

Supported Employment - Building Relationships with Employers

Module 4

1.1 Title Slide



Notes:

Supported Employment: Job Development: Building Relationships with Employers


Northeast and Caribbean MHTTC at Rutgers University

2022

1.2 About

About These Modules

SUPPORTED EMPLOYMENT



These modules consist of five one hour sessions with interactive exercises and assessments.

1 A Missing Piece to Recovery


2 Principles of Supported Employment

3 Selecting an Occupation: Values, Interests, & Skills

4 Job Development: Building Relationships with Employers

5 Accommodations & Disclosure

Use headset for best audio experience.



MHTTC Mental Health Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

Notes:


Welcome to the fourth module in a series of five on Supported Employment. We're glad you could join us as we talk about this important topic.

There are five modules in this series, each taking approximately one hour to complete. Each module contains content focusing on different areas to consider, along with resources, multimedia, reflective opportunities, and assessments. Progressing through the modules is straightforward. There are links at the top of your screen for resources and a transcript. You can pause the audio at any time.

1.3 Objectives

Module Objectives

Click on the tiles below to view the objectives for this module.
At the completion of this module you will be able to:



Notes:

Click on the tiles to view the objectives for this self-paced module.

At the completion of this module, you should be able to:

Define and explain the benefits of job development in employment services

Describe different ways to project a professional and businesslike approach to employers

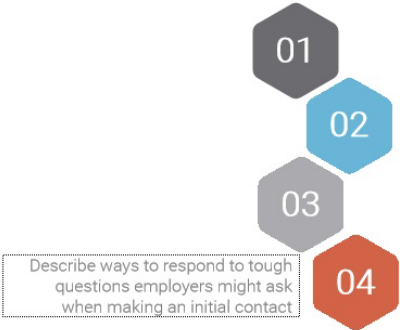
Identify strategies for developing relationships with employers

Describe ways to respond to tough questions employers might ask when making an initial contact

04 Objective (Slide Layer)

Module Objectives

Click on the tiles below to view the objectives for this module.
At the completion of this module you will be able to:



01

02

03


04

Describe ways to respond to tough questions employers might ask when making an initial contact

03 Objective (Slide Layer)

Module Objectives

Click on the tiles below to view the objectives for this module.
At the completion of this module you will be able to:



01

02

03

04

Identify strategies for developing relationships with employers

02 Objective (Slide Layer)

Module Objectives

Click on the tiles below to view the objectives for this module.
At the completion of this module you will be able to:

Describe different ways to project a professional and businesslike approach to employers

01 Objective (Slide Layer)

Module Objectives

Click on the tiles below to view the objectives for this module.
At the completion of this module you will be able to:

Define and explain the benefits of job development in employment services

1.4 Your Guide


Your Guide



Joni Dolce, MS, CRC
Assistant Professor
Department of Psychiatric Rehabilitation & Counseling Professions
Rutgers, The State University of New Jersey

Passionate about improving employment and education outcomes for people with mental health conditions.

- Experienced in providing direct services and supervising Supported Employment staff
- Consultant with the Integrated Employment Institute
- Research interests include gaining a better understanding of employers' view on hiring and employing individuals with mental health conditions and managing personal information in employment
- Author of employment services publications.

 **MHTTC** Northeast and Caribbean (HHS Region 2)
Mental Health Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

Notes:


The creator of this module is Joni Dolce, an Assistant Professor from the Department of Psychiatric Rehabilitation and Counseling Professions at Rutgers University, School of Health Professions. Joni has several years of experience working in Supported Employment, providing both direct services and supervising Supported Employment staff. She provides training and technical assistance with the goal of improving career outcomes for individuals with mental health conditions. Joni's research interests include gaining a better understanding of employers' views on hiring and employing individuals with mental health conditions and managing personal information in employment. She presents nationally and locally to employer groups, including human resource professionals. Joni is a recommended speaker for the Society for Human Resource Management (SHRM) on the topic of employee mental health in the workplace.


1.5 Words Have Power

Throughout this course module we will be using the term **mental health condition** in lieu of "severe and persistent mental illness" or "serious mental illness".

This change in language aims to reduce stigma and the development of illness identity.

**WORDS
HAVE
POWER**



 **MHTTC** Northeast and Caribbean (NHC Region 2)
Mental Health Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

Notes:

Throughout this course we will be using the term **mental health condition** in lieu of "severe and persistent mental illness" or "serious mental illness". This change in language aims to reduce stigma and the development of illness identity.

We encourage you to consider adapting your language in ways that reduce the development of illness identity for the people in your services.

1.6 Introduction



Notes:

This module addresses the Supported Employment principle of job development. Job development is a set of skills used to build relationships with the business community. Job development is a critical component of effective employment services. Services that incorporate job development have more successful employment outcomes.

This module describes effective tools and strategies for job development in the community. Let's look at how job development is defined.

1.7 Definition

...initiating and maintaining ongoing personal relationships with a variety of business and industry representatives, assessing employer's business needs, and identifying employment opportunities for job seekers



Northeast and Caribbean (NHS Region 2)

MHTTC

Mental Health Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

Notes:

Job development has been described extensively in the Supported Employment literature. A summary of these definitions might be something like initiating and maintaining ongoing personal relationships with a variety of business and industry representatives, assessing employers' business needs, and identifying employment opportunities for job seekers.

Job development is based on a job seeker's individualized goals and interests. In module 3 of this series, you learned some of the tools to assist job seekers in selecting occupations based on their identified values, interests, and skills. Employment Specialists develop relationships with employers through ongoing outreach. Each contact with an employer is planned and intended to introduce their employment service, gain a better understanding of the employer's needs, and, ultimately, to make a job match between the job seeker and the employer.


For this module, we will be looking at job development as practitioners contacting and building relationships with employers on behalf of a job seeker. It's important to recognize that not all job seekers want or need this type of support, so always discuss the job seekers' preferences prior to job developing on their behalf.

1.8 Why Does It Matter?

INTRODUCTION

Job Development: Why Does it Matter?

Individual Placement and Support



Job Development Services Work
Participants receiving job development services are 4.9 times more likely to obtain a job than those who do not.

