

Employer Engagement Webinar Series

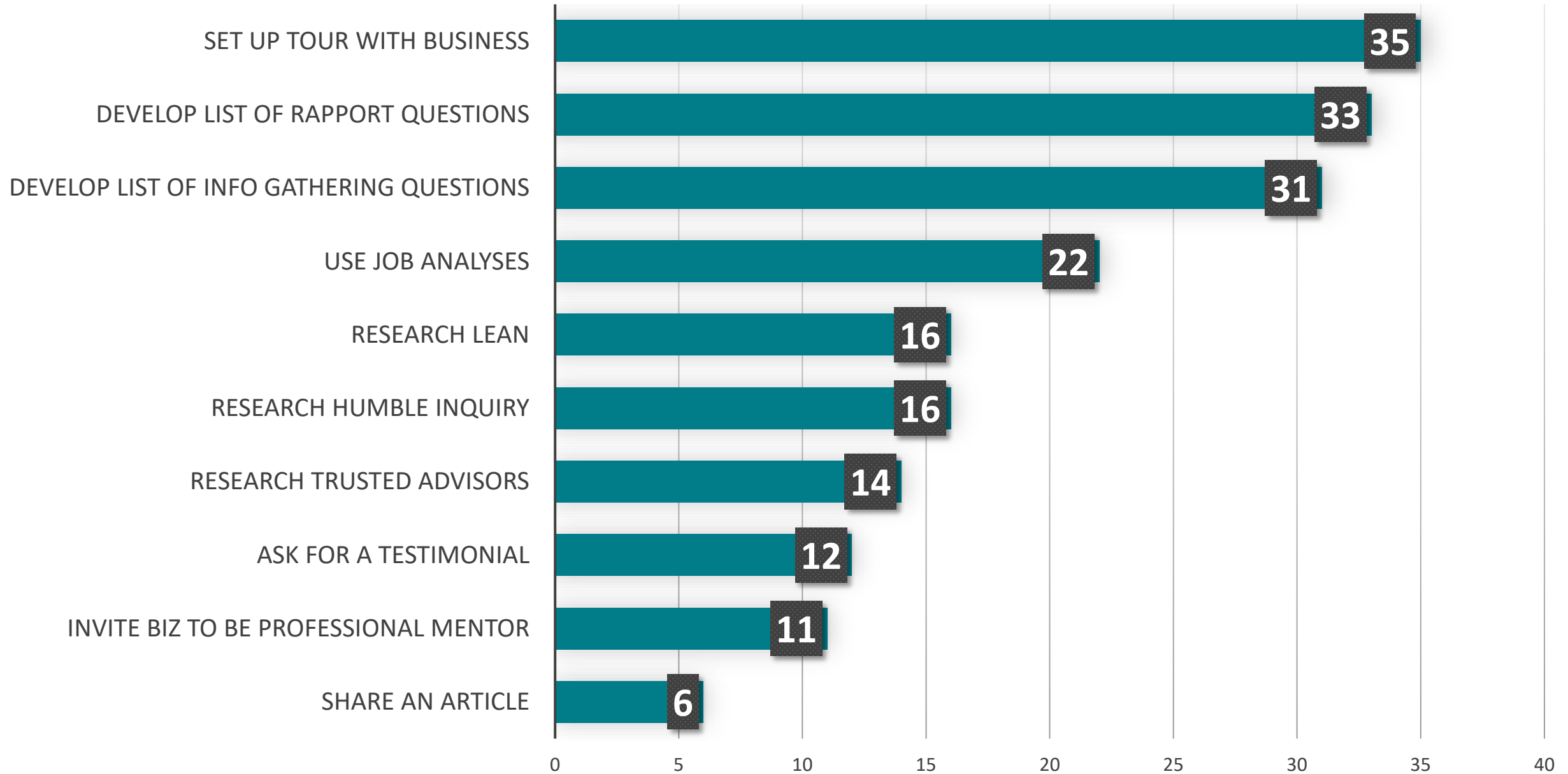
3. Conversion & Continuation

Kentucky Employment First

August 15, 2024



Number of Respondents

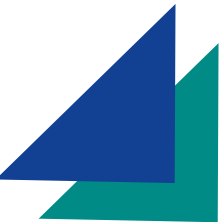




Recap Connecting & Consideration Fundamentals

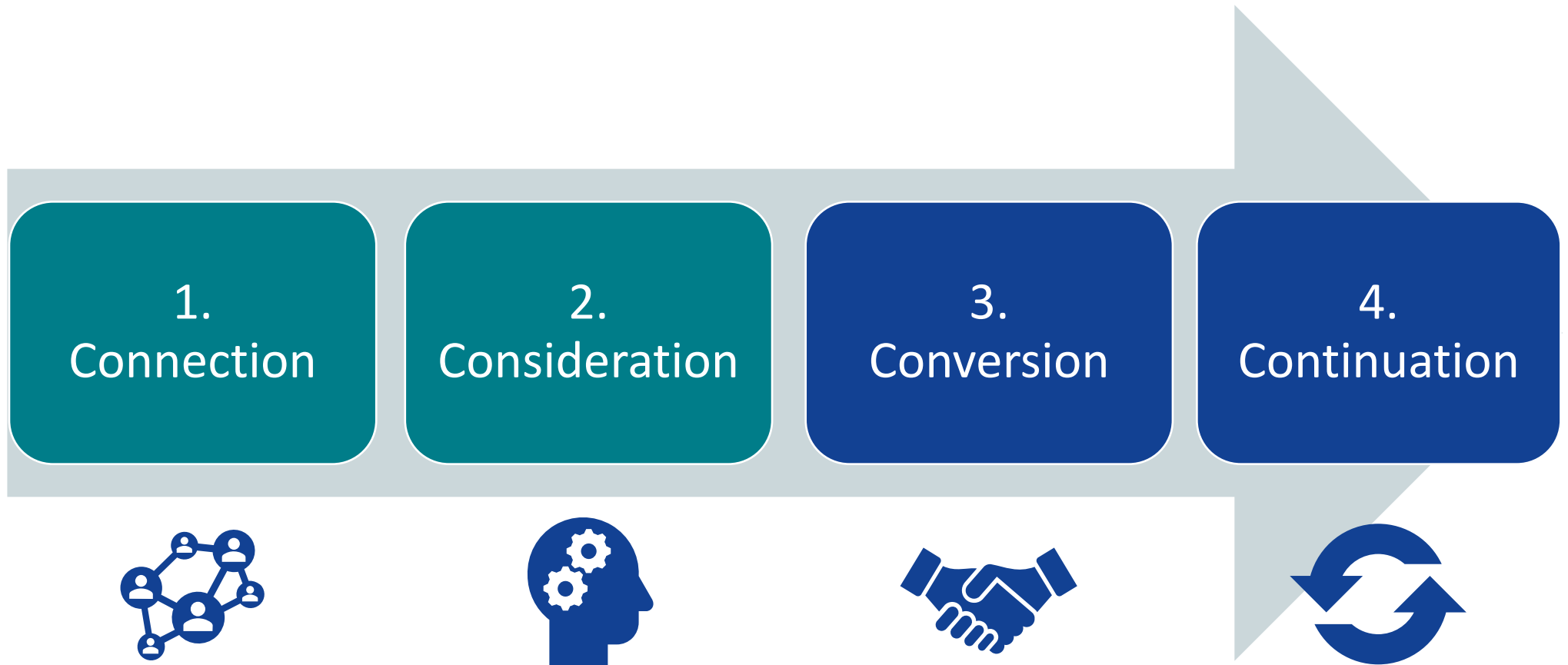


- We are workforce development professionals, working in consultative sales
- We work to provide custom staffing solutions that “add value” for the business customers
- We are curious beings focused on learning and building rapport
- We aspire to be Trusted Advisors for our business partners

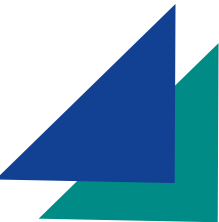




Major Phases of the Employer Engagement



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





Overview-Conversion & Continuation

- ABCs of Selling
- Interest-Based Negotiation
- Myths & Objections
- Ongoing Engagement





