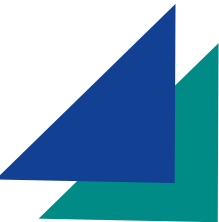


Employer Engagement Webinar Series

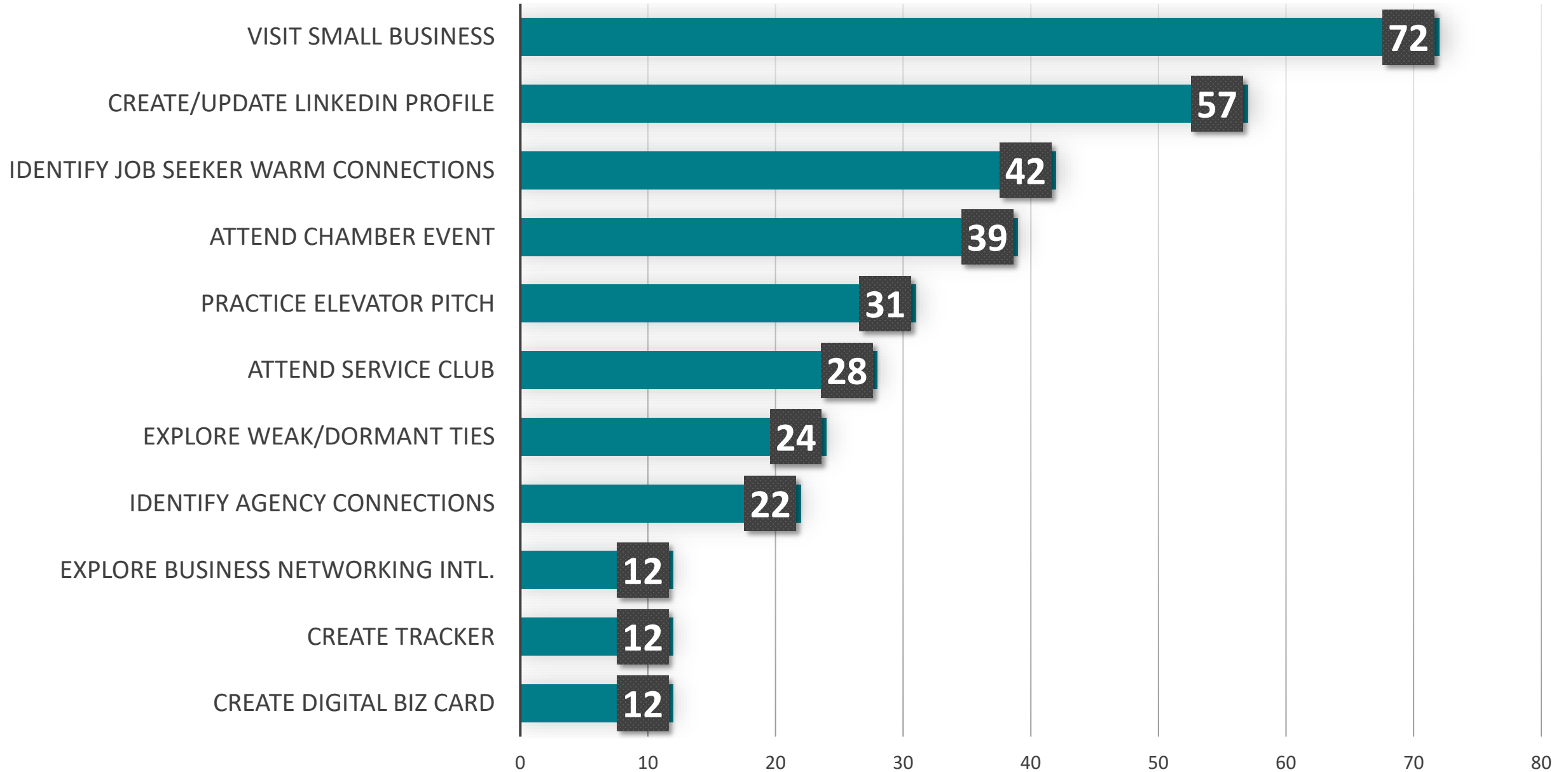
2. Consideration – Deepening the Employer Relationship

Kentucky Employment First

July 18, 2024



Percent of Respondents





Recap Connecting Fundamentals

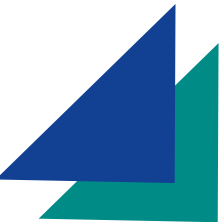
- You are workforce development professionals
- You work in consultative sales
- You work to provide custom staffing solutions
- You strive to “add value” for the business customers
- You strive for long-term relationship building NOT just job hunting