No Past Work Experience = No Job
Job seekers with no past work experience have little chance of getting a job without job development services.

Notes:

In the evidence-based practice model of supported employment, Individual Placement and Support (IPS), developing relationships with employers and developing employer networks is viewed as the most effective way to create job opportunities for job seekers.

Research has shown that participants who received job development services were 4.9 times more likely to obtain a job than those who did not. In this same study, job seekers with little to no prior work experience had virtually no chance of getting a job without the support of job development.

This demonstrates that job development positively impacts the likelihood of someone obtaining employment and is a critical component of Supported Employment services. In fact, the Individual Placement and Support (IPS) fidelity scale, which we looked at in Module 2, measures the job development efforts of a Supported Employment program and sets specific benchmarks for the number and quality of employer contacts.

Let's take a closer look at some skills practitioners can use to build relationships with employers.

1.9 Networking



Notes:

Job Development is usually the task that practitioners in employment services have the most discomfort performing. Some individuals are natural job developers and love meeting new employers, talking about what they do, and setting up interviews for job seekers.

However, most practitioners start out job developing with much fear and trepidation. It takes courage, ongoing practice, and a number of successes before gaining confidence with this skill.

Job development can also be the most satisfying and fun part of providing employment services. It relies on a number of different skills and is developed over time. One of those skills is the ability to connect with the employers themselves. We will look at ways to accomplish this throughout the module.

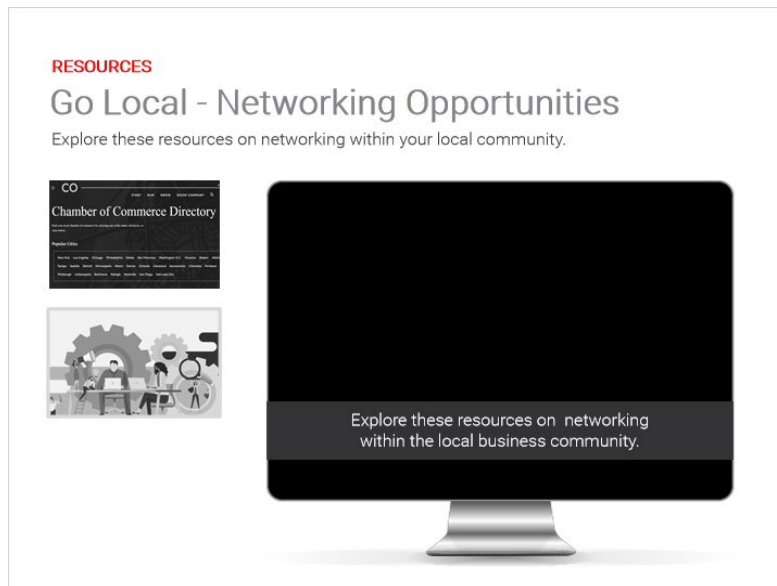
1.10 Go Local



Notes:

One way to build your employer network is to connect with local businesses. You can find employers through rotary clubs, Chambers of Commerce, human resources groups such as the Society for Human Resource Management and other local business organizations. Many organizations offer monthly networking events designed to learn more about the businesses in the area. These events present an excellent opportunity for your employment service to be recognized as being a part of the business community. Other businesses will see your professional service as valuable. One of the best networking opportunities might be your local coffee shop! Suggestions for finding local resources are on the following slide.

1.11 Go Local Resources



Notes:

Even though you can join a number of national business organizations, we recommend that you start with local opportunities. Two suggestions are presented here. Click on each icon on the left to explore.

Local Chamber of Commerce

A good place to start connecting with employers is your local Chamber of Commerce. This valuable resource offers a number of networking opportunities as well as educational programs to help you develop your business and connect with other potential employers. They also offer certain events that are open to potential members, such as early morning breakfast gatherings or "business after hours" functions. The process for joining is a little different for each Chamber, so making direct contact is the best way to start. Ask for a membership packet, which should include a list of membership dues, networking opportunities, benefits, and a membership list. Available here is a website that provides a listing of local chapters.

Human Resource Professionals

Another interesting resource you might not be aware of is the Society for Human Resource Management or SHRM. It is a large professional association specifically addressing the needs of the HR profession. Although this is a paid membership, there might be opportunities to attend meetings or events as a guest or other non-paying member. Check to see if there is a local chapter by visiting the website linked here, clicking on the *Membership* tab. Then select *Find Chapters in Your Area*, where you will be able to type in your city or zip code. Once you find your local


chapter, explore their website for events or other resources that might strengthen your networking.

Society of Human Resource Management (Slide Layer)

RESOURCES

Go Local - Networking Opportunities

Explore these resources on networking within your local community.




[Society for Human Resource Management](#) Close

Local Chamber of Commerce (Slide Layer)

RESOURCES

Go Local - Networking Opportunities

Explore these resources on networking within your local community.



[Local Chamber of Commerce Listing](#) Close

1.12 Be Active



Notes:

If possible, volunteer your time to support local business organizations, by helping with special events and committee work, or serving in leadership positions. This active participation enhances the value that others see in you and the services you provide. It's also a great way to meet people. It will help build and strengthen employer relationships. Some suggestions might be to work on the local Chamber of Commerce Diversity and Inclusion committee or volunteer to help with a charity event.