ABCs of Selling





Updated ABCs of Selling

Attunement

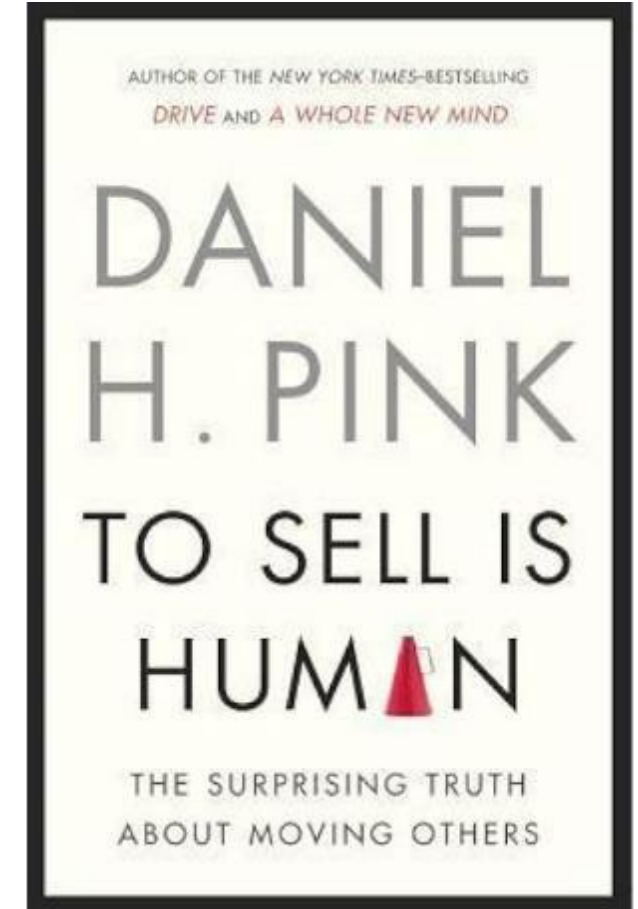
Focus on the employer's needs

Buoyancy

Positive resilience

Clarity

Commitment to finding,
understanding & curating
problems





3 P's of Optimism

P Belief To Change	Pessimist Thinking	Optimist Thinking\$
Personalize: blaming only yourself	This is all my fault.	There were other causes.
Pervasive: whole life impact	My life is ruined.	There are other areas of my life I can enjoy.
Permeant: negative feelings are forever	This despair won't end.	These feeling are normal and won't last forever.

<https://happyspree.app/feel-happier-now-how-the-3-ps-of-learned-optimism-can-increase-happiness/>





So reminder what we're "selling"

- Employment Solutions
- Onboarding & Ongoing Support
- Technical Assistance
- Education
- Intro to new community ("new customers")





Art of Negotiation

Getting To Yes

NEGOTIATING AGREEMENT WITHOUT GIVING IN

BY ROGER FISHER & WILLIAM URY, WITH BRUCE PATTON



Getting to Yes- Principled Negotiations

The 4 Fundamentals of Principled Negotiations



PEOPLE

*Separate People
from Problems*



INTERESTS

*Focus on Interests,
Not Positions*



OPTIONS

*Generate Options
For Mutual Benefit*



CRITERIA

*Use Objective
Criteria*





Break out

Identify some typical
Employer “Interests”
behind their “Positions”



Mutual Interests in our field



- Good job matches
- Long term hires
- Additional hires
- Direct connection with hiring manager
- Better qualified, screened candidates
- Jobs that are flexible, adaptable and accept accommodations
- Jobs that encourage ongoing assistance



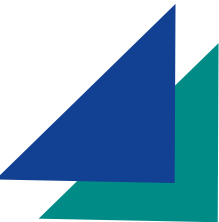
- Good job matches
- Lower cost of hiring
- Lower cost of training
- Higher retention/lower turnover
- Lower cost for higher performance
- Increased quality
- Increased safety
- Reduce waste, poor use of expensive resources



BATNA-best alternative to non-agreement

- Part time
- Paid Internship
- Paid work trial
- Are there other alternatives that are acceptable

- What is NOT ACCEPTABLE?