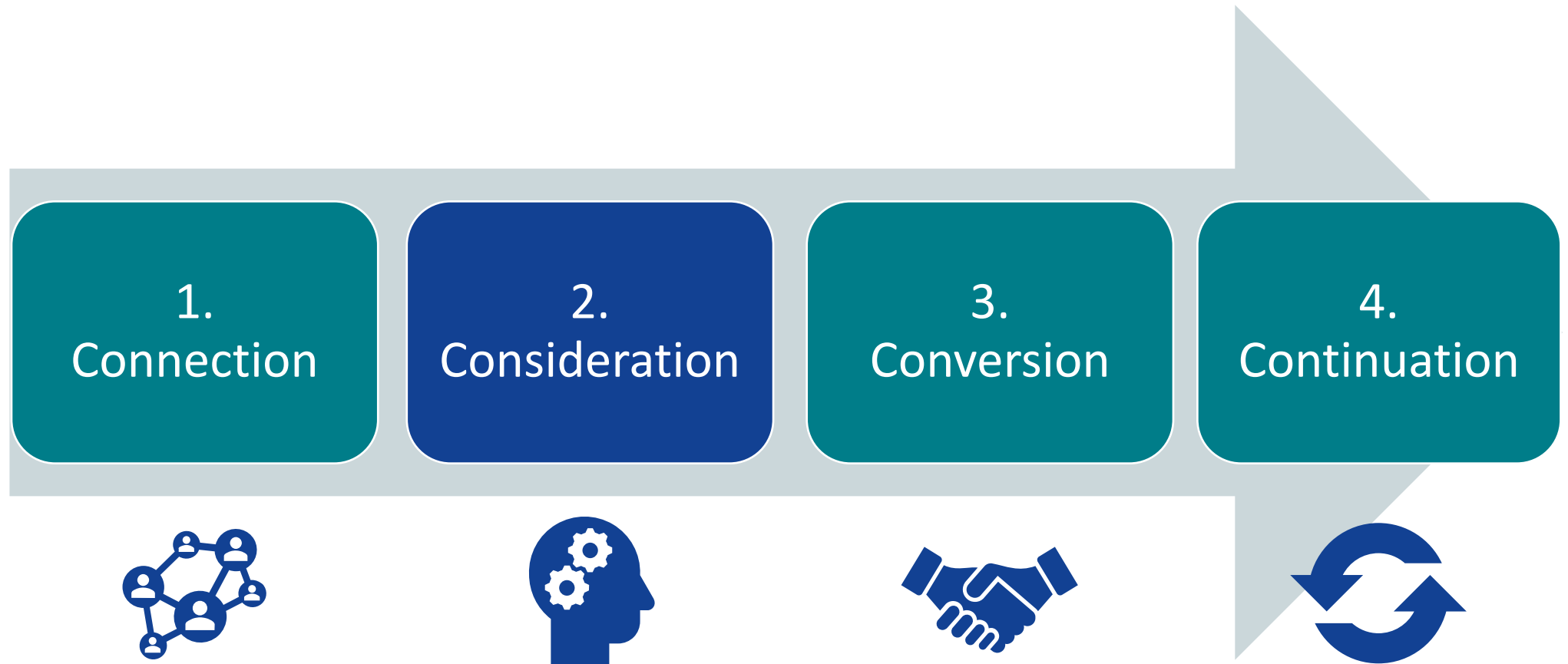
5 Min Favor = Investment in relationship

- Share an article of interest (email, LinkedIn, etc)
- Better still provide synthesis and share an article
- Introduce them to someone of interest....a peer in their field, someone who may want their product/service, possible employees (beyond your job seekers)
- Send them a referral
- Recommend the business to a colleague, peer agency, etc
- Share, comment, repost their social media
- Offer valuable feedback (about website, about product, etc)
- Send them a restaurant recommendation, movie, book

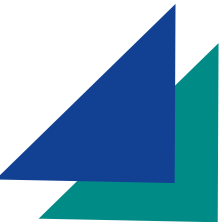




Major Phases of the Employer Engagement



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





What are we trying to do?

- Continue to develop & deepen rapport
- Understand their fundamental business
- Understand their challenges, pain points, log jams, etc
- Understand what they're not getting to do, what not providing, what customers expecting
- Understand how their staff, recruit, onboard, etc
- Understand how we can deliver value through a solid match

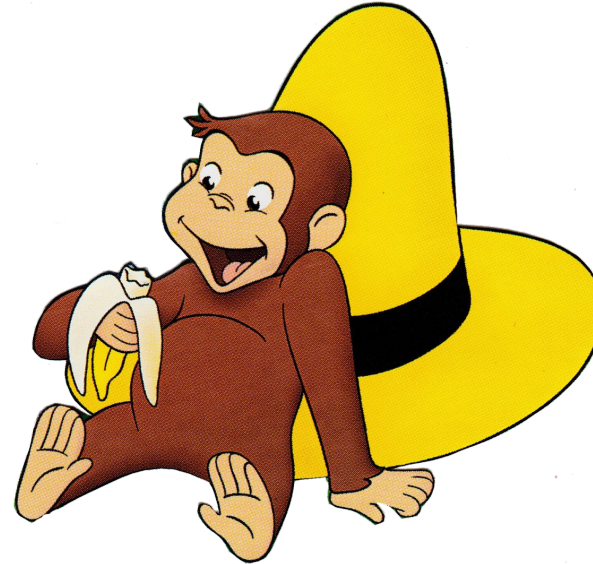


Overview-Considering

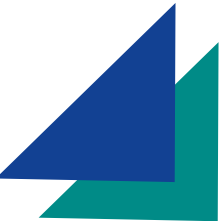
- Back to Business Thinking
- Curiosity (and Humble Inquiry)
- LEAN thinking
- Problem Finding vs Problem Solving
- Job and Task Analyses
- Ways to engage in interim
- How to maintain relations for the longer term