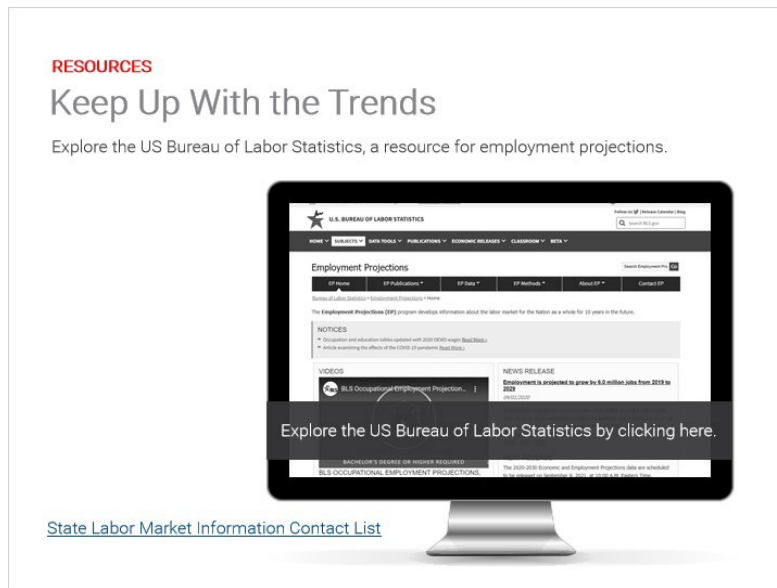
1.13 Keep Up with the Trends



Notes:

Keep updated regarding new business market trends. You can find information on labor market trends and projections on the US Bureau of Labor Statistics website. Its web address is included on the next resource slide. Being knowledgeable of employment trends and projections not only familiarizes you with the current and future labor market but also helps you research employers to assess for work culture fit.

1.14 Trend Resources



Notes:

The US Bureau of Labor Statistics is a good resource for keeping up with the trends in employment. You may not immediately think of this resource, but there is a wealth of labor market information on this site. Following the trends and employment projections not only helps you assist job seekers in their career development, but also provides lots of information about what the business community is up to. Click to explore.

You can also explore what businesses might be moving into your area. To find your State Labor Market Information Contact, click the link provided.

1.15 Know the Job Seeker



Notes:

To find the best employment opportunities for the job seeker, you will want to understand their goals, preferences, interests, and values. In module 3 of this series, you walked through some very helpful strategies for assisting individuals in identifying these characteristics. Job development is *highly individualized* and knowing the goals and preferences of job seekers helps in making good job matches as well as effectively managing your time in the community. Remember to clarify with job seekers beforehand their preferences regarding how much information they would like you to discuss with potential employers.

Target employers who have jobs that match the interests and goals of job seekers with whom you are working. This helps you manage your time by targeting specific employers with opportunities job seekers are interested in.

1.16 Put In the Time



Notes:

Preparing for job development activities takes time. You will want to build this time into your schedule. Strategies for good time management include identifying goals for the day and week and deciding how many employers you will contact in a given time period.

1.17 Play the part

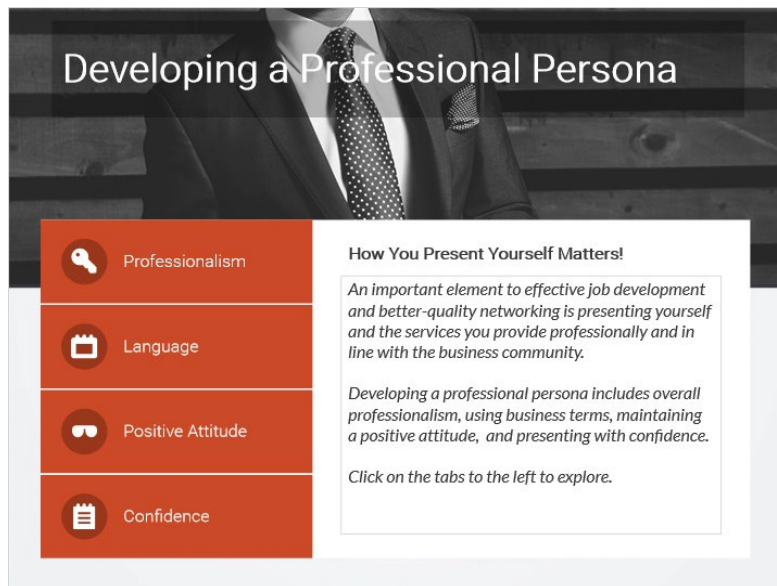


Notes:

When networking and visiting employers, remember to present yourself and your services professionally and in the most business-like fashion. Your clothing should look professional and neat. If you are unsure what to wear, it's always acceptable to err on the side of looking more formal than casual. This means no jeans, sneakers, or tee shirts. Carry a pad to take notes and have your calendar handy to schedule future meetings with the employer. Business cards and other marketing materials should also be professional looking.

Let's take a closer look at what it means to look the part.

1.18 Professional Persona



Notes:

An important element to effective job development and better-quality networking is presenting yourself and the services you provide professionally and in line with the business community in your area. Developing a professional persona includes acting and dressing as a professional, maintaining a positive attitude and developing confidence. Click on the tabs to the left to explore.

Professionalism

Developing a professional persona impacts the way your employment service is seen by the community. Portray your employment service like any other employment agency would. Introduce your service to an employer with language and marketing tools that convey a professional employment service, not a social service agency. Make sure you are using words and images that describe a 'business' that assists people with getting employment and not language and images that describe a service that helps people with disabilities or mental health conditions enter or reenter the workforce.

Language

Use terminology that is appropriate for the business world in contrast to the behavioral health field. All industries have their own jargon or way of speaking. Be mindful when you are interacting with employers to mirror the language they use. This may involve doing a little research on a particular employer so you can better understand their way of speaking and the language of their industry. Click on the button to test your knowledge of business and behavioral health language.

Positive Attitude

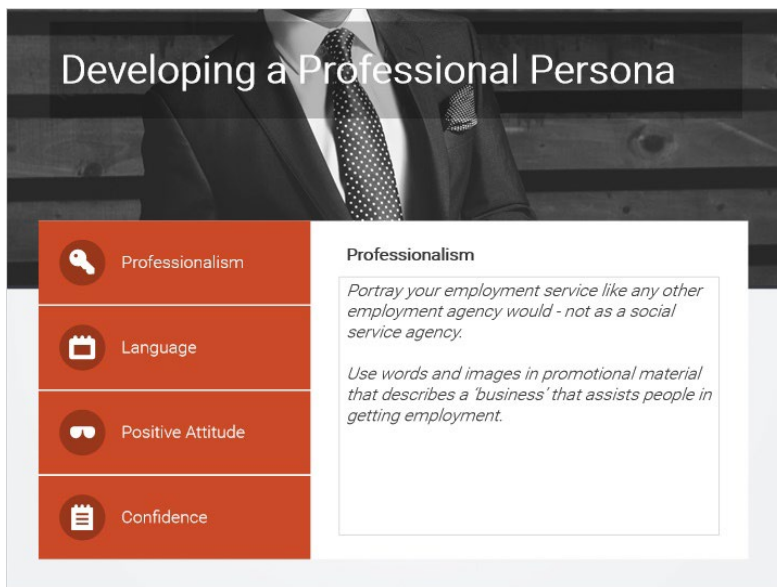
Job development is labor intensive. In fact, in one study, researchers found that 1255 job leads resulted in 188 job interviews and only 27 job offers. Whew! That's a lot of work!