Break





Professional Proposals- Needs & Benefit Analyses

Needs & Benefits Analysis

SEEC is eager to partner with WeddingWire in our mutual commitment to inclusion and diversity. We are dedicated to bringing people together, in community, and employment.

Two things made me ponder marriage this summer. The Royal Wedding, and the WeddingWire App! Innovative registries featured on the app such as REI, and vendor TeslaRosa piqued my interest. Nontraditional venues like the Washington Nationals stadium might have even the most reluctant brides and grooms racing to the altar.

Per our discussion, our partnership would involve SEEC potentially providing a part-time office assistant. We have brainstormed 8 task-areas for this position:

1. Breakfast arrangement
2. Light cleaning
3. Conference room maintenance
4. Clerical/administrative
5. Replenishing stock
6. Mail management
7. Onboarding
8. Marketing

These are the task-areas that could be reassigned to a qualified candidate provided by SEEC. Brooke and I will be available to help you organize the work assignments, and assist with teaching the job duties to this new employee. We would be available to identify and address performance expectations and skills development on an on-going basis as long as necessary. We would like to set up a meeting with the office manager to discuss the criteria, duties, level of effort, and what a typical shift would entail.

Subsequently, we can start the process of arranging for you to review a few resumes to find the best candidates to interview. We will contact you to arrange this in the next few days. We look forward to partnering with WeddingWire.

Sincerely,

\$

Customized Employment Specialist

WEDDINGWIRE

POTENTIAL TASKS

No.	Job Tasks	Frequency	Hours Per Day/Week
1.	Kitchen cleaning/organization <ul style="list-style-type: none"> • Wiping down tables • Sweeping • Organizing supplies • Restocking supplies 	1-2x/day per kitchen (as needed)	(3-4 hours/per day) (15-20 hours/per week)
2.	Breakfast/meal/event Assistance <ul style="list-style-type: none"> • Set up • Consolidate • Breakdown • Clean up 	Weekly & PRN (1x per week)	(2-3 hours/week)
3.	Conference room maintenance <ul style="list-style-type: none"> • Wiping down conference room tables • Restocking supplies • Tidying A/V, technology stations 	1-2x per day	(1 hour/per day) (5 hours/per week)
4.	Clerical/admin <ul style="list-style-type: none"> • Updating internal PowerPoint/Smart board • Greeting/Escorting guests 	PRN (as needed)	(2 hours/week)
5.	Replenishing stock <ul style="list-style-type: none"> • Conference rooms • Office supplies areas • Kitchen areas • Bathrooms 	2x per day	(1 hour/per day) (5 hours/per week)
6.	Mail management <ul style="list-style-type: none"> • Oversee Amazon package arrivals • Sorting • Internal distribution • Send emails notification 	PRN (as needed)	(1 hour/per day) (5 hours/week)
7.	Onboarding <ul style="list-style-type: none"> • Stuffing swag bags • Making name tags 	PRN (as needed)	(1-2 hours/week)
8.	Marketing Tasks <ul style="list-style-type: none"> • Organize and put items away in Marketing closet • Create event swag bags • Mailings for vendors, customers 	PRN (as needed)	(1-2 hours/week)



Take Objections or Barriers Head On



© Sales Playbook, All Rights Reserved 2020



<https://salesplaybookb2b.com/framework-for-objection-handling>



Objection or Myth to Overcome- #1 Performance

In 1990, DuPont survey found *that 90 % of employees with disabilities rated average/better in job performance. Similar studies in 1973 and 1981 found employees with disabilities rated higher than their peers without disabilities.*

A 2002 study *VCU's Rehabilitation Research and Training Center found employees with disabilities "are as capable & productive" as employees without disabilities*

According to *Bureau of Labor Statistics, businesses that include employees with disabilities see a 72 percent increase in employee productivity.*

At 10 of 13 Walgreen's distribution centers, employees with disabilities were more productive than those without



Source: *Getting to Equal; The Disability Inclusion Advantage*, <https://www.accenture.com/content/dam/accenture/final/a-com-migration/pdf/pdf-89/accenture-disability-inclusion-research-report.pdf>
<https://discoverability.networks/benefits-of-hiring>