CURIOSITY
KILLED
THE CAT.



73



Most inspirational
MONDAY



CURIOUS LISTENING

The Foundation for Relationship Building

RELATIONSHIP

TRUST & RESPECT

HUMAN CONNECTION

PERSON FEELS LISTENED TO & VALUED

PRESENCE
BE IN THE MOMENT;
IGNORE INTERNAL NOISE
& PRECONCEIVED
THOUGHTS

CURIOSITY
LISTEN WITH AN
ATTITUDE OF GENUINE
CURIOSITY & INTEREST
IN THE OTHER PERSON

EMPATHY
SENSE THE OTHER
PERSON'S PERSPECTIVES,
FEELINGS, ACTIONS, &
DESIRES

MINDFUL MINDSETS

This person
is worth
listening to

I will listen for
who they are
and what they
are about

I don't know how
this conversation is
going to unfold, but I
want to connect
with this person

I will try to sense
their perspectives,
feelings, actions,
& desires

I will be
curious about
what they say

HOW TO GET BETTER AT CURIOUS LISTENING

Do

- ignore your internal noise & thoughts
- listen to the other person's words and their impact on you
- sense how they are feeling
- use the magic phrase:

Practice these Dos & Don'ts to hone your skill:

Don't

- think about advice, opinions, or solutions
- silently judge the person
- mentally criticize what they are saying
- formulate a response in your mind
- try to memorize anything they say

TELL ME MORE...

Credits

Brady, M. (Ed.). (2003). The wisdom of listening. Boston: Wisdom Publications.
Scharmer, O. (n.d.). Theory U. Retrieved June 17, 2014, from Presencing Institute:
<https://www.presencing.com/theoryu#sthash.FJ1oQJk3.dpuf>

Schein, E. (2013). Humble inquiry: The gentle art of asking instead of telling. San Francisco: Berrett-Koehler Publishers, Inc.



Break Out

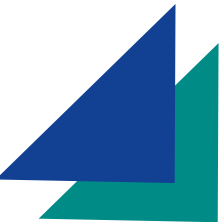
Discuss questions you have/might ask to
build rapport, get behind the scenes, to
understand the business basics, and better
understand their workforce needs
AND deepen the connection!





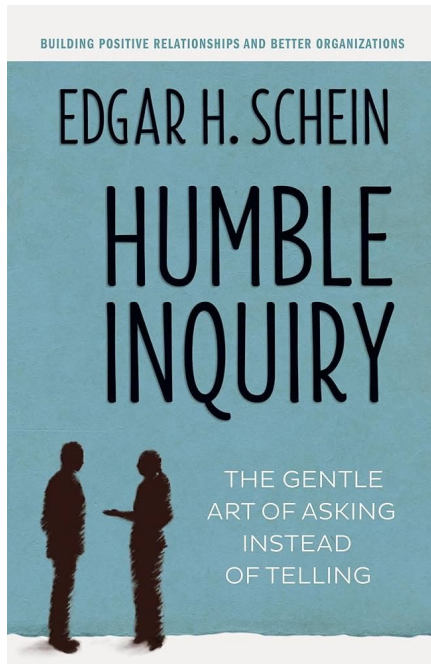
Sample Questions

- How did you get into this business/industry? (and maybe why?)
- How did the business start?
- What are your business' challenges, "pain points"?
- What does the business look like in 5, 10 years?
- How do you find good talent?
- What makes a good employee at your business?
- How do you ensure talent grows and stays at your business?



Practicing Humble Inquiry w/ 4 Question Types

from Edgar Schein



4 Types	Example
Pure, Humble Inquiry Questions <ul style="list-style-type: none"> • Questions for which you do not have an answer • Allows owner to tell his/her story 	<ul style="list-style-type: none"> • <i>Silence, non-verbal cues</i> • <i>Tell me more...</i> • <i>What are examples?</i> • <i>What's happening?</i>
Diagnostic Questions <ul style="list-style-type: none"> • Questions focus/redirect attention • Support <i>problem solver</i> to think through cause/effect, past/future actions, feelings/reactions 	<ul style="list-style-type: none"> • <i>Why is this happening?</i> • <i>What is the top contributor?</i> • <i>What have you tried?</i> • <i>What impact will X have?</i> • <i>What concerns do you have?</i>
Prompting Questions – *CAUTION* (Confrontational Inquiry) <ul style="list-style-type: none"> • Your idea with a question mark 	<ul style="list-style-type: none"> • <i>Why don't we try [solution]?</i> • <i>Did you talk to him about it?</i> • <i>Did that make you frustrated?</i>

Special Case: Process Questions

- Reflects on status of process and relationship

How did this coaching session go?

