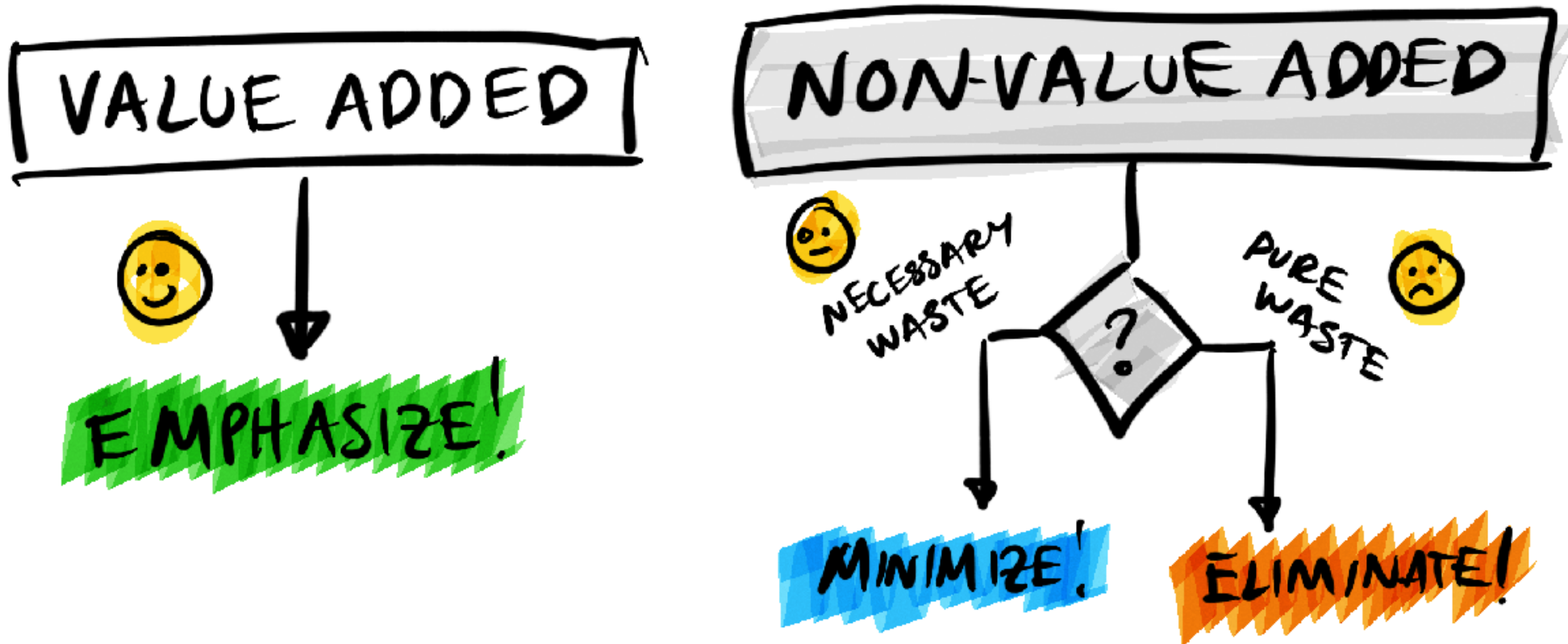


Business Drivers....what drives how they act?



Business Language-Adding Value

KINDS OF ACTIVITIES:



Break Out 1





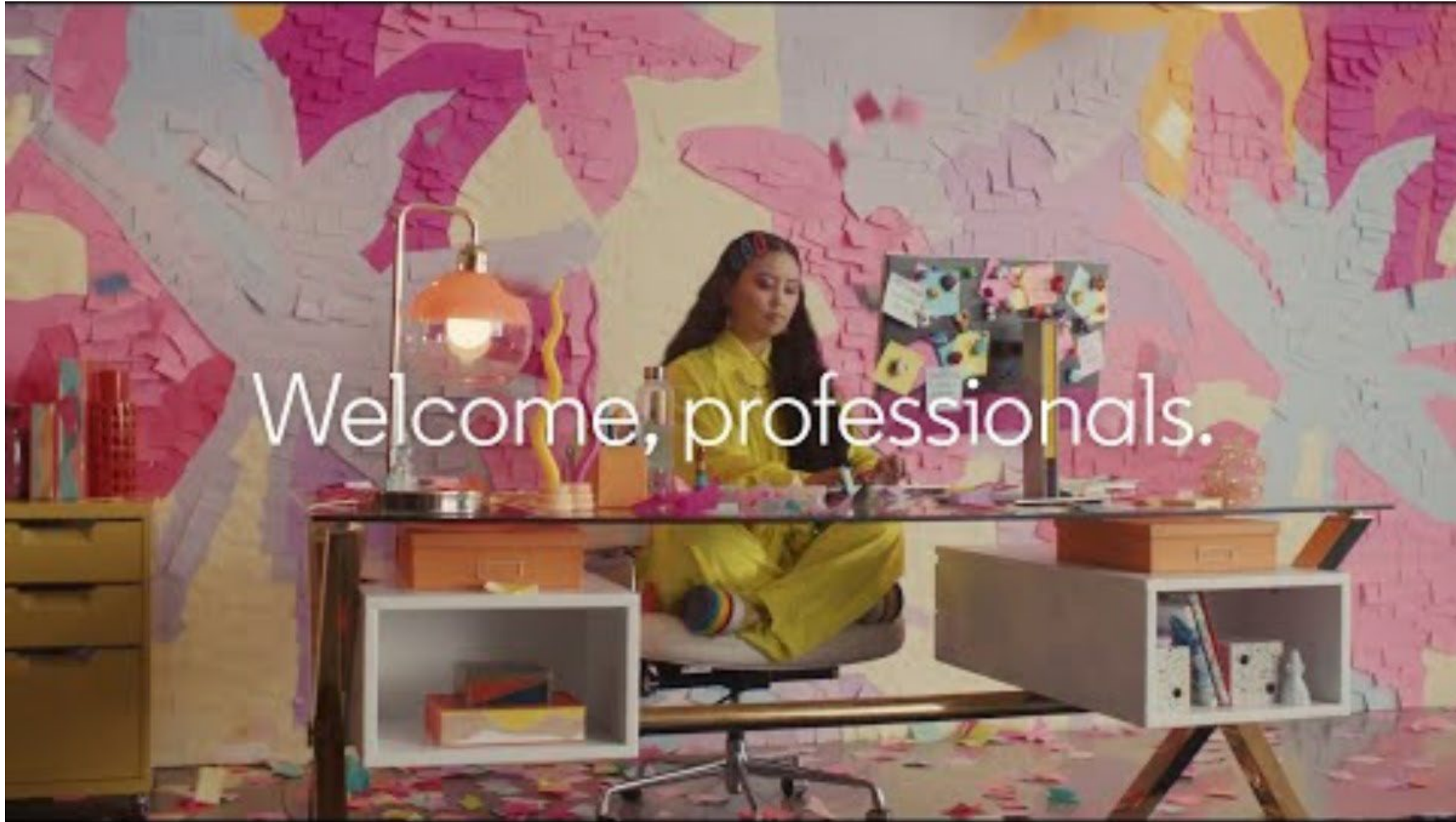
What Else do businesses care about....