Persistence is needed by job developers and job seekers! High fidelity Supported Employment programs log at least six face-to-face employer contacts per week and as these numbers show, disappointment is still inevitable. Setting employer contact goals for the day, week, and month will improve your skills and increase the odds of securing job offers for job seekers.

Present yourself with confidence

This may sound intuitive but confidently presenting your employment service and the job seekers who participate in your service is an important component to job development. Your confidence and professionalism, how you dress, answer the phone, reply to emails and texts are all important when interacting with employers. Employers expect the individuals who interact with them to be professional and businesslike.

Professionalism (Slide Layer)



Developing a Professional Persona

- Professionalism
- Language
- Positive Attitude
- Confidence

Professionalism

Portray your employment service like any other employment agency would - not as a social service agency.

Use words and images in promotional material that describes a 'business' that assists people in getting employment.

Language (Slide Layer)

The slide features a background image of a person in a suit. A dark horizontal bar at the top contains the title "Developing a Professional Persona" in white. On the left, a vertical sidebar with four orange buttons is shown. The buttons are labeled "Professionalism" (key icon), "Language" (calendar icon), "Positive Attitude" (glasses icon), and "Confidence" (notepad icon). The "Language" button is highlighted with a white border. To the right of the sidebar, a white box contains the following text:

Language

Use language that is appropriate for the business world as opposed to the behavioral health field.

See if you can distinguish between business language and behavioral health language by clicking on the button below.

[Click here for Exercise](#)

Positive Attitude (Slide Layer)

The slide features a background image of a person in a suit. A dark horizontal bar at the top contains the title "Developing a Professional Persona" in white. On the left, a vertical sidebar with four orange buttons is shown. The buttons are labeled "Professionalism" (key icon), "Language" (calendar icon), "Positive Attitude" (glasses icon), and "Confidence" (notepad icon). The "Positive Attitude" button is highlighted with a white border. To the right of the sidebar, a white box contains the following text:

Positive Attitude

Reaching out to employers takes patience and persistence. Aim for six face-to-face meetings with employer contacts per week.

Prepare for some disappointments but keep positive.

The more contact you make, the more your skills will improve.

Confidence (Slide Layer)

Developing a Professional Persona

- Professionalism
- Language
- Positive Attitude
- Confidence

Confidence

Employers expect you to be professional and businesslike. Pay attention to how you dress, answer the phone, and reply to emails and texts.

1.19 Social Media

TOOLS

Marketing Materials and Social Media

Marketing materials like business cards, brochures, flyers and social media should convey a consistent professional and business-oriented image.

Consider having your materials professionally created and printed.

Avoid images that depict charity such as a dove, heart, hands open palms up.

Notes:

Marketing materials include business cards, brochures, flyers and social media posts. Your materials should look professionally designed and businesslike with appropriate images and language. Consider getting input on these materials from marketing professionals, perhaps tapping into your agency's own marketing or public relations department if they have one. If these supports are not available within your agency, and if budget is a concern, consider partnering with a local college to see if students in marketing or design would be available to provide their expertise.

Some additional things to consider regarding your marketing materials are:

Make sure they convey a consistent message and coordinate with each other. Use similar design elements on business cards and brochures to "brand" yourself and your services. These could include the use of certain colors and logos. If you need to create your own materials, Microsoft Publisher has business card, brochure and flyer templates that are easy to modify.

Gather inspiration and ideas from others. Research the types of language and images other recruiters and staffing services are using and consider using something similar. Avoid images that depict charity like doves, hearts or open hands with their palms up. You are going for an image that says "business" not "social service".

Consider spending the money to have your business cards professionally printed even if you can't afford to have all your materials professionally printed.

Regularly publish social media posts on topics of interest to the business community. This practice will show you are current with trends and knowledgeable about the industry. Do NOT mix your private and professional social media life. As a priority, "clean up" your personal social media as soon as possible. Create a professional LinkedIn page and connect with others on the site.

Reference:

Adapted by McCalla, Dolce, Waynor for IEI Job Development Training from materials by Morgan, V.L. from *Russmor Marketing Group*



1.20 Components of an Elevator Speech

TOOLS

Example of Appropriate Elevator Speech

Components of a Good Elevator Speech

1. Introduction of yourself and company
2. Description of problem or concern
3. Explanation of your service
4. Description of benefit to the employer



Click on the microphone to hear an example of an elevator speech from a job developer in behavioral health. See if you can identify the 4 components described above.

Notes:

An elevator speech is critical when interacting with employers. An elevator speech conveys key information quickly to describe an idea, product, or company. They are called elevator speeches because they are typically the span of an elevator ride, about 20-30 seconds.

There are four components to an elevator speech:

1. An introduction of yourself and your company
2. Description of a problem or concern such as one the employer might be experiencing
3. An explanation of your service and how your service can help the employer address this problem
4. And, finally, benefits you can provide the employer

You will want to deliver your elevator speech quickly and clearly, making every word count. Make sure to use business-oriented language.

Practitioners can assist job seekers in crafting their OWN elevator speeches to use during their initial contacts with employers and when introducing themselves.

Click on the microphone to hear an example of an elevator speech by Jack Dalton, a job developer in a behavioral health reemployment social service. He has been trying to meet with someone from Human Resources in a company located in his building to make a connection for possible job seekers he represents.

Much to his surprise, he finds himself sharing an elevator with the Director of Human Resources when he least expected it. What luck! Good thing he had practiced his “elevator speech” ahead of time.

Let’s listen to Jack’s conversation with his unexpected elevator companion. See if you can identify the 4 components of a good elevator speech. Was the language used business-oriented or human service sounding?

