

Job Shadow Initiative: A National Success Story



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Who are the IASE?



- Irish National voluntary organisation
- Promote Supported Employment
- Promote Best Practice
- Equal employment opportunities
- Influence policy makers

What is Job Shadow Day'



Job Shadow is an IASE initiative

Job Shadow is national project bringing supported employment agencies, people with disabilities and local employers together for one day to highlight the positive contribution people with disabilities can and do make at work.

What is Job Shadow?



- Opportunity to shadow a workplace mentor
- 1 day/week per year
- Use key principles of Supported Employment

Why get involved?



For the supported employment agency

- Gain an insight into a particular job or career area
- Learn more about your clients' interests, skills and strengths
- Network and meet new employers
- Promote your service to employers and jobseekers
- Promote your service in local and national media

Why get involved?



For jobseekers

- Gain an insight into a particular job or career area
- Network and meet new people
- Learn more about job requirements and employers expectations
- Identify and explore employment opportunities
- Learn more about the businesses and employers in your community

Why get involved?



For employers

- Promote and encourage an inclusive workplace
- Access a pool of potential employees
- Learn and understand more about recruiting people with disabilities
- Be a champion of social justice in your community
- Meet new people and network
- Get new customers. People with disabilities in Ireland have a potential spending power of €3.3 billion!
- Promote your business in local and national media

Job Shadow Statistics

Year	No of Job Seekers with Disability that participated	Employers that participated	Job Placements
2008	358	238	24
2009	472	322	25
2010	213	191	2
2011	345	324	5
2012	331 Supported by 49 SE organisations	389 285 Host companies/organisation 104 public service placements	3
2013	446 Supported by 51 SE organisations	429 361 Host companies/organisations 75 Public service placements	19
Total	2,165	1,893	78

Challenges



- Extremely tough labour market
- Cost issues within companies –Mainly SME's
- Limited Budget for Promotion of Service

Employer Perspectives:

- Fear, lack of knowledge, lack of experience, time factors.
- Hand holding required: where employers have used a supported scheme, feedback has been positive.

How does Job Shadow benefit a community and its people?

- Increases public awareness of the ability of people to work in mainstream paid jobs.
- Promotes Social inclusion
- Promotes Equality and Diversity in the community
- Creates economic independence for people with disability
- Promotes Job Creation /Job Matching

How does Job Shadow increase Employment in a local community

- Public recognition of the value of SE service
- Public Acknowledgement of Employer support
- Increased Employment Opportunities: -
Long Term Benefits (e.g. some employers now contact the SE service directly when they are recruiting.)

Key success factors

- Positive belief in the competence, talents of people with disabilities
- Positive belief in the concept 'simple - action oriented - connection'
- Invest in a strong partnership and communication
'Together we can...'
- No fear of engaging with employers, thinking in terms of opportunities, creating jobs and longterm relationships.
- Good organisation and follow-up with regional key-persons
- Clear targets (national-regional), monitoring and measurements

Job Shadow Framework

First European Wide Job Shadow April 22nd
2015

Opportunity to run a pilot Job Shadow in 2014

Contact IASE for further advice

EUSE Partnership project led by the IASE

Implementation Framework

1. Decide to do it
2. Run a comprehensive PR campaign
3. Identify the role of the Job Coach within the Framework
4. Build on the success of the first year

Part 1: Decide to do it!

- National group established
- Secure a source of funding
- National Administrator assigned
- Key people in place
- Marketing strategy
- Employers sign up
- Job seekers sign up

Part 2: Public Relation Campaign

- Flagging Job Shadow on all Online Channels
- Press Notices to TV, Radio and Print
- Press Releases to National Print Media
- Nationwide local radio coverage
- Social Media campaign with timely updates.
- Post-Event follow up with regional newspapers

Part 3: Role of the Job Coach

Use key principles from Supported Employment

Stage 1: Skills Assessment

Stage 2: Job Matching

Stage 3: Job Seeking

Stage 4: Other Support

Part 4: Build on the success

- Follow up with an Awards day
- Increase numbers for following year
- Create awareness throughout the year
- Set the date early for the next year
- Encourage job coaches to promote it

A short film of Job Shadow success stories from around Ireland followed by a question and answer session

Thank You