- Image and reputation
- Community connectivity
- Targeted customers (possibly)
- Environment
- ***Diversity, Equity & Inclusion***





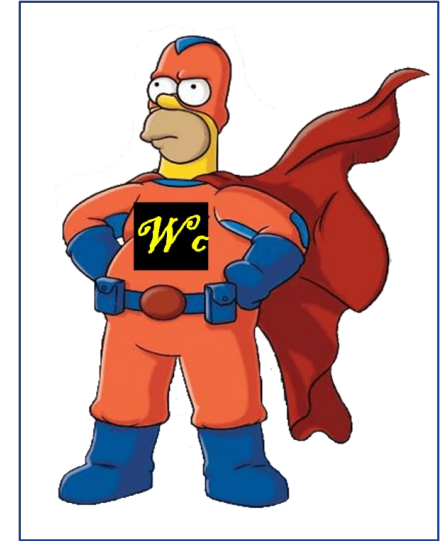
Be Professional





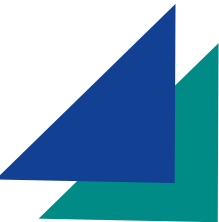
Recap

- You are workforce development professionals
- You work in consultative sales
- You work to provide custom staffing solutions
- You strive to “add value” for the business customers



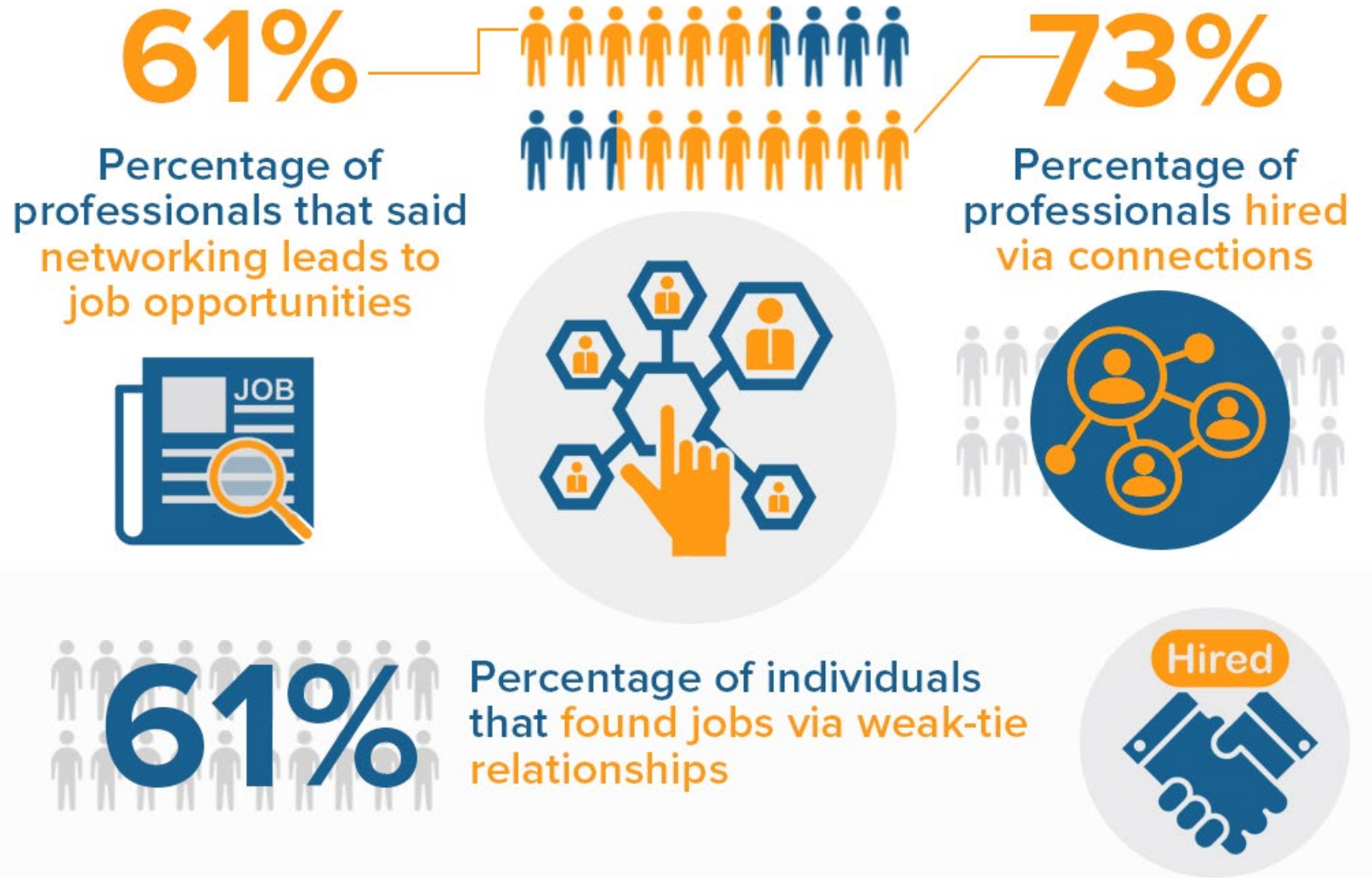


Who, What, Where & How— Employer Prospecting & Networking



Importance of Business Networking

Networking Why



Source: LinkedIn/Marketing Expertus/BBC



Typical outreach strategies.....

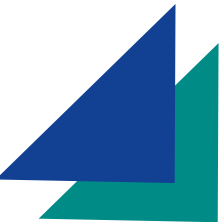
- Asking directly about jobs
- Cold call businesses
- Walk/drive the streets looking for big/visible businesses
- Attempt to get into businesses with no “in”