Introduction:

Hello, my name is Jack Dalton from IEI Employment Services.

Describe a problem or concern:

Finding reliable employees nowadays can be very time consuming and expensive.

Describe how you can help solve the problem (Explain your services):

IEI Employment Services assists employers with finding qualified job applicants. We take the time to speak with employers to identify their needs so that we can make a good match with them and our job candidates.

Benefits to the employer:

I would love to discuss how using our services will save you time and money in your recruitment process!

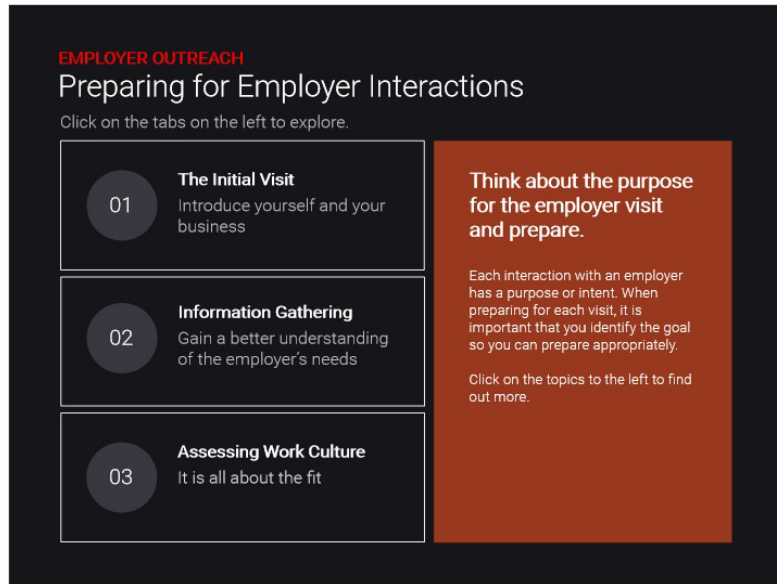
Transcript of Audio:

Hello, my name is Jack Dalton from IEI Employment Services. Finding reliable employees today can be very time consuming and expensive. IEI Employment Services assists employers with finding qualified job applicants. We take the time to speak with employers to identify their needs so that we can make a good match with our job seekers. I would love to discuss how using our services will save you time and money in your recruitment process!

Adapted by McCalla, Dolce, Waynor for IEI Job Development Training from

materials by Morgan, V.L. from *Russmor Marketing Group*

1.21 Preparing for Employer Interactions



Notes:

Each interaction with an employer should have a purpose or intent. When preparing for each visit, it's important to identify the goal for both you and the employer so you can best prepare. This helps build confidence and ensures you will have the necessary materials and information on hand for the appointment. Are you there to introduce yourself and your employment service, gain a better understanding of the company and its work culture, or are you ready to introduce a potential job candidate to the employer?

Click on the tabs on the left to explore.

The Initial Visit

Practice your elevator speech. Prior to heading out or contacting an employer remotely, write down what you want to say and questions you have for them. Send any electronic marketing materials and links to your professional social media accounts ahead of time when confirming your appointment. You can also bring with you printed marketing materials to leave along with your business card.

Asking Questions - Employer Needs

You will want to find out specifically what the employer is looking for in job candidates. Think about this ahead of time and write down your questions in a professional looking notepad or notebook. It is natural to be nervous, making it easy to forget what information you need. Here are some sample questions to get you started.

It is all about the Fit: Assessing the Work Culture

Work culture is especially important when matching a job seeker with a job opening. Each employment setting has its own characteristics and you will want to assess this before connecting job seekers to an employer. It's all about the fit for both the job seeker and the employer.

The Initial Visit (Slide Layer)

EMPLOYER OUTREACH
Preparing for Employer Interactions
Click on the tabs on the left to explore.

- 01 The Initial Visit**
Introduce yourself and your business
- 02 Information Gathering**
Gain a better understanding of the employer's needs
- 03 Assessing Work Culture**
It is all about the fit

Be Prepared

- Practice your elevator speech.
- Be prepared for tough questions.
- Send any marketing materials and links to social media ahead of time.
- Bring your business card and printed materials when meeting in person.

Information Gathering (Slide Layer)

EMPLOYER OUTREACH

Preparing for Employer Interactions

Click on the tabs on the left to explore.

01

The Initial Visit
Introduce yourself and your business

02

Information Gathering
Gain a better understanding of the employer's needs

03

Assessing Work Culture
It is all about the fit

Questions to Ask

- What do you look for in job candidates?
- When do you typically hire?
- What are your most immediate employment needs?
- What types of employees fit in best?
- Describe a typical day in your company.

Assessing Work Culture (Slide Layer)

EMPLOYER OUTREACH

Preparing for Employer Interactions

Click on the tabs on the left to explore.

01

The Initial Visit
Introduce yourself and your business

02

Information Gathering
Gain a better understanding of the employer's needs

03

Assessing Work Culture
It is all about the fit

It Is ALL About Fit

Understanding that each employment setting has distinct characteristics that define its work culture allows us to assist job seekers with finding a good job match.

1.22 Tough Questions

What Would You Do If

Click on each of the situations below to discover tips on how to best respond.

the manager says they are not hiring	the hiring manager is not available	the manager asks why there is no fee for services
the receptionist ignores you	you are asked why you are there instead of the job seeker	the manager has had bad experiences with agencies like yours

Notes:

What happens when you are visiting a potential employer as a job developer and things do not go as anticipated? This is when your preparation and planning is crucial! Consider having a conversation with your supervisor and colleagues regarding potential situations that might arise and get their thoughts about how to respond. Your confidence in responding to tough questions will make all the difference in developing trust with employers. Sometimes that means practicing your responses ahead of time.

Click on each situation to discover what you should consider doing and then proceed to the next slide for a real-life example of job development in action.

The manager says they are not hiring

Explain that you are not there to solicit job leads but to introduce yourself and your services to the employer. You also want to highlight that you are seeking to gain a better understanding of what the employer looks for in candidates.

This information will allow you to make a better job match in the future. Let them know you would welcome the opportunity to meet to further discuss their needs and how you may assist them.

