

Successful Business Development

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3 Components of Corporate Development

1. Business Community Marketing
2. Business Partnerships – Internal Development
3. Provider Collaboration & Training

Job Development

- Do we spend too much time running in circles on the outside of the business community?
- What are we really developing?
- What do business partners want?
- Why is our approach short-term?
- What if the need for job development was dramatically reduced?

History and Mission

DirectEmployers Association is a nonprofit human resources consortium of leading global employers formed to improve labor market efficiency through the sharing of best practices, research, and the development of technology.



DirectEmployers Association's mission is to provide employers an employment network that is cost-effective, improves labor market efficiency, and reaches a diverse national and international workforce.

What is DirectEmployers Association?

DE Member Companies

Why Do Companies Join DE?

Member Benefits

DirectEmployers Association provides a wide-range of products, services and engagement opportunities for Members—all of which are designed to improve labor market efficiency, educate employers and establish best practices. The cost to employers is kept minimal by leveraging the power of Member numbers and resources.

Corporate Development Vision

- The Corporate Development Unit (CDU) will provide a variety of disability focused services to businesses across the state. The vision of the CDU is to foster a “one company” approach to serving business customers through a team that specializes in employer development, business consulting and corporate relations. The CDU will actively develop partnerships with corporations and small/mid-sized business to help them create internal strategies to directly tap into the disability community as a powerful labor (and customer) source

Corporate Development Foundation

- 1. *Business Focus:* The CDU will take a “business first” approach developing support plans that meet companies’ needs and help Indiana businesses develop internal strategies and units to work effectively with and in the business community.
- 2. *Business Trust:* The CDU will build trust with the business community by being responsive and dedicated to providing quality services to the business customer.
- 3. *Primary Point of Contact:* Business partners often prefer to work through a primary point of contact in their partnerships with VR and the CDU will use this methodology to increase efficiency for each business partner.
- 4. *Feedback Loops:* These loops will be incorporated into the CDU to ensure quality in service delivery to businesses across the state.
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Corporate Development Values

- Time spent with business is time well spent
- The CDU aims to integrate the dual customer approach throughout the state
- The CDU focuses on long term business relations not one time “job placements”
- The CDU looks to lead from behind; always seeking opportunities to build capacity in business partners and VR staff
- The CDU seeks to position itself as a resource to businesses and to VR staff

10 Principles of Corporate Development

- Do not devalue the services that can be offered by the CDU & Vocational Rehabilitation to business
- Respect each specific Corporate Culture
- Take time to learn about the operational aspects of the company
- Build trust – don't expect to have a trusting relationship after the first meeting
- Do a lot of listening

10 Principles (cont.)

- Bring good counseling skills to the table – reflecting, encouraging, observing
- Do not overpromise – lean towards under promising and over delivering
- Step up our game with business people – always follow up and follow through
- Be creative and use your diverse skill set as rehab counselors to customize ideas
- Provide specific examples of how disability outreaches impact other companies (i.e. Walgreens, Project SEARCH).

Changing Philosophy of Corporate Development

1. Dual Customer
2. Career vs. Job
3. Business vs. Employer
4. Business Development vs. Job Placement
5. Designated Point of Contact
6. Qualified vs. Job Ready

Technology and Job Delivery

Tier One

- Create a useful and non-duplicative system to get job openings out to all 50 states VR/Provider contacts
- Strategies:
 - Identify needs through contacts
 - Need more information
 - Limited amount of jobs
 - Types of jobs
 - Varying skill sets
 - Desire to contact employers directly
 - Complete resource mapping
 - Build post-secondary partnerships
- Outcome:
 - Increased availability of vetted jobs for all consumers

National Labor Exchange

DE and a History of Proven Success

- National Association of State Workforce Agencies (NASWA) and DE entered into an unprecedented public-private partnership creating the National Labor Exchange (NLX).
 - Unlimited job delivery to State Workforce Centers, Centers, Veterans and Disabled Veterans Centers closest to where the job is located
 - Layered distributive solution
 - Real-time OFCCP reporting, showing job description, time and date stamp, and confirmation of delivery
 - FCJL Compliance with detailed audit trail for 5 years
 - Veteran portal to other alliance partners for military and disability recruiting
 - Partnership agreements with State Workforce Agencies, D.C. and Puerto Rico
 - National Labor Exchange Committee
 - Advocacy

National Labor Exchange

Appropriate Employment Delivery System

JOBS DELIVERED!