Common Mistakes - Big Sign Syndrome

- Big business is NOT where the many of jobs are-despite the Now Hiring signs
 - Almost 50% of employees are in small biz (<500employee)
 - Almost 90% of biz employ <20 employees
- 32 Million small businesses vs only 21 >500 employees
- 22 Million self employed-with no employees
- 66% of new job growth has been in small biz over last 25 years





Effectiveness of Outreach

- Cold calling

5% response rate



- Warm calling

30+% response rate



- Hot calling

100%



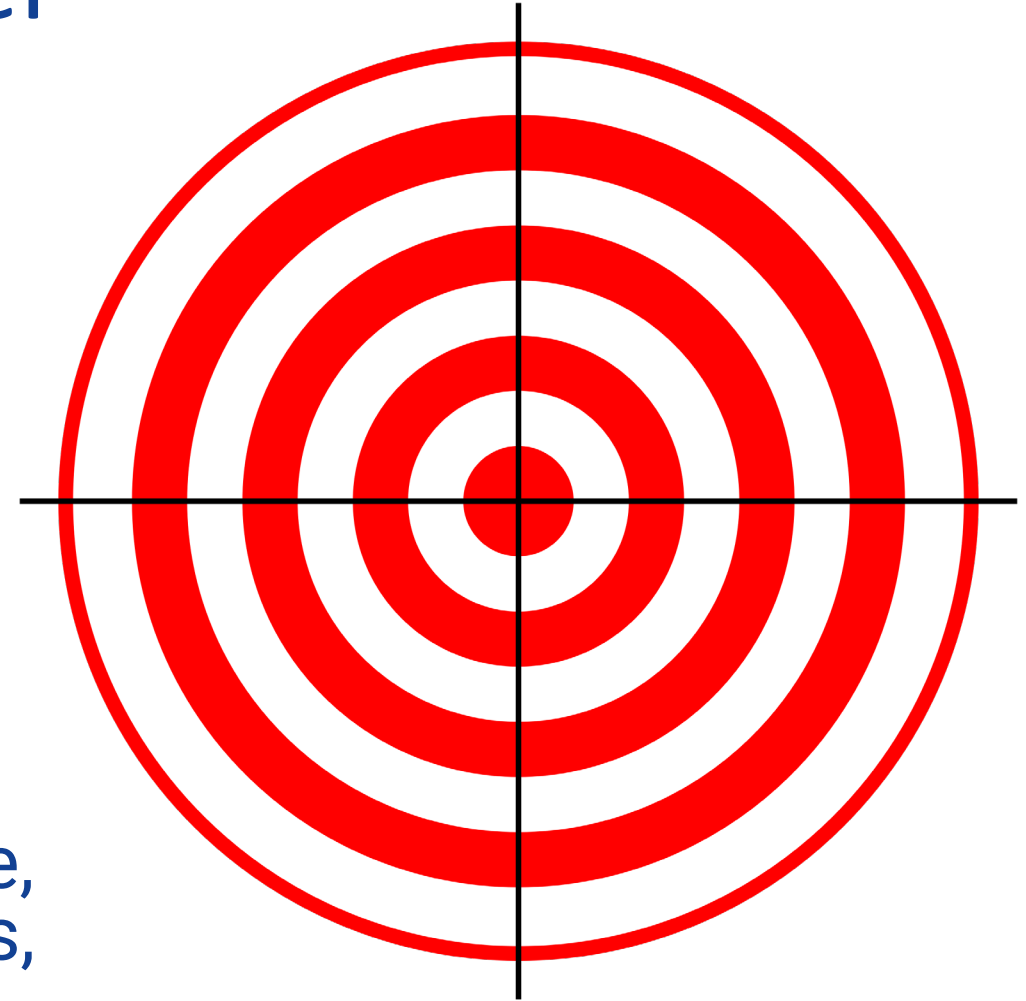
Networking is everyone's job





The Who- You/Job Seeker

- You and Job Seeker
- Family
- Neighbors
- Friends
- Colleagues-coworkers
- People you connect with –book clubs, sports teams, etc
- People you transact with – grocery store, coffee shop., hair salon, school, coaches,