Objection or Myth to Overcome-

#2 Attendance

According to a study done by the DuPont Corporation (1993), ***86% of the employees with disabilities were rated above average or average in their attendance as compared to their non-disabled counterparts.***

Olsen, Cioffi, Yovanoff, and Mank (2001) found in their study of employers' perceptions of employees with cognitive disabilities ***that the amount of sick time and costs of absenteeism were the same or lower for employees with a disability***

Blanck and Braddock (1998) found in a study that ***all the employers surveyed reported that their disabled employees had comparable absentee rates.***

Source: People with Disabilities: A new model of productive labor, 2012

https://scholars.unh.edu/cgi/viewcontent.cgi?article=1017&context=hospman_facpub



Objection or Myth to Overcome-

#3 Safety/Workmen's Comp Issues

DuPont report (various years)

In the 1973 study, there were no incidences of time lost due to disabling injuries. In the 1981 study, 96% of the disabled employees were rated as average or above average in safety. The rate in 1991 was even better, at 97% of disabled employees rated as average or above average (Lengnick-Hall et al., 2008).

Blanck and Braddock report (1998) *93% of employers stated they do not believe disabled workers create a safety risk*

Employees with disabilities have a 40% lower safety incident rate and 78% lower overall costs associated with accidents than their non-disabled peer employees (Brock University report)

To Note: Workmen's Comp is never determined by whether your staff have disabilities...solely by health& safety risk of business, size of business and company's health and safety record (Brock University report)

Source: People with Disabilities: A new model of productive labor, 2012

https://scholars.unh.edu/cgi/viewcontent.cgi?article=1017&context=hospman_facpub

Myths about hiring people with disabilities, Brock University

<https://brocku.ca/ccee/hirebrocku/bridge-to-success-for-employers/myths/>



Myths to Overcome- #4 Costly Accommodations

JAN Survey: Of 1,029 employers who provided cost information related to accommodations they had provided, **571 (56%) said the accommodations needed by their employee cost absolutely nothing.**

Another 403 (39%) experienced a one-time cost. Median onetime expenditure employer was \$500.

Only 46 (4%) said the accommodation resulted in an ongoing, annual cost to the company

When asked how much they paid for an accommodation beyond what they would have paid for an employee without a disability, the median answer given by employers was \$20.

JAN (2018): 89% of the survey respondents stated accommodations helped retain employees, 72% reported improved employee productivity, 56% noted increased employee attendance, 38% savings in workmen's comp and insurance rates

Source: <https://askjan.org/publications/index.cfm>

The logo for JAN (Job Accommodation Network) features the letters "JAN" in a large, blue, serif font. Below it, the text "Job Accommodation Network" is written in a smaller, blue, sans-serif font, followed by the tagline "Practical Solutions • Workplace Success" in an even smaller font.

Accommodation and Compliance Series

**Workplace Accommodations:
Low Cost, High Impact**

Job Accommodation Network
PO Box 6000
Morgantown, Wv 26506-6000
(800) 828-7524 (V)
(877) 81-6483 (TTY)
jan@askjan.org
AskJAN.org

The logo for ODEP (Office of Disability Employment Policy) features three stars above the letters "ODEP" in a bold, blue, sans-serif font.

Funded by a contract with the Office of Disability
Employment Policy, U.S. Department of Labor

Objection or Myth to Overcome- Other



Turnover of Employees with Disabilities is High

- A 3 year study at Washington Mutual found a turnover rate of 8% among persons with IDD vs 45% overall
- Marriott reported a 6% turnover among persons with disabilities versus 52% overall



Managing Employee with Disability is Hard

A Harris Report found that 82% of managers said employees with disabilities were no harder to supervise than employees without disabilities.