The hiring manager is not available

1. Thank the person and ask if you could have the name and contact information for the hiring manager.
2. Note the name of the person you are speaking to so you can refer to them when

reaching out to the hiring manager.

The manager asks why there is no fee for services

Explain that you work under a grant that assists individuals in their career development and transition back to work so there is no fee. Alternatively, you can say that the fee is paid for by the supply or job seeker side of services.

The receptionist ignores you

1. Thank the person and say that it appears as though they are busy. You will return when they are less busy. Ask when a good time would be.
2. Be considerate of the receptionist's time. They are the gatekeeper and, most likely, will inform the manager of the impression you made with them.

You are asked why you are there instead of the job seeker

State that part of your job duties include meeting with local employers to get an idea of what they look for in job candidates so that you can make a good job match.

The manager has had past bad experiences with agencies like yours

1. Emphasize that you attempt to provide job candidates who meet the employers' needs and have the skills and interests for a particular job.
2. Acknowledge that bad experiences happen and are unfortunate.
3. Assure them you recognize not all job candidates work out and that the employer's prior bad experience does not generalize to all similar services.

Manager Not Hiring (Slide Layer)

Manager Not Hiring

Explain that you are not there to solicit job leads but to introduce yourself and your services to the employer. You also want to highlight that you are seeking to gain a better understanding of what the employer looks for in candidates.

This information will allow you to make a better job match in the future. Let them know you would welcome the opportunity to meet to further discuss their needs and how you may assist.

... tips on how to best respond.

... manager is	the manager asks why there is no fee for services
... why you are there instead of the job seeker	the manager has had bad experiences with agencies like yours

Close

Manager Not Available (Slide Layer)

Manager Not Available

1. Thank the person and ask if you could have the name and contact information for the hiring manager.
2. Note the name of the person you are speaking to so you can refer to them when reaching out to the hiring manager.

Close

... tips on how to best respond.

... manager is	the manager asks why there is no fee for services
... why you heard of the	the manager has had bad experiences with agencies like yours

No Fee For Service (Slide Layer)

No Fee for Service

Explain that you work under a grant that assists individuals in their career development and transition back to work so there is no fee.

Alternatively, you can say that the fee is paid.

Close

... tips on how to best respond.

... manager is	the manager asks why there is no fee for services
... why you heard of the	the manager has had bad experiences with agencies like yours

Receptionist ignores you (Slide Layer)

Receptionist Ignores You

1. Thank the person and say that it appears as though they are busy. You will return when they are less busy. Ask when a good time would be.
2. Be considerate of the receptionist's time. They are the gatekeeper and, most likely, will inform the manager of the impression you made with them.

Close

... tips on how to best respond.

... manager is	the manager asks why there is no fee for services
... why you said of the	the manager has had bad experiences with agencies like yours

Instead of the Job Seeker (Slide Layer)

Instead of the Job Seeker

State that part of your job duties include meeting with local employers to get an idea of what they look for in job candidates so that you can make a good job match.

Close

... tips on how to best respond.

... manager is	the manager asks why there is no fee for services
... why you said of the	the manager has had bad experiences with agencies like yours

Past Bad Experiences (Slide Layer)

Past Bad Experiences

1. Emphasize that you attempt to provide job candidates who meet the employers' needs and have the skills and interests for a particular job.
2. Acknowledge that bad experiences happen and are unfortunate.
3. Assure them you recognize not all job candidates work out and that the employer's prior bad experience does not generalize to all similar services.

Close

... tips on how to best respond.	
ager is	the manager asks why there is no fee for services
why you d of the	the manager has had bad experiences with agencies like yours

1.23 Byron the Mechanic

Helping Byron, The Mechanic

You are a Vocational Specialist working with Byron who has been working on his wellness goals for over a year. He has expressed interest in working as an auto mechanic since he has prior experience with this work.

One day on your way home you drive by a garage and notice they are looking for mechanics. You call Byron with the news. He asks if you could meet with the garage owner on his behalf.

Notes:

You are working as a Vocational Specialist on a Assertive Community Treatment (ACT) team.

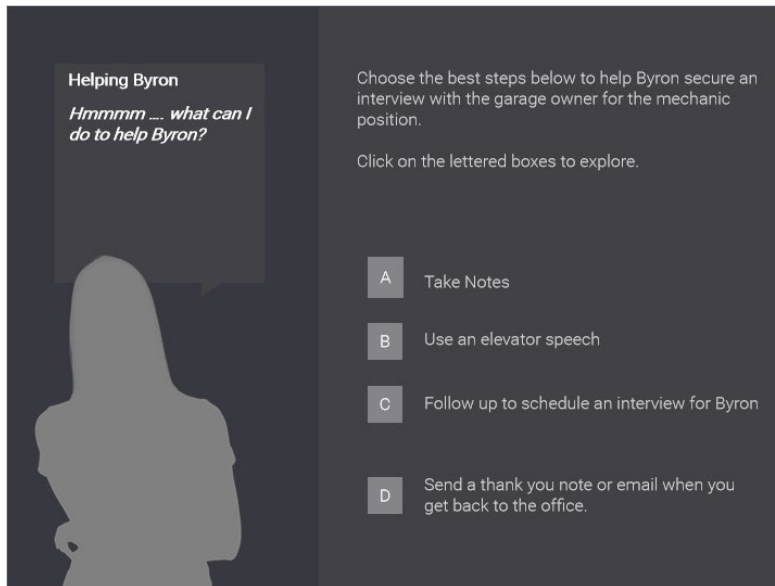
Byron, a new person participating in services, has been working this past

year on his wellness goals. He's been making social connections with friends he lost touch with over the years and with new friends. He has expressed interest in working for an auto mechanic. He has past experience doing this type of work and completed technical school with a certificate in auto mechanics.

Unfortunately, no firm leads have developed as of yet and Byron has not had any interviews. However, he is still very interested, and has requested your help as he is feeling overwhelmed with the process.

On your way home from work one day, you see a sign outside of an automotive body shop looking for mechanics. You immediately reach out to Byron with the opportunity. Byron asks if you could talk to the owner of the garage on his behalf.