The Who - Agency Connections

- Board of Directors
- Volunteers
- Vendors
- Suppliers
- Neighbor businesses



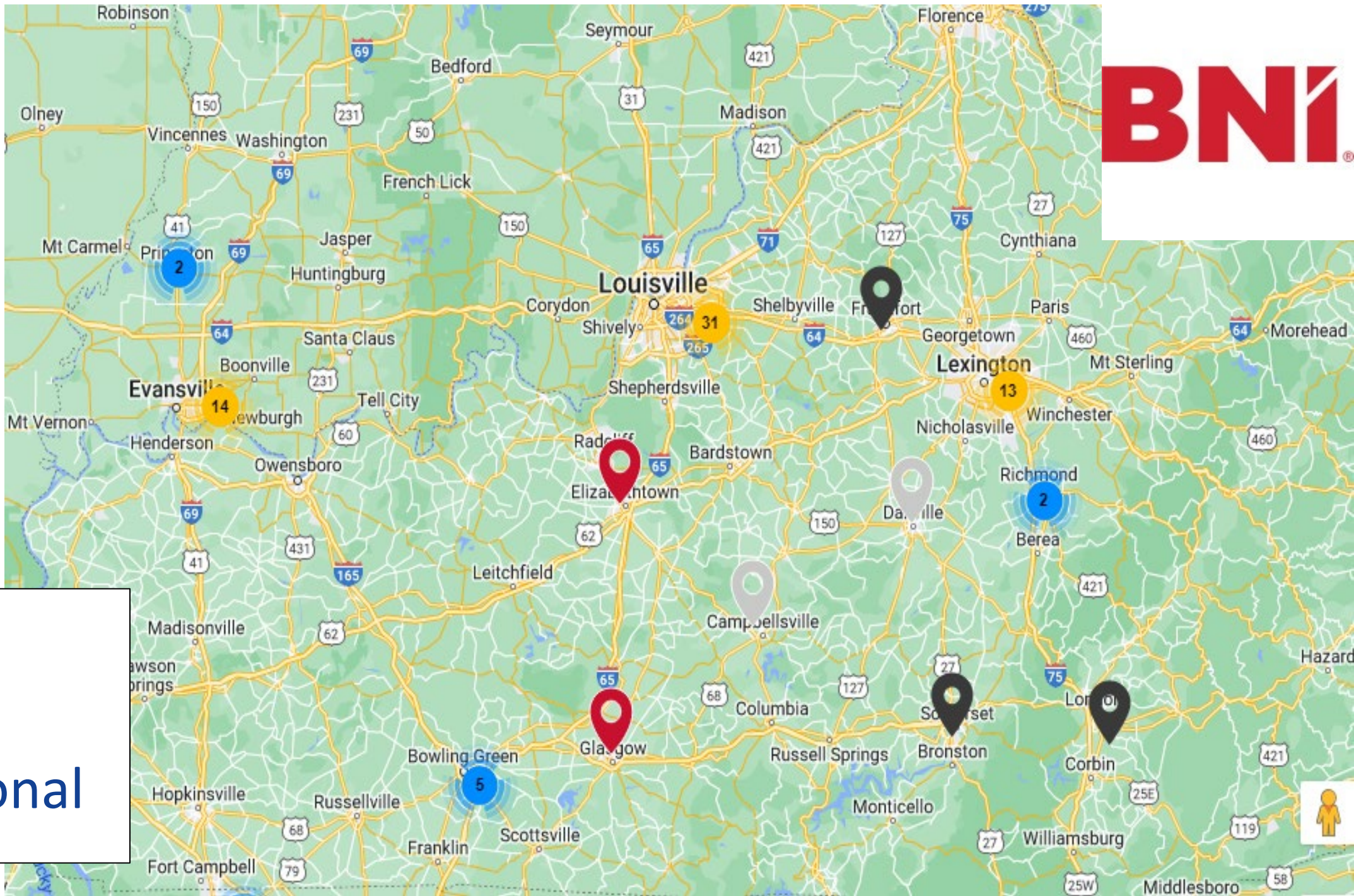


To Augment Your Network.....

- KY Career Centers
- Chambers
- Economic development groups (county/city)
- Rotary Clubs
- Kiwanis
- Knights of Columbus
- Trade groups

The banner for the Inclusive Workforce Summit features a teal background with a repeating pattern of interlocking circles. It includes logos for the Kentucky Chamber, KYSHRM, SIRM (Affiliate of Better Workplaces Better World), and the Kentucky Career Center. The main title 'INCLUSIVE WORKFORCE SUMMIT' is in large blue letters, with the tagline 'Engaging the Talent of Kentuckians with Disabilities' below it. The event is presented by RETAIN KENTUCKY and the Kentucky Career Center. The date and location are listed as September 13, 2023, at Embassy Suites by Hilton Lexington/UK Coldstream.