Employer Benefits

Value to ALL Employers:

- Jobs are taken from corporate career sites and state workforce = VETTED JOBS
- Job seekers apply directly with company
- Leveraging their applicant tracking platform
- Employers reach a greater number of candidates with low to no cost
- Increases HR efficiencies
- NLX helps employers meet affirmative action objectives and achieve hiring goals for veterans, military job seekers, diverse candidates, disabled job seekers, and senior members of the workforce

Business Opportunities

- Direct access to the large and growing labor and customer pool of persons with disabilities
- Ongoing Support services that meet individualized business needs
- Access to a set of valuable, customized business consulting services
- Development of internal strategies that foster diversity and business growth
- Support from disability experts

Candidate Opportunities

- Expanded information about company culture, recruiting, retention and promotion practices
- Increased short-term and long-term employment opportunities
- Heightened potential for development of successful career paths
- Working in companies where increased internal support and advocacy exist

Corporate Development Challenges

- Competition for employment opportunities
- Confronting long-term attitudinal barriers about people with disabilities in the workplace
- The CDU will be seen as a government entity, which is not always positive in the business community
- Operational challenges of developing the single point of quality and insuring responsiveness to business customers
- Philosophical shift to the dual customer approach for management and staff of Vocational Rehabilitation
- Defining this new approach to customers and the community

Corporate Development Services

- Diversity Training
- Human Resource Mentoring
- Recruiting/Screening/Training Support
- Disability Management
- ADA Consultation and Training
- Visual management
- Job Accommodation/Modification
- Rehabilitation/Assistive Technology
- State and Federal Financial Incentives
- On the Job Training and Job Tryouts
- Job Coaching
- Marketing Collaboration

Business Development... How do You do it ???

- Individual Strategies...
 - Cold call
 - Beg, Place and Pray
 - Food, Flour / Flower, Filth
- Group Strategies
 - Breakfasts
 - Business to Business / referral
 - Networks

Effective Business Partnerships

- Trust
- Win/Win Nature
- Long-Term relationship
- Service Competence
- Customer Service Orientation

Know the Business World

- Business Knowledge
- Employer as individual vs. organization
- Know your services & benefits
- Recognize multiple sources of business contacts
- Let employers know why you are contacting them

Know the Business World (cont.)

- 6) Who makes hiring decisions?
Process?
- 7) Stay in Touch
- 8) Analyze aspects of targeted jobs

Marketing Your Transition Program

- Know what employers want
- Know your package of services
- Study the local business community
- Marketing materials

Marketing (cont.)

- Business cards
- Conduct seminars
- Market services, not disability
- Use past partners as reference

Marketing (cont.)

- Turn contacts into prospects
- New contacts continually
- Business friendships
- Use business letters

Marketing (cont.)

- Coordinate with other Transition people
- Track contacts
- Adapt your style as needed
- ASK FOR SALE

Customer Service Orientation

- Respond quickly
- Customize your services
- "Coffee Stains"
- "Silk ties"
- Outstanding performance
- Learn from other fields
- Listen (80/20)

Don't...

- Get on your soap box and start preaching about hiring people with disabilities and how “businesses never understand.”
- Tell them all the things they do wrong or should do/not do. FIRST you must learn before making any recommendations.

Assumptions about Businesses

- Businesses know their own hiring needs best
- Many businesses are inexperienced in hiring people with disabilities
- Stereotypes exist
- Turnover in entry level positions is often high

Strategies for Building the Relationship



Always....

- Put yourself in the shoes of the employer and attempt to truly understand their position.
- Learn as much as you can about the business and their goals & motivations
- Act and dress professionally

Before the first meeting...

- Do your research about the company before you meet in person.
- Approach the situation with a long term relationship/partnership as a goal. Do NOT focus on immediate placements, but rather build a trusting relationship.

Ways to learn more

- Research on the Internet
- Go shopping there if appropriate
- Take a tour
- "Interview" relevant staff: hiring professionals, managers, workers, etc...

Ways to learn more (cont'd)

- Conduct Job Analyses of target positions
- Provide literature/information about hiring people with disabilities
- Conduct training(s) to staff

Mitigating Resistance

- Try to understand the employer's reservations and why they may have them.
- Educate the employer about the benefits of hiring people with disabilities.

Some examples

- The business had a bad experience
- They don't have time to train a person with a disability
- The candidate won't fit in with the culture in that workplace/department.

Never Forget to:

- Be patient
- Act as a consultant to the business

APSE HR Connect

- Look again at the **fastest growing labor and customer niche market** in this country = the disability community
- Look again at the **last untapped labor pool** in the country to prepare your company to successfully find workers as the economy bounces back
- Look again at the **cost savings and incentive creation** through strategic recruiting in the disability community
- Look again at **enhancing your diversity & supplier diversity programs** by adding people with disabilities to the mix
- Look again at a community that contains **1 in 5 Americans**

Biz Benefits

- Reduced Recruiting Costs
- Reduced Training Costs
- Reduced Turnover
- Tax Credits
- Other Incentives
- Increased Diversity
- New Customer Niche Group
- Increased Brand Loyalty
- Improved Community Relations
- Risk Reduction/ADA Compliance Support

Business “New World”

- “Brand Partners” = Walgreens, CVS, Walmart, Best Buy, Lowes, TIAA-CREF, Hyatt, Starbucks, Bank of America
- Labor Market Realities
- Diversity Niche Market
- Customer Niche Market
- Staffing Industry
- We got “next”