



Employer Engagement

One possible solution to a common problem!

Jem Jones – Project Director
for

N.E.E.D.

National Employer Engagement Database





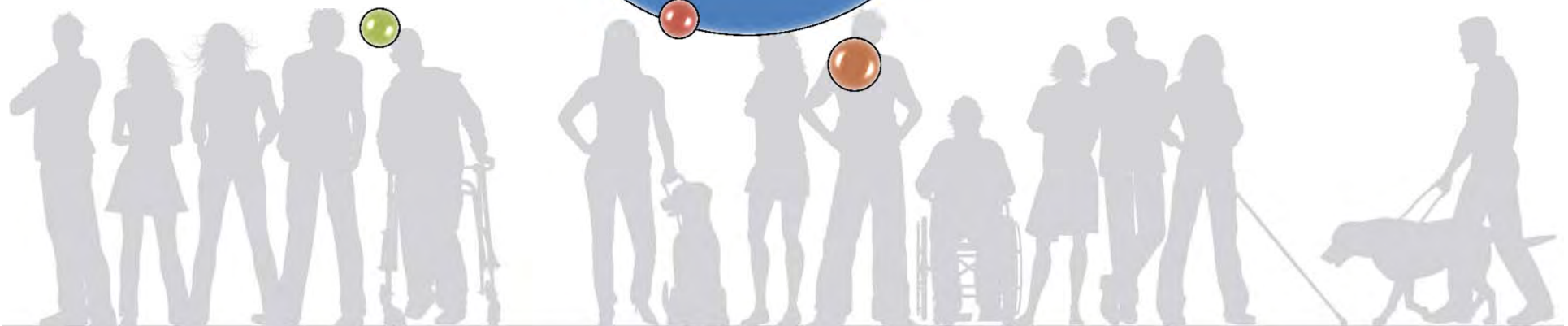
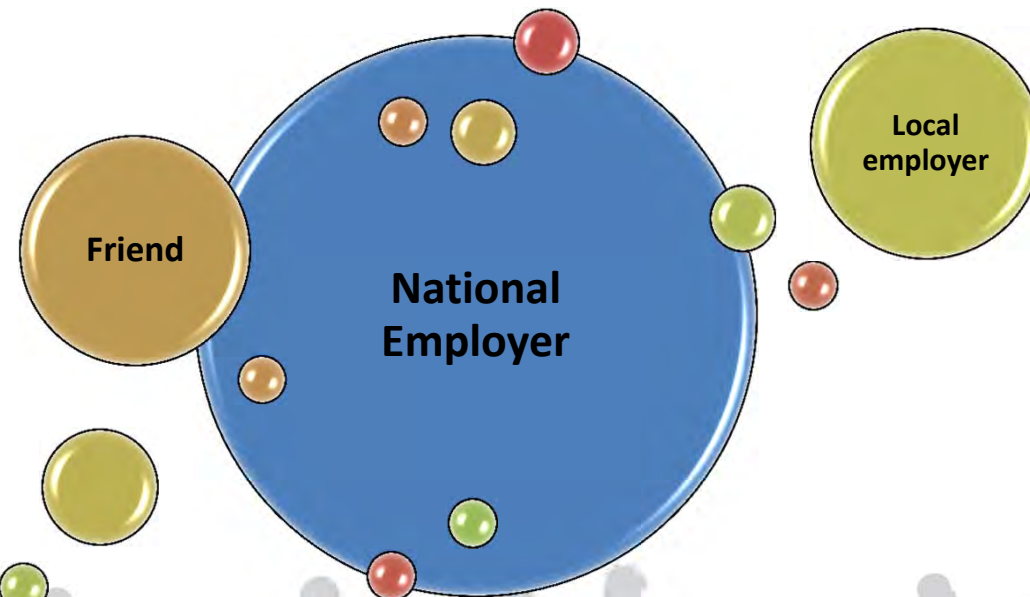
Background

IT to CSR to LLDD





Problem 1...





Problem 1...

Main Board

HR/ CSR Directors

National Manager

Regional Manager

Store Manager

Dept Manager



- Responsibility
- Decision
- Blame
- Passing of the buck?





Problem 1...