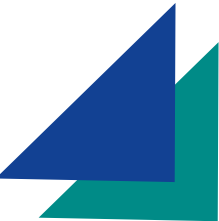
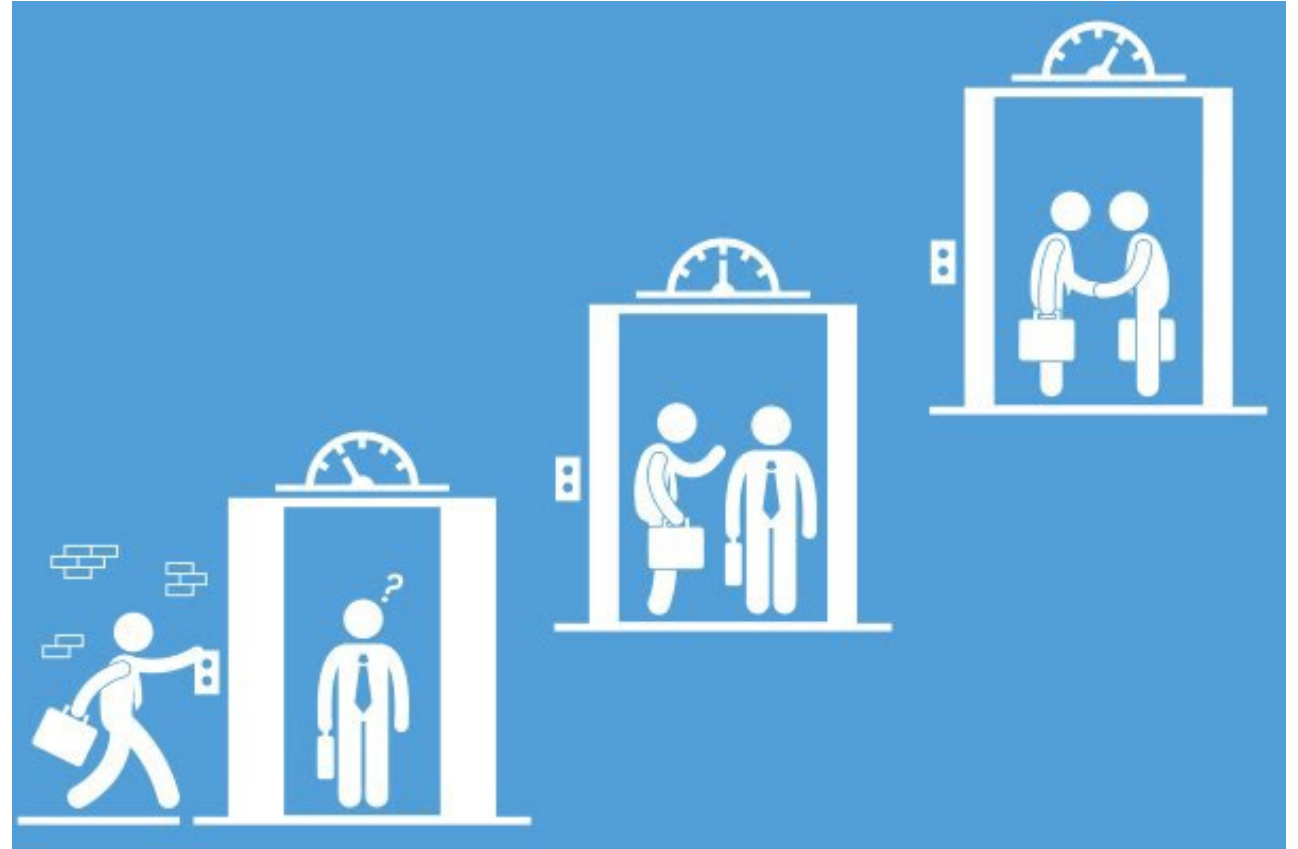




Business
Network
International

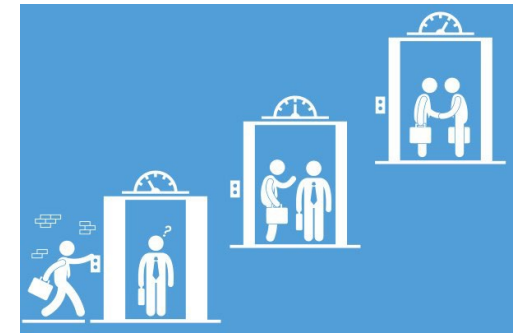
The Intro

“Elevator Pitch”





Key elements of an elevator pitch



- Intro
 - Hi, my name is XXX and I'm a **workforce development professional** here in YYYY with [Insert Company]
- What
 - [Insert Company] provides **custom staffing solutions** to businesses of all sizes who are looking to hire **entry level workers**.

We work with you to understand your business and staffing needs, and **match pre-screened, qualified** job seekers to your critical tasks.
- Why you?
What's different?
experience?
 - I like to think our hands-on, collaborative approach with employers leads to more stable and reliable workers.
 - (Or) We work with over 100 businesses throughout the area, who can attest to our services and caliber of job seekers.





Relationship Building-It's About Giving NOT TAKING

Listen more than talk (GIVE)



Share your expertise (GIVE)



Ask How You Can Help (GIVE)



Be Your Genuine Self (GIVE)