Firing Employee With A Disability is Impossible

- Unqualified applicants cannot claim discrimination under ADA. & employees can be terminated when
- it is unrelated to disability,
- they do not meet legitimate requirements of the job (with or without reasonable accommodation)
- they pose a direct threat to health & safety for the workplace



Employees with Disabilities Can't Fail

“Dignity of Risk” is a concept we deal with all the time....if we don't give people with disabilities the opportunities to fail and learn, they will never grow...just like everyone else



Conversion Recap

- Attunement to employer's perspective,
Buoyancy through the process and
Clarity on solutions
- Focus on Interests (over positions)
- Maintain commitment to long term relationship (even though short-term losses may occur)
- Be prepared to tackle objections head on
- Leverage research to address in objections





Continuation-Deepening Relations



Stakeholder Activities	Persons with Disabilities	Families	Providers	Employers	Sector/ Industry Leaders	State Agencies/ Schools
Co-Create NDEAM Celebration/ Recognition Events	X	X	X	X	X	X
Co-Create Social Media Postings	X	X	X	X	X	X
Co-Create Collaboratives	X		X	X		X
Join Regional/State Leadership Councils	X	X	X	X	X	X
Invite Peer Employers to Learn More			X	X	X	
Co-Create Testimonials	X	X	X	X	X	
Co-Create Articles for Industry Journals			X	X	X	





Start by Recognizing Employers





Agency
Linked In
Page

The screenshot shows the SEEC LinkedIn company page. At the top, there is a navigation bar with icons for Home, My Network (with a notification badge), Jobs, Messaging (with a notification badge), Notifications (with a notification badge), and Me. A search bar is located on the left. The main header features the SEEC logo and a banner with the text "LIVE.WORK.THRIVE." and the website "www.seeonline.org". Below the banner, the company name "SEEC" is displayed, followed by its description: "Seeking Employment, Equality and Community for people with Intellectual and Developmental Disabilities #LiveWorkThrive". The location is listed as "Individual and Family Services · Silver Spring, Maryland · 2K followers · 201-500 employees". A teal circle highlights the "2K followers" text. Below the description, it says "Katrina & 77 other connections work here" and provides buttons for "Message", "Following", and a menu icon. A navigation menu at the bottom of the header includes "Home", "My Company", "About", "Posts", "Jobs", "People", and "Insights". The "SEEC today" section shows "1 coworker recently joined SEEC" and "4 coworkers recently celebrated work anniversaries". The right sidebar contains promoted posts for "Become an Industry Leader" and "Doctorate of Education", and a "Coworkers you may know" section listing Kelsey, Bailea, and Jay.



Continuation- Business Advisory Councils



A Business Advisory Council (BAC) is a motivated group of local business and community professionals who assist in....

- General Networking
- Business-orientation
- Marketing feedback
- Strategic feedback
- Industry connections/invites





Develop Your/Their Why for the group

Our Why	Employer Why
<ul style="list-style-type: none">• Share professional contacts and networks for our teams to cultivate• Provide feedback to our job seekers and support staff on how best to present/market ourselves• Hire skilled entry-level job seekers• Give feedback about resumes and portfolios• Provide workplace experiences-work trials, tours, and shadowing opportunities• Host mock interview events• Host one of our skilled and motivated interns	<ul style="list-style-type: none">• Networking with like-minded business leaders and professionals• Education and training around disability-related topics• Opportunity to highlight your business by hosting one of the meetings• Way to give back to your local community• Supply of skilled entry level staff