Ownership remains with owner

Learning > Telling



Ownership taken away from owner

Telling > Learning

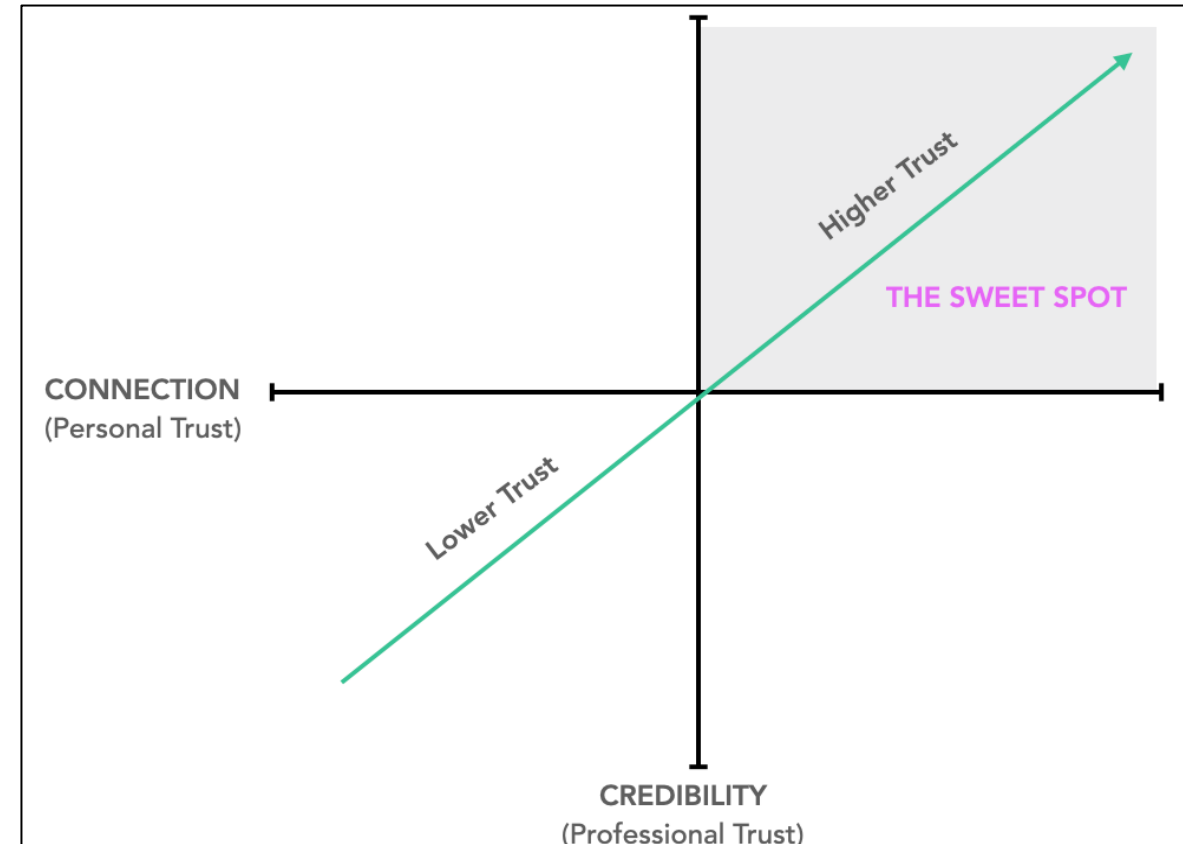
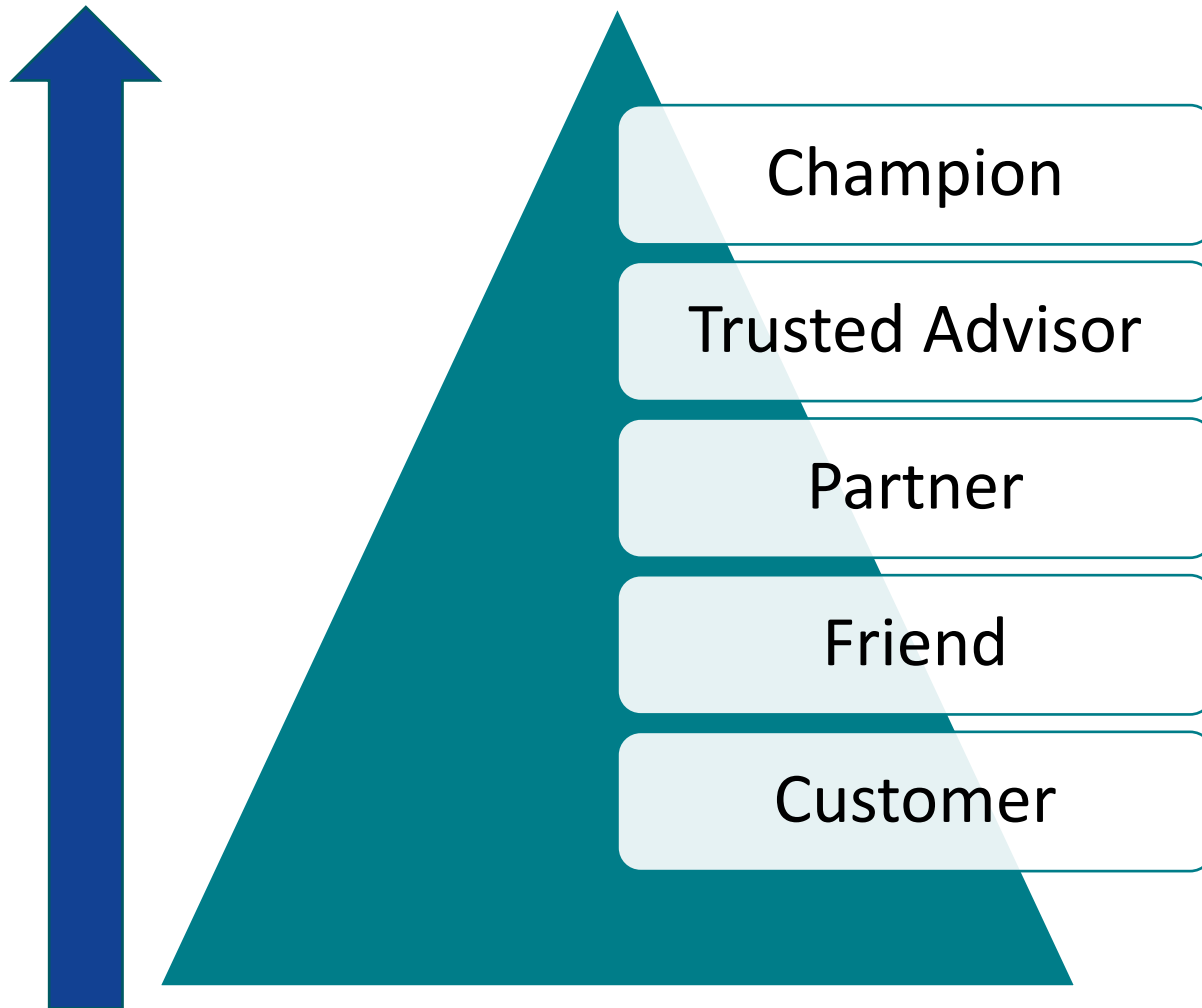