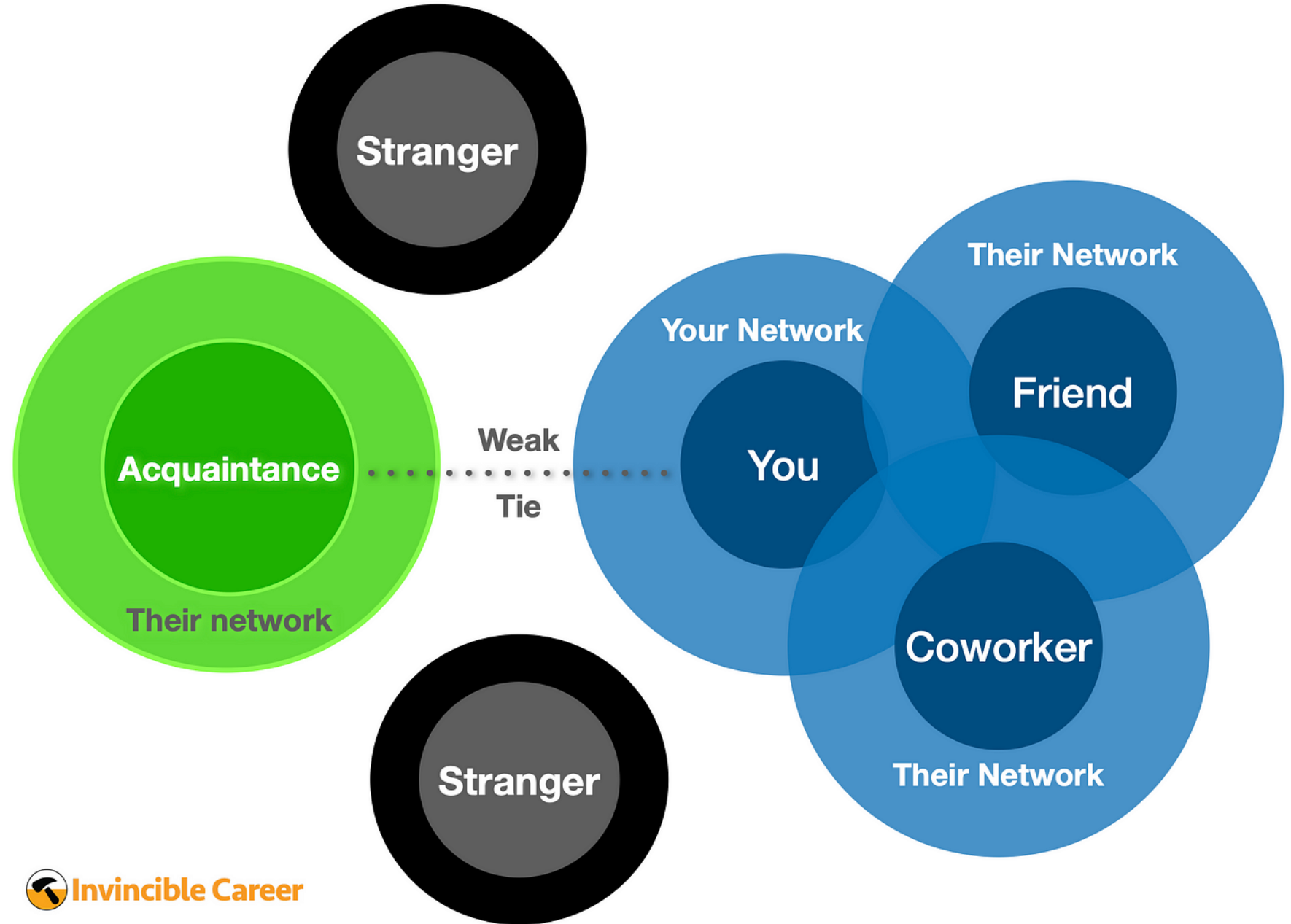


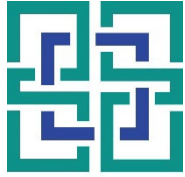
“If you wake up deciding what you want to give versus what you’re going to get, you become a more successful person.....if you want to make money, you have to help someone else make money.”
Russell Simmons, *Def Jam Recordings*