1.24 Case Study Options



Helping Byron
Hmmm ... what can I do to help Byron?

Choose the best steps below to help Byron secure an interview with the garage owner for the mechanic position.

Click on the lettered boxes to explore.

- A** Take Notes
- B** Use an elevator speech
- C** Follow up to schedule an interview for Byron
- D** Send a thank you note or email when you get back to the office.

Notes:

You contact the garage owner, explaining that you are with an employment services program and you have a candidate who might be a good fit for the position. Success! The garage owner is willing to meet with you. What should you do during the meeting to help secure an interview for Byron?

Take Notes

Make sure to take notes while meeting with the garage owner. Look them over soon after your visit to fill in any missing or unclear information. Consider using a master log for all employer visits, which identifies the date, address, type of contact (e.g., phone, text, in person or email), and any follow up information including a follow update.

Elevator Pitch

Have your elevator speech ready to deliver with the garage owner. Make sure to practice before your meeting. Be professional in your presentation and dress the part.

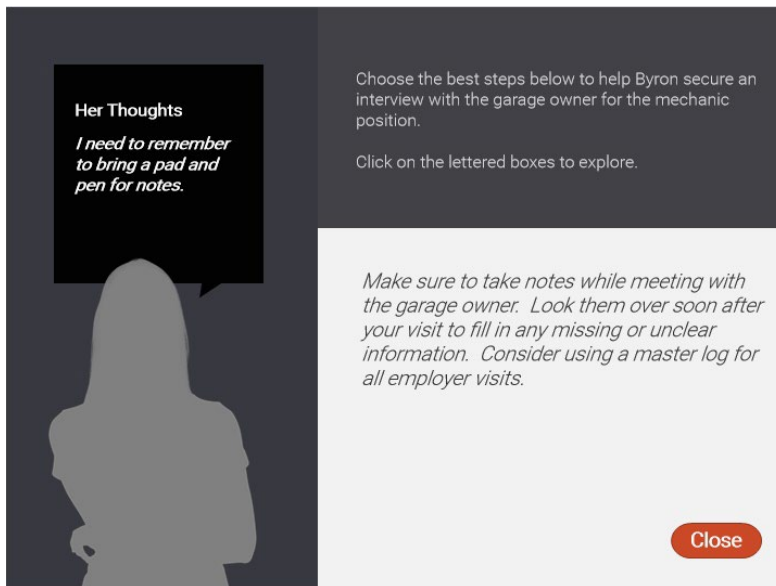
Follow Up

After talking with the garage owner, if both parties are interested, follow up to schedule an interview for Byron and help him prepare. If this position isn't a good fit for Byron, continue to maintain a working relationship with the garage owner. You never know, it might be a good fit for someone in the future.

Email and Maintaining a Relationship

Make sure to thank the garage owner for their time when leaving. In addition, send a thank you note or email within 48 hours regardless of whether this job is a good fit for Byron. Other positions might open in the garage or the garage owner might be a good connection for future job seekers. Consider periodically sending the garage owner an interesting article or piece of information. This strengthens the relationship and helps to build trust.

Take Notes (Slide Layer)



This slide layer features a dark background on the left with a silhouette of a person. A speech bubble above the silhouette contains the text "Her Thoughts" and "I need to remember to bring a pad and pen for notes." The right side of the slide has a dark header with instructions: "Choose the best steps below to help Byron secure an interview with the garage owner for the mechanic position." and "Click on the lettered boxes to explore." Below this is a light gray area containing the text: "Make sure to take notes while meeting with the garage owner. Look them over soon after your visit to fill in any missing or unclear information. Consider using a master log for all employer visits." A red "Close" button is located in the bottom right corner.

Her Thoughts
I need to remember to bring a pad and pen for notes.

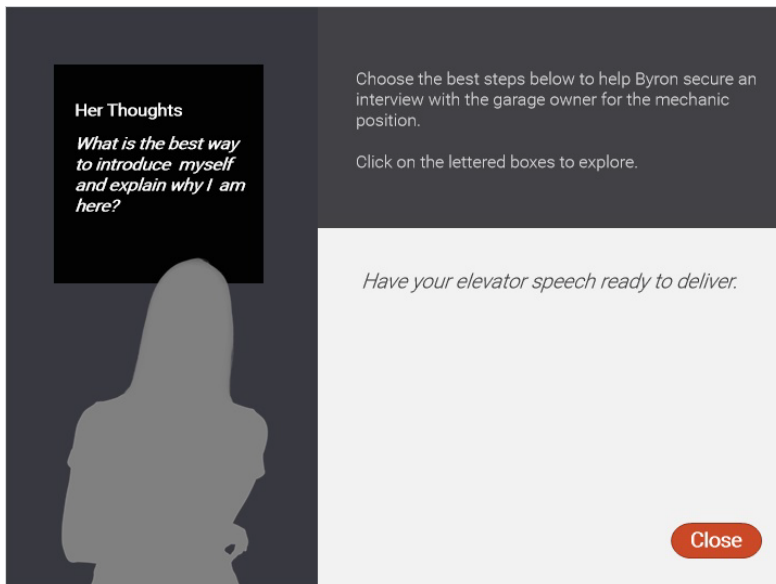
Choose the best steps below to help Byron secure an interview with the garage owner for the mechanic position.

Click on the lettered boxes to explore.

Make sure to take notes while meeting with the garage owner. Look them over soon after your visit to fill in any missing or unclear information. Consider using a master log for all employer visits.

Close

Elevator Pitch (Slide Layer)



This slide layer features a dark background on the left with a silhouette of a person. A speech bubble above the silhouette contains the text "Her Thoughts" and "What is the best way to introduce myself and explain why I am here?" The right side of the slide has a dark header with instructions: "Choose the best steps below to help Byron secure an interview with the garage owner for the mechanic position." and "Click on the lettered boxes to explore." Below this is a light gray area containing the text: "Have your elevator speech ready to deliver." A red "Close" button is located in the bottom right corner.

Her Thoughts
What is the best way to introduce myself and explain why I am here?