Break



Partner Development

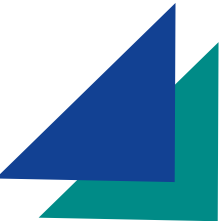




Trusted Advisor



$$\text{Trustworthiness} = \frac{\text{Credibility} + \text{Reliability} + \text{Intimacy}}{\text{Self-Orientation}}$$





Think yourself a “Trusted Advisor”

Increase Credibility

- Show you’ve done your homework.
- Take a point of view.
- **Speak the truth** ... always.

Increase Reliability

- Combine your words with presence.
- Make lots of small promises.
- **Be on time.**
- Use their terminology.

Develop Intimacy

- Be willing to name the elephant in the room.
- Listen with empathy.
- Tell them something you appreciate about them.
- Address people by name.

Lower Self Orientation

- **Give away ideas.**
- Build a shared agenda.
- Steer clear of premature problem-solving.
- Relax your mind.





Why be this curious?

- Staffing solution
- Customizing staffing
- Prescreened
- Matched
- Qualified
- Onboarding & Orientation Support
- Ongoing Support



What do we need to know to be able to do this?





Consideration in Practice

- See The Business & Work Tasks
- Understand The Job & Business
- Find The Problem(s)
- Deepen the relationship





Before You Go-Research

Basic web research about the company

- Size, employees, services, customers, strategies,
- Ancillary items- DEI, sustainability, community work
- Beyond the company website...community news, economic development press,



Research the individual you're meeting

- LinkedIn is the first, and premier way to learn about a professional
 - Networks they are part of
 - Volunteer groups
 - Boards they maybe on
 - Professional and personal interests
- Google may provide beyond professional networks





Job and Site Analyses

- Job Duties
- Job Expectations
- Judgement/Decision Making Required
- Job Schedule
- Dress Code
- Environment & Safety
- Equipment used
- **Coworker/Supervisor Interaction**
- **Culture**
- Pay
- Benefits (\$/non \$)
- Transportation