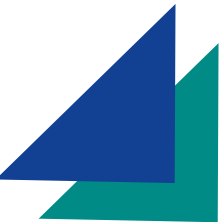
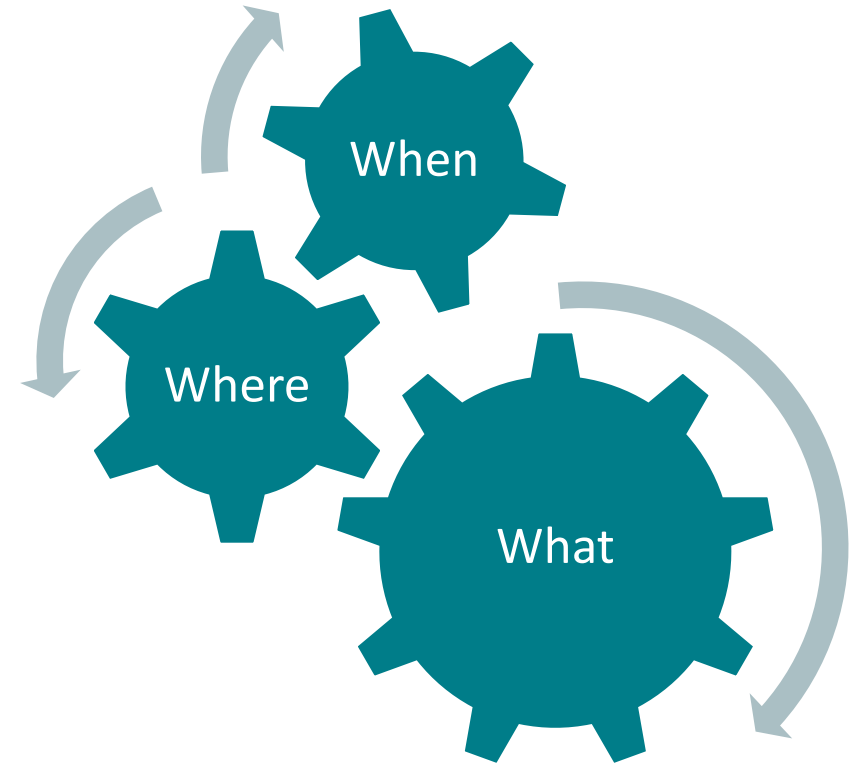




How does it operate



- Meeting Bi-Monthly
- 1 hour meetings at 4-5pm virtually (now)
- Option-rotate hosting
- Topics
 - Sharing and Bragging –for all members
 - Meet a Job Seeker or two
 - Review of Previous Job Seeker Status
 - Discussion of Ways BAC Can Help
 - Upcoming events, info, webinars, etc





Provider Collaboratives- possible solution to help bridge providers-employers



Employers



Community Providers

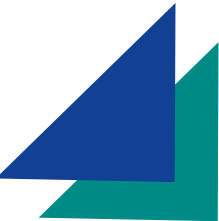
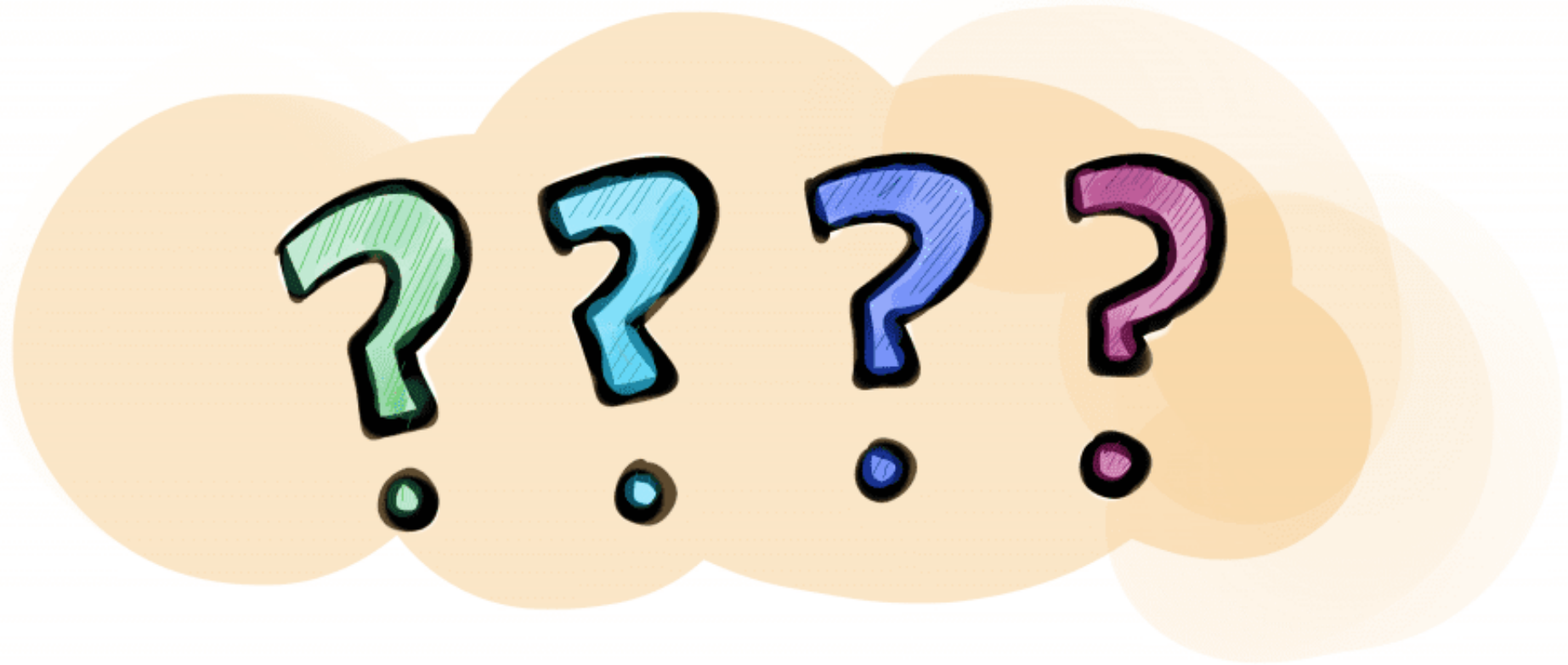
Job Seekers