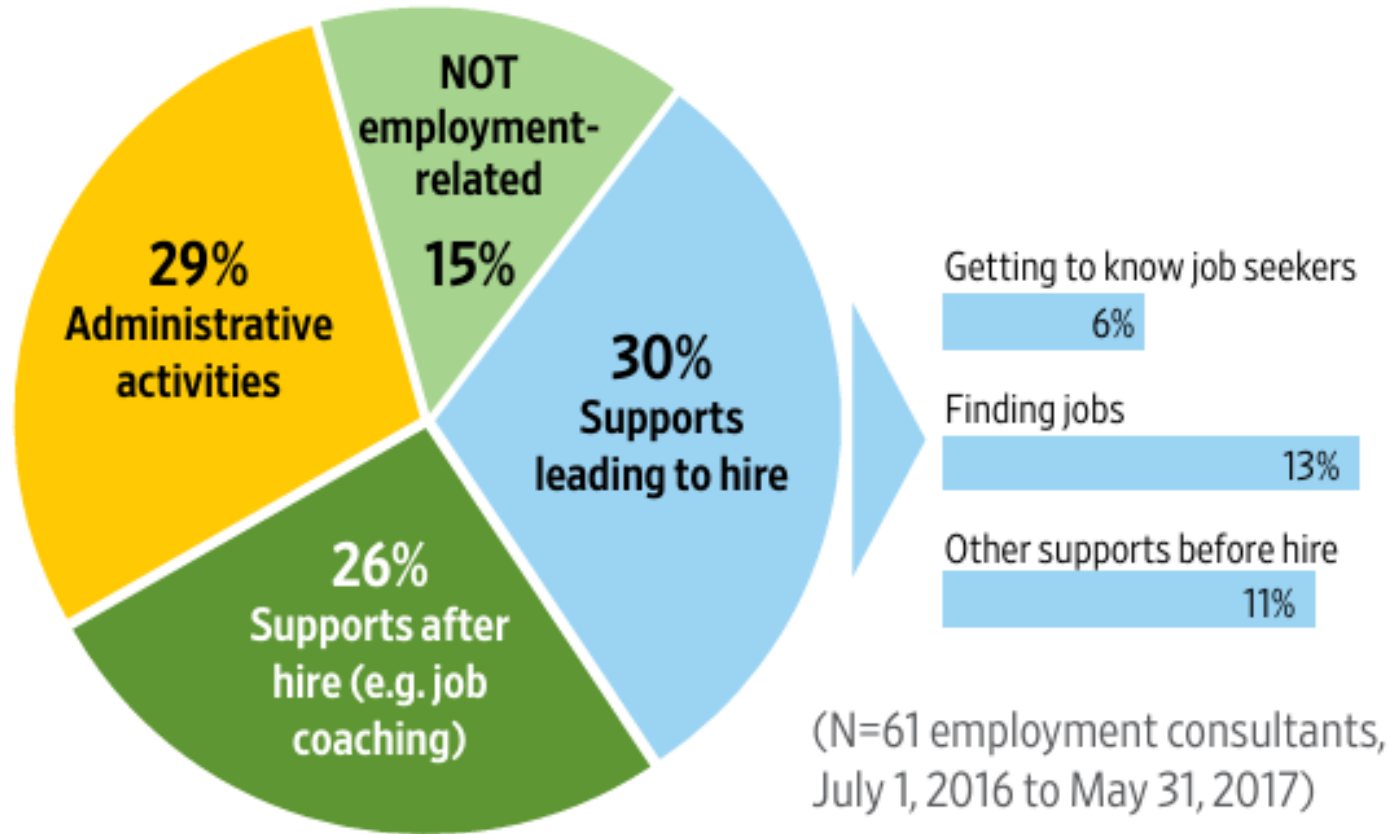


Weak or Dormant Ties

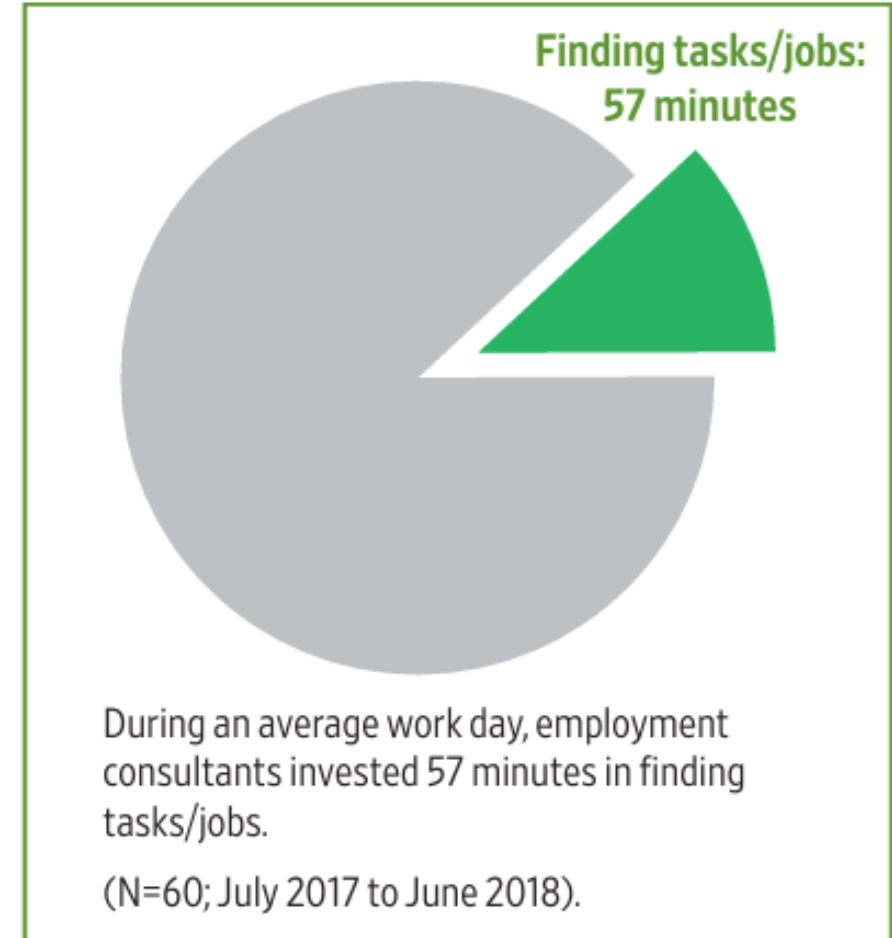




How time is spent.....Connecting



(N=61 employment consultants, July 1, 2016 to May 31, 2017)



https://scholarworks.umb.edu/cgi/viewcontent.cgi?article=1140&context=ici_pubs
https://scholarworks.umb.edu/cgi/viewcontent.cgi?article=1102&context=ici_pubs