Job Analysis Form

Company Name: _____

Staff: _____ Date: _____
(mo) (day) (year)

Address: _____
(street) (city) (state) (zip)

Telephone Number: _____ FAX Number: _____

Contact Person: _____ Title: _____

Job Title: _____

Current hourly wage (or wage at last date of employment in this position): _____

Did a wage change occur since the last Job Screening or Job Update? Yes No

If yes, complete this section:

Hourly rate changed from: \$ _____ to \$ _____ on ___ / ___ / ___

Hourly rate changed from: \$ _____ to \$ _____ on ___ / ___ / ___

Number of Hours per week: _____ Month per year: _____

If less than 12 months per year, what months is the job not available: _____

Number of employees in this company at this location: _____

Number of employees without disabilities in immediate area (50 ft. radius): _____

Number of other employees w/disabilities: _____ In immediate area (50 ft. radius): _____

Number of other employees in this position: _____ During the same hours: _____

General Directions: PLEASE DO NOT LEAVE ANY ITEM UNANSWERED!

Indicate the most appropriate response for each item based on observations of the job and interview with employers, supervisors, and coworkers. Record special instructions, regulations or comments under each item for greater detail.

Using Lean Techniques to Find Problem





Break Out

How have you used
'wastes' to provide
more value for your
employer partner?

8 Wastes of lean



Defects

Efforts caused by rework, scrap and incorrect information



Overproduction

Production that is more than needed or before it is needed



Waiting

Wasted time waiting for the next step in a process



Non-Utilized Talent

Underutilizing people's talents, skills & knowledge.



Transportation

Unnecessary movements of products & materials.



Inventory

Excess products and materials not being processed.



Motion

Unnecessary movements by people (ex.walking).



Extra-Processing

More work or higher quality than is required, by the customer.



Remember you're a Problem Finder.....

- Lost folders at Accounting firm
- Towel maintenance at Hair Salon
- Empty crash carts at NIH
- Incorrect deliveries at Office Product supplier





After You Leave - Follow Up

- “Thank you” communications – email most standard
- Within messaging try to pull out insights
 - “Was so interesting to learn about the detail required to complete task XYZ”
 - “Thank you for highlighting the credentialing needed for the ABC role”
- Within messaging state some actions/follow up
 - “I noted that there seemed some opportunities....”
 - “I have a job seeker interested in XYZ task that I’d love to set up a work trial”
 - “As I noted, we’d be excited to come back and do an Inclusive Education...”
 - “As you may recall, we have our NDEAM event coming up, that we’d like to invite you..”
- Follow Up (within a week, within a month)





Just
remember



SALES STATISTICS

48% OF SALES PEOPLE NEVER FOLLOW UP WITH A PROSPECT
25% OF SALES PEOPLE MAKE A SECOND CONTACT AND STOP
12% OF SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP
ONLY 10% OF SALES PEOPLE MAKE MORE THAN THREE CONTACTS
2% OF SALES ARE MADE ON THE FIRST CONTACT
3% OF SALES ARE MADE ON THE SECOND CONTACT
5% OF SALES ARE MADE ON THE THIRD CONTACT
10% OF SALES ARE MADE ON THE FORTH CONTACT
80% OF SALES ARE MADE ON THE FIFTH TO TWELFTH CONTACT

Source: National Sales Executive Association





Consultative Sales



- Analyses and assessment is not for nought
- You've got a ready to go tool to
 - Help provide some insights to your employer partner
 - Help identify maybe some problems, gaps,
 - Help filter your job seekers to MATCH work tasks, culture, etc
 - Something credible to share with the employer areas for opportunity
 - Something for you to reference when visiting other similar businesses (good/better/best practices)
- So don't throw this away