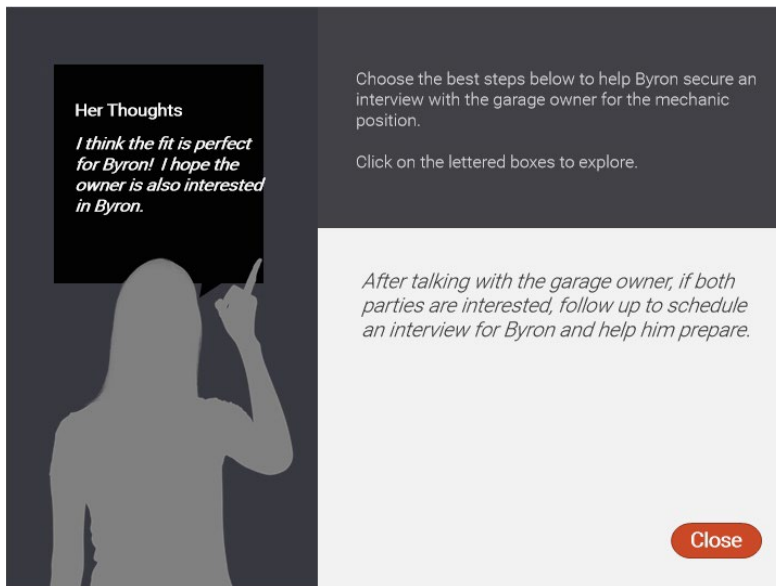
Choose the best steps below to help Byron secure an interview with the garage owner for the mechanic position.

Click on the lettered boxes to explore.

Have your elevator speech ready to deliver.

Close

Follow Up (Slide Layer)



Her Thoughts

I think the fit is perfect for Byron! I hope the owner is also interested in Byron.

Choose the best steps below to help Byron secure an interview with the garage owner for the mechanic position.

Click on the lettered boxes to explore.

After talking with the garage owner, if both parties are interested, follow up to schedule an interview for Byron and help him prepare.

Close

Email and Maintaining a Relationship (Slide Layer)



Her Thoughts

As soon as I get back to the office, I have to remember to send a thank you email to the garage owner.

Choose the best steps below to help Byron secure an interview with the garage owner for the mechanic position.

Click on the lettered boxes to explore.

Make sure to thank the garage owner for their time when leaving. In addition, send a thank you note or email within 48 hours regardless of whether this job is a good fit for Byron. Other positions might open up in the garage or the garage owner might be a good connection for future job seekers.

Close

1.25 In Closing

SUMMARY


In Closing

Point 1
Job development is an important component of effective employment services.

Point 2
Job development means connecting with employers in a professional and businesslike manner. Do your homework and be prepared.

Point 3
Build and strengthen relationships with local resources.

SUMMARY



Notes:

As we wrap up this module, there are three points to remember.

Point 1: Job development is an important component of effective employment services. Job seekers who have little to no work experience are less likely to obtain employment without the support of job development.

Point 2: Job development includes connecting with employers in a professional and businesslike manner. Prepare for your interactions with employers by creating and practicing your elevator speech, developing marketing materials, and planning responses to tough questions.

Point 3: Use local resources to connect with employers and develop a robust employer network.

1.26 Exit

Moving On



Thank you for taking *Supported Employment – Job Development: Building Relationships with Employers*, Module 4 in the series.

Our next module will focus on workplace disclosure, requesting accommodations, and legislation that protects employees with disabilities. Join us!

Citation list can be found under Resources.



Northeast and Caribbean (NHS Region 2)
MHTTC Mental Health Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

Notes:

Thank you for taking part in the fourth module of *Supported Employment - Job Development: Building Relationships with Employers*.
Our next module will focus on workplace disclosure, requesting accommodations, and legislation that protects employees with disabilities. Join us!

2. Lightbox

2.1 The Language We Use

(Drag and Drop, 0 points, 1 attempt permitted)

The Language We Use

Consider each item listed in pairs below. Determine if the item is an example of business language or behavioral health language. Click and drag to the appropriate drop box. Note that the item will only stay in the **correct** column!

Competitive Employment	Job Development	Business Language
Job, Work	Marketing, Selling	Business Language Drop Box
Consumer/Client	Ongoing Support	
Job Applicant	Employee Assistance	Behavioral Health Language
Counsel	Application Process	Behavioral Health Language Drop Box
Meet With, Negotiate	Intake	

Notes:

Consider each item listed below. Sort each item listed as a side effect of unemployment, a symptom of a mental health condition or both by clicking and dragging the items in the black boxes to the correct column. Note that the item will only stay in the **correct** column. When finished with the exercise, click the checkmark in the bottom right.

Correct Answers ...

Job Development - Behavioral Health

Marketing, Selling – Business

Competitive employment – Behavioral Health

Job, Work – Business

Consumer, Client – Behavioral Health

Job Applicant – Business

Counsel - Behavioral Health

Meet with, negotiate – Business

Application Process – Business

Intake – Behavioral Health

Ongoing Support – Behavioral Health

Employee Assistance – Business

Correct (Slide Layer)

The screenshot shows a quiz interface titled "The Language We Use". The instructions state: "Consider each item listed in pairs below. Determine which item is behavioral health language. Click and drag to the appropriate column. Items that are not behavioral health language stay in the **correct** column!"

The interface displays two columns of items. The left column contains: "Competitive Employment", "Job, Work", "Consumer/Client", "Job Applicant", "Counsel", and "Meet With, Negotiate". The right column contains: "Job Development", "Marketing", "Ongoing Support", "Employee Assistance", "Application Process", and "Intake".


A black overlay slide is positioned on the right side of the screen, indicating a correct answer. It features a white checkmark icon, the word "Correct", the text "Correct! Great job!", and a "Continue" button.

Incorrect (Slide Layer)

The Language We Use

Consider each item listed in pairs below. Determine which is the correct behavioral health language. Click and drag to the appropriate column. Items that stay in the **correct** column!

Competitive Employment	Job Development
Job, Work	Marketing
Consumer/Client	Ongoing
Job Applicant	Employee
Counsel	Applicative
Meet With, Negotiate	Intervene



Incorrect

You did not select the correct response.

Continue