Connection-Raising Awareness

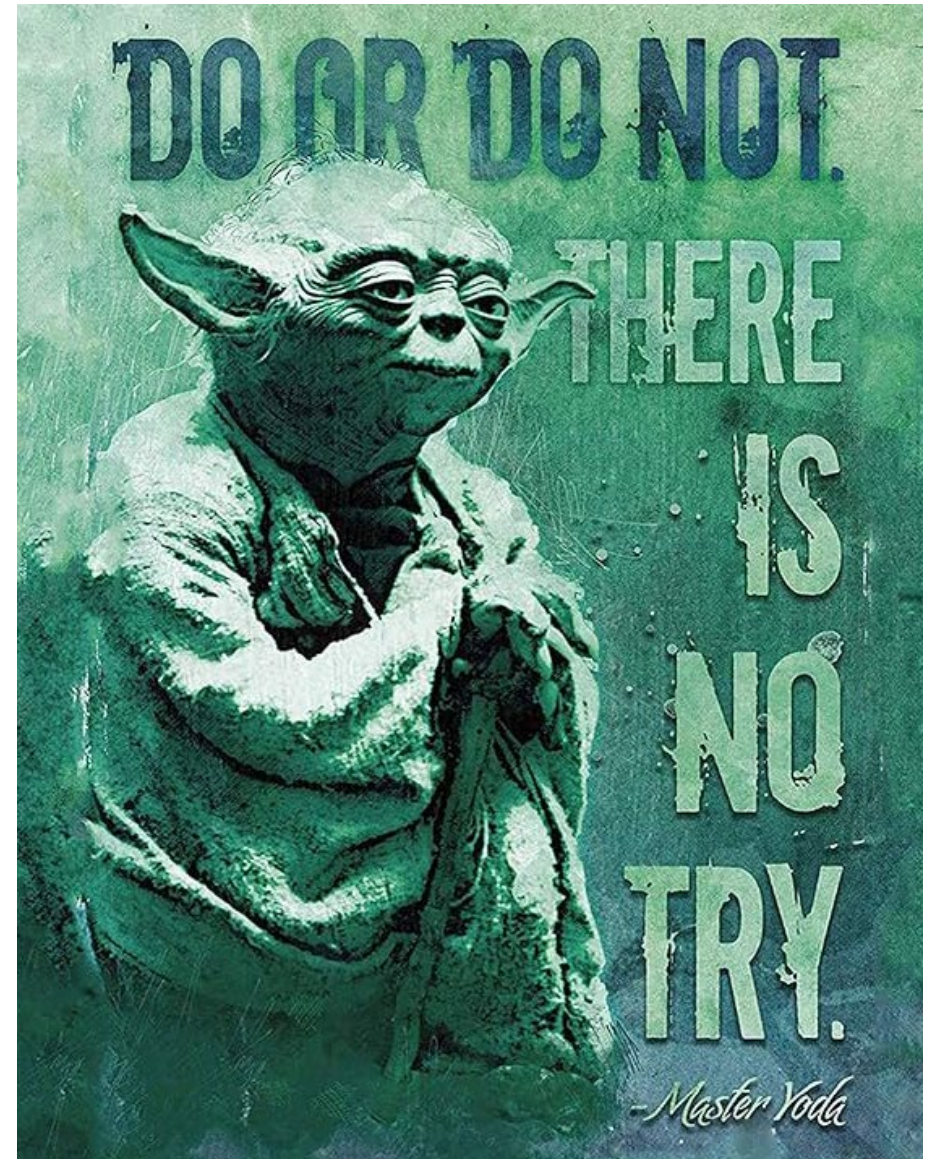


Stakeholder Activities	Persons with Disabilities	Families	Providers	Employers	Sector/ Industry Leaders	State Officials/ Schools
Share Employment Stories	X	X	X	X	X	X
Provide Education	X	X	X	X	X	X
Share Testimonials	X	X	X	X	X	X
Invite to Industry Groups/Biz Groups		X		X	X	
Post in Social Media	X	X	X	X	X	X
Invite to NDEAM events			X	X	X	X
Develop Marketing Materials (videos, etc)			X	X	X	X





So what you
gonna do.....



How would you rate today's webinar?

31





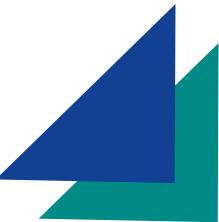
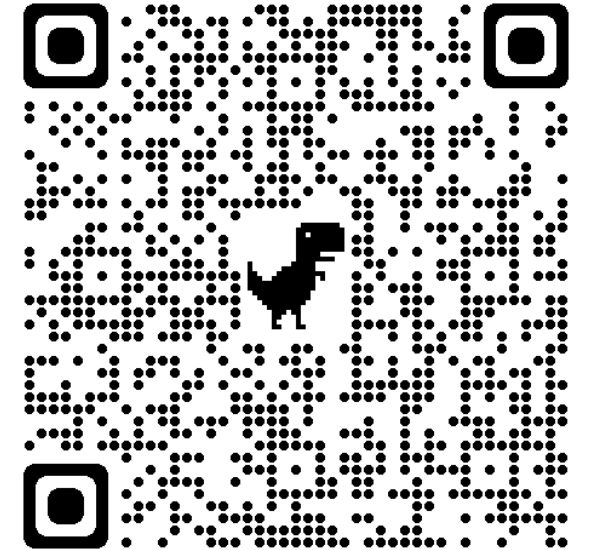
Steve Blanks

Director of Partnerships

SEEC

sblanks@seeconline.org

<https://www.linkedin.com/in/steve-blanks-5a16474/details/skills/?detailScreenTabIndex=0>





Resources

General

- Job Developer's Handbook
- Adam Grant Organizational Psychologist resources
- Simon Sinek

Griffin, Hammis and Geary, Griffin Hammis Associates

www.adamgrant.net

www.simonsinek.com

Research & Statistics

- ICI UMASS Think Work
- US Bureau of Labor
- Kentucky Workforce Info

www.ici.umb.edu

www.bls.gov

<https://www.uschamber.com/workforce/understanding-kentuckys-labor-market?state=ky>

Networking Related

- Business Network International (BNI)
- LinkedIn resources
- Fortune's Best Networker (Adam Rifkin story)

www.bni.com

www.linkedin.com

<https://bakadesuyo.com/2013/02/interview-silicon-valleys-networker-teaches-secrets-making-connections/>

<https://www.adambraun.com/insights/strong-power-weak-ties#:~:text=Kim%20Keating%20references%20this%20here,novel%20information%20than%20strong%20ties>