Consideration- Ways to further the conversation



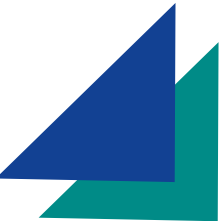
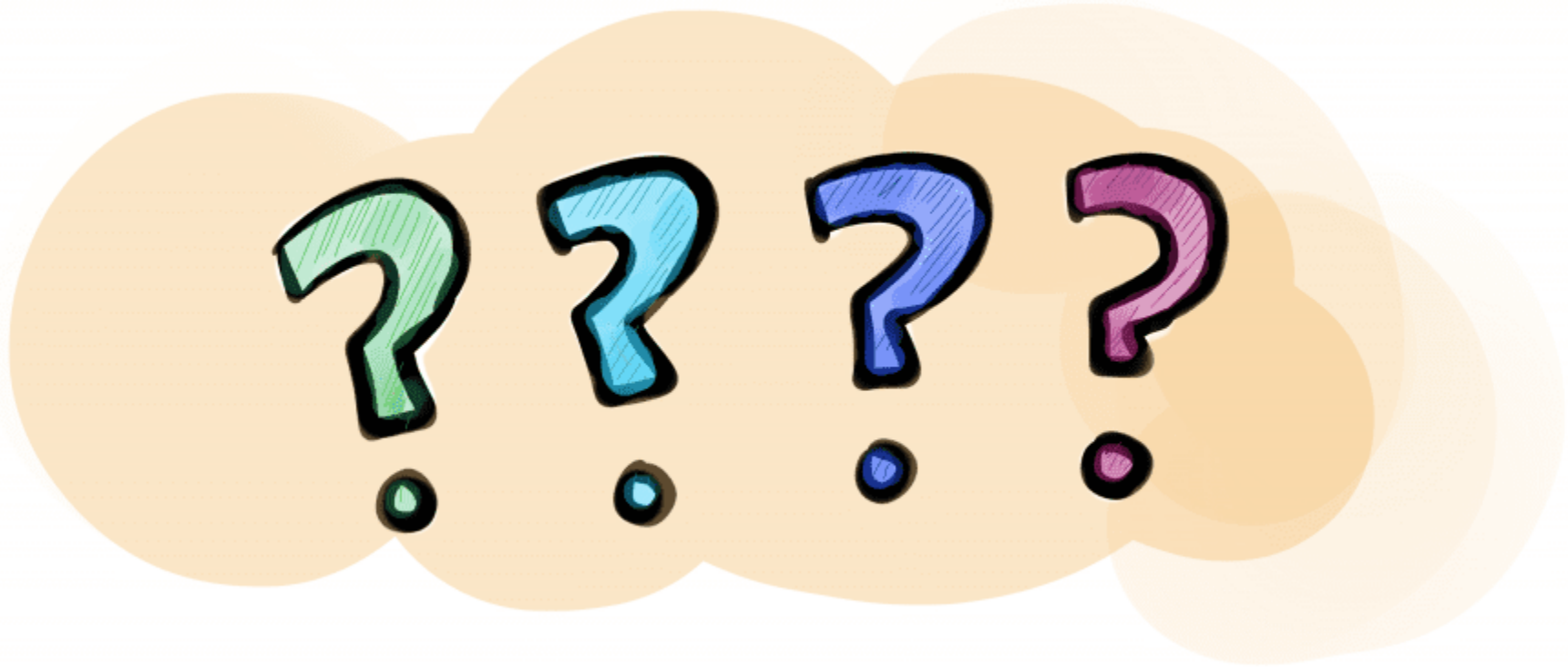
Stakeholder Activities	Persons with Disabilities	Families	Providers	Sector/ Industry Leaders	State Officials/ Schools
Create Professional Mentoring Options			X	X	X
Create Work-Based Learning Options			X	X	X
Establish Business Advisory Council		X	X	X	X
Create Career Exploration Options		X	X	X	
Hear from Successful Employer Activities	X	X	X	X	X
Invite to Education Activities	X	X	X	X	X
Invite to Recognition/ Celebration Activities	X	X	X	X	X



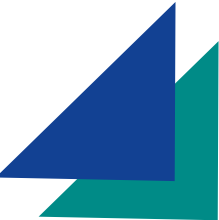
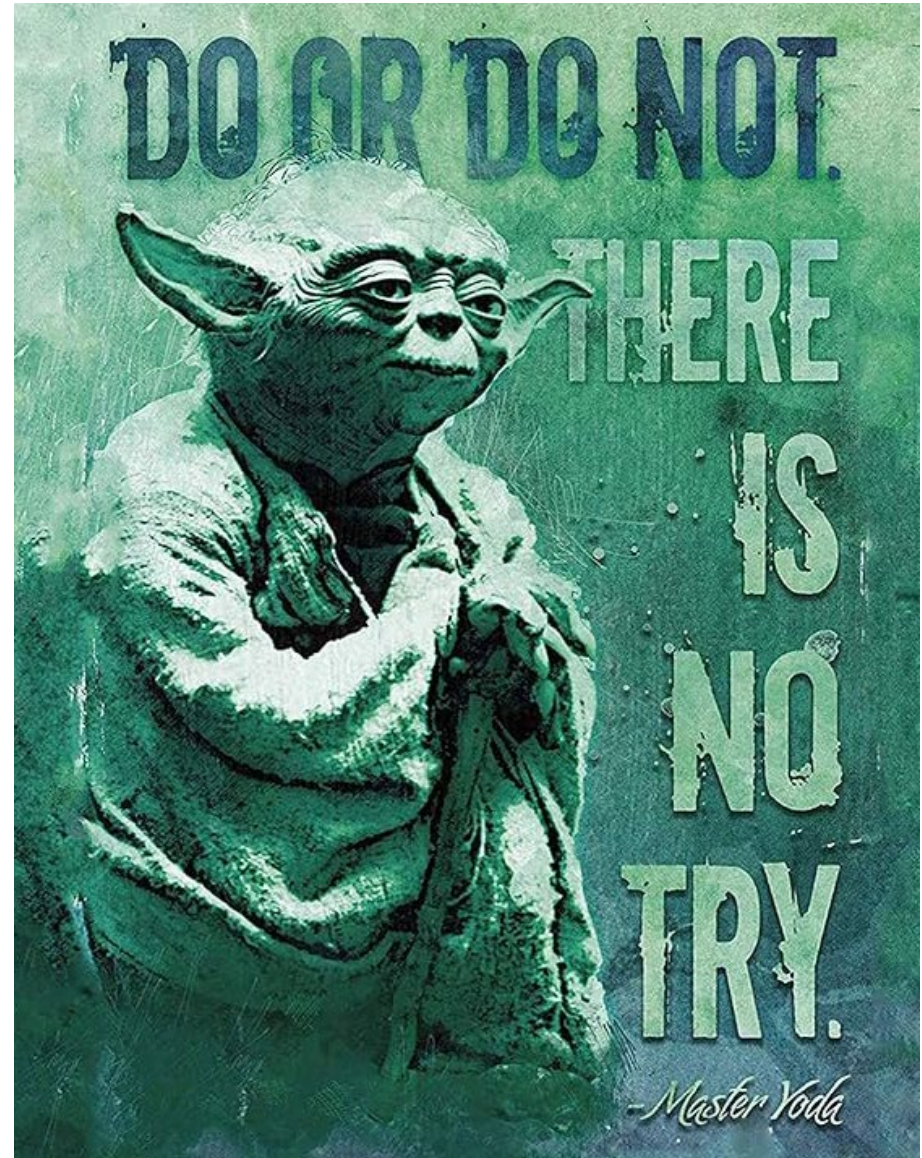


