

reframing

the

hiring decision



getting jobs for people with skills limitations

reframing the hiring decision

THE challenge

motivated to work but limited skills



Chris wants a job, badly, and is willing to work at whatever job can be found. The trouble is Chris doesn't get work done as fast as employers typically would like. Also Chris can be shy, and when compared to others competing for entry level jobs Chris seems much less capable. The usual result: Chris is likely destined to be unemployed for a long time.

And Chris is not alone.

Employment professionals often see men and women like Chris who are eager to work, but whose abilities do not reach employer's traditional hiring levels. Their value is not always recognized in that first hiring assessment. They need extra help to demonstrate their strengths to employers.

A solution

to the hiring challenge

Often this challenge is handled with more training. It generally will not help. These candidates are already putting out to their full capacity and want jobs now. They will probably never be "job ready." Many times candidates like Chris will have developmental, cognitive, learning, physical, or emotional disabilities. They are often early school leavers and not inclined to more formal learning. These individuals are trying, but their limited abilities are a big barrier to employment. Eager to work, but never chosen.

A more powerful strategy is needed. We must work with the employer's hiring expectations. We need to demonstrate to employers the value of hiring a non-traditional candidate like Chris.

Reframing the Hiring Decision
helps job developers
make persuasive presentations
so that employers are motivated
to reframe their thinking
around hiring - to take
a second look at Chris.

Reframing the Hiring Decision
is a two-day sales action program.
It teaches experienced
job developers the advanced
sales and marketing skills that are
needed to direct hiring decisions.
The program focuses on
developing skills that persuade
the employer to reframe
selection criteria in their hiring.



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THE benefits

to reframing the hiring decision

What do Job Developers, Candidates and the Agencies get from the Reframing the Hiring Decision Program?

Job Developers:

- Greater ability to penetrate and deal with the labour market
- An easy consolidation of skills/best practices from fellow job developers
- Enhanced ability to manage a more difficult-to-serve caseload
- Easier and more productive job development strategies

Candidates:

- More jobs for people normally left out of the hiring equation
- More people able to get on with their lives

Agencies:

- A better return on investment for time and resources spent with the employer
- Longer-term, more productive relationships with employers
- More business as agency is able to serve a greater variety of clientele



Participants often say:

"you definitely are the how-to guys"
or

"we finally know how to do job development"

Manager comment:

"now we know how to get jobs for most people on our caseloads"

OUR credentials

why should you believe us?

- Elements of Reframing the Hiring Decision are being used by the Ministry of Training, Colleges and Universities (Ontario, Canada), State of Florida Division of Blind Services, State of North Carolina Services for the Blind, and the Ontario March of Dimes
- Organizations applying the techniques presented in Reframing the Hiring Decision see a **30% to 50% increase in job development results** for their entire caseloads
- We stand by you through direct staff coaching to ensure effective technique application and positive results



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WHAT does

reframing the hiring decision look like?

Reframing the Hiring Decision is a hands-on, practical, two day session that gives participants lots of time to discuss issues and practice their skills. The program recognizes the knowledge and experience of the group. It builds on this awareness so that people learn from each other as well as from the facilitator.

The session is divided into four sections with the greatest emphasis on developing strategies and techniques that persuade the employer to reframe his/her hiring decision. These four sections include:

Client Relationships

- Establishing confidence in your candidate's motivation to work
- Expanding candidate career options while at the same time meeting your candidate's vocational goals

Understanding the Employer's Perspective

- The four fundamental employment needs that make everyone employable even if under skilled
- Pre-qualifying employers to ensure best use of time and effort
- Pursuing employers with a high probably of hiring your under-skilled candidates
- Market penetration strategies
- Adapting your own, your colleagues and the employment industry's best practices in job development

Building Your Employer Strategy

- Maximizing employer contacts
- Increasing job developer credibility so that they get more appointments and their messages are well received
- Designing roadmapping key contact points with the employer to ensure job developers maximize each interaction with the employer
- Asking good questions right from the first contact

Capitalizing on Employer Contacts

- Maximizing "Face Time"
- Developing your employer conversation to reframe hiring needs
- Using "platform selling" and longer term marketing strategies to build long-term employer relationships
- Building the questions, tone and manner that encourage the employer to reframe his/her hiring criteria
- Developing an "Employer Reframing Strategy" that begins at the pre-qualifying stage and goes through to the hiring decision

WHAT to do now

contact emp today!

Call us to discuss your issues and how a Reframing the Hiring Decision workshop will benefit your organization.



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