<https://www.employmentcollaborative.com/>

<https://coalitionfwd.com/>

<https://www.linkedin.com/company/mogatewaynexus/>





How would you rate today's webinar?

21

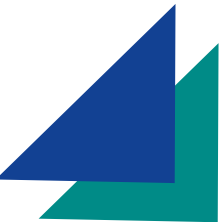
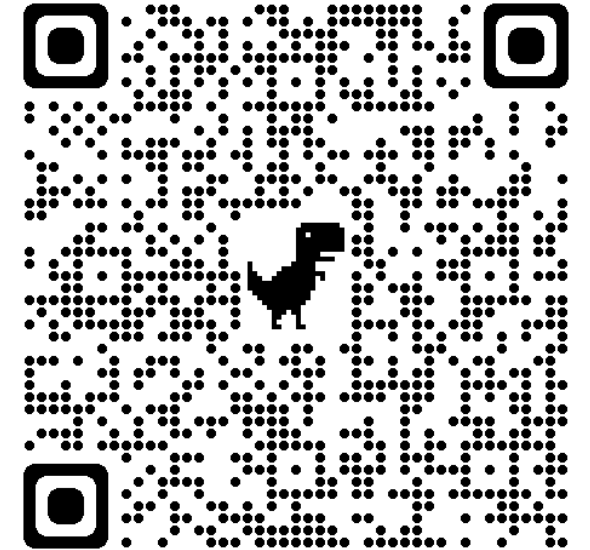




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<https://www.linkedin.com/in/steve-blanks-5a16474/details/skills/?detailScreenTabIndex=0>





Resource List around Myths

- **Getting to Equal; The Disability Inclusion Advantage,**
<https://www.accenture.com/content/dam/accenture/final/a-com-migration/pdf/pdf-89/accenture-disability-inclusion-research-report.pdf>
- **People with Disabilities: A new model of productive labor, 2012**
https://scholars.unh.edu/cgi/viewcontent.cgi?article=1017&context=hospman_facpub
- **Myths about hiring people with disabilities, Brock University**
<https://brocku.ca/ccee/hirebrocku/bridge-to-success-for-employers/myths/>
- **Benefits of Hiring, Discoverability Network**
<https://discoverability.networks/benefits-of-hiring>
- **JAN Work Accommodation Report**
<https://askjan.org/publications/index.cfm>
- **Disability Employment Stigmas and Misconceptions, Arc of Bartholomew County**
<https://thearcbc.org/blog/disability-employment-misconceptions>
- **Myths and Facts; About People with Disabilities, Indiana State**
<https://www.in.gov/spd/files/Myth.pdf>
- **People with Disabilities, UNH Report**
https://scholars.unh.edu/cgi/viewcontent.cgi?article=1017&context=hospman_facpub