Recap

- ***Curiosity*** is critical in relationship building
- You want to be thought of as a “***Trusted Advisor***”
- ***Lean*** into understanding their business
- Work with your employer partner in ***problem-finding***
- Be diligent in your job/business analyses
- Follow up (and follow up)
- Continue ***giving*** throughout the process



So what you
gonna do.....

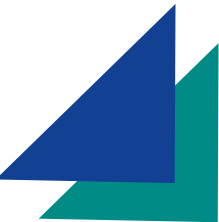
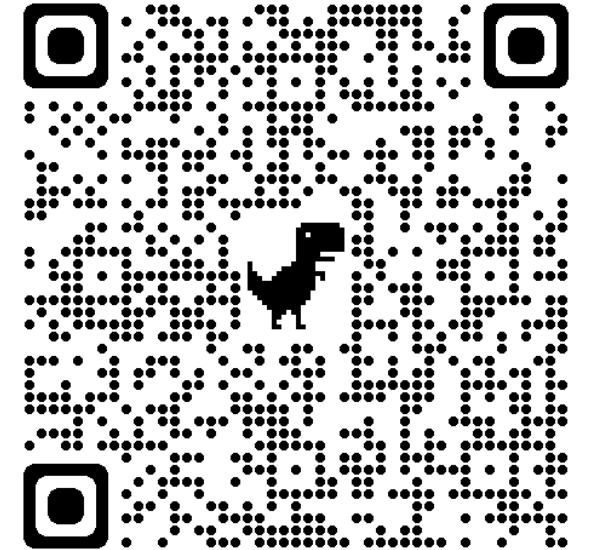




Steve Blanks
Director of Partnerships
SEEC

sblanks@seeconline.org

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

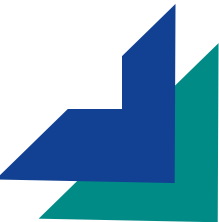




Resources

Curiosity & Inquiry Books

- **A Curious Mind-Brian Grazer**
<https://www.amazon.com/Curious-Mind-Secret-Bigger-Life/dp/1476730776>
- **SEEK-How Curiosity can Transform Your Life- Scott Shigeoka**
<https://www.amazon.com/Seek-Curiosity-Transform-Change-World/dp/153874080X>
- **Humble Inquiry –Edgar Schein**
https://www.amazon.com/dp/1523092629?k=humble%20inquiry&ref_=nb_sb_ss_w_scx-ent-pd-bk-d_l_k0_1_9&crd=31SWX6TTS07R3&sprefix=humble%20in
- **Coaching Habit –Michael Bungay Stanier**
https://www.amazon.com/dp/0978440749?k=coaching%20habit&ref_=nb_sb_ss_w_scx-ent-pd-bk-d_l_k0_1_14&crd=23VZICJS9MCOB&sprefix=coaching%20habit
- **How to Know a Person- Brooks, D**
<https://a.co/d/2g9g09J>





Resources

Job Analyses

- Job Developer's Handbook- Griffin, Hammis and Geary
<https://a.co/d/9DVZNka>
- Griffin Hammis - Job Analyses Record
<https://www.easterseals.com/southernca/shared-components/document-library/workfirst-transition-project/job-analysis-record-jar.pdf>
- McAllister, Rick - Job Skills Inventory
<https://ncrtm.ed.gov/sites/default/files/library/582/413.004B.pdf>