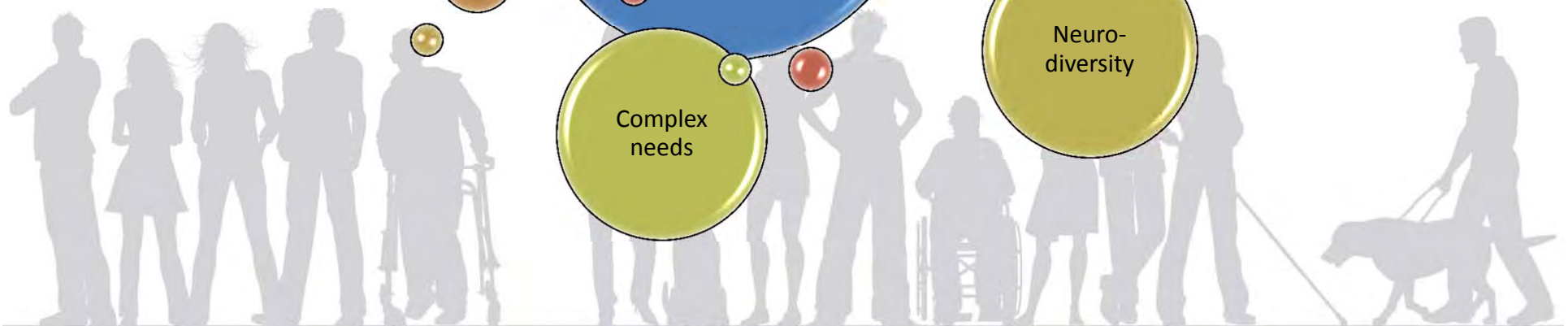
“ Disabled people are far less likely to be in employment ”

The UK employment rate of working age disabled people is 47.8 per cent, compared to 75.9 per cent of non-disabled people





Problem 2...





Problem 2...

“

Nearly two-thirds (65 per cent) of people have admitted they avoid disabled people because they don't know how to act around them.

”

(BT - 'Ready, Willing and Disabled Event 2011)





And to compound the issue...

Does the employer consider our client/student to be truly the most attractive candidate in an open recruitment process?





Scenarios...





So what can we do...





So what can we do...

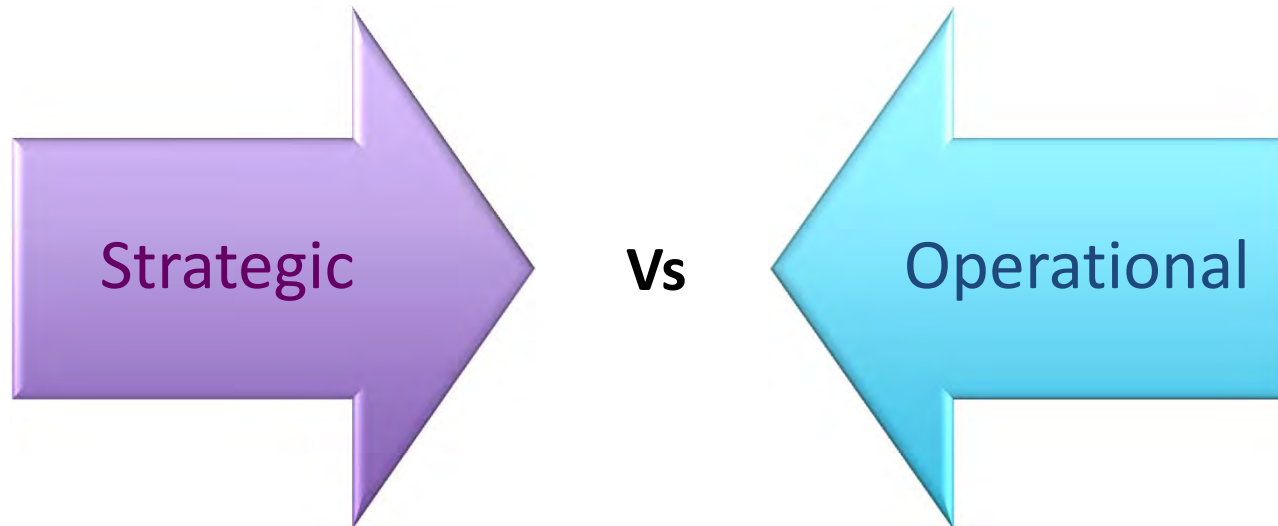
Back to CSR...

- An easier 'pitch'
- HQ – not local
- Not client-centred (!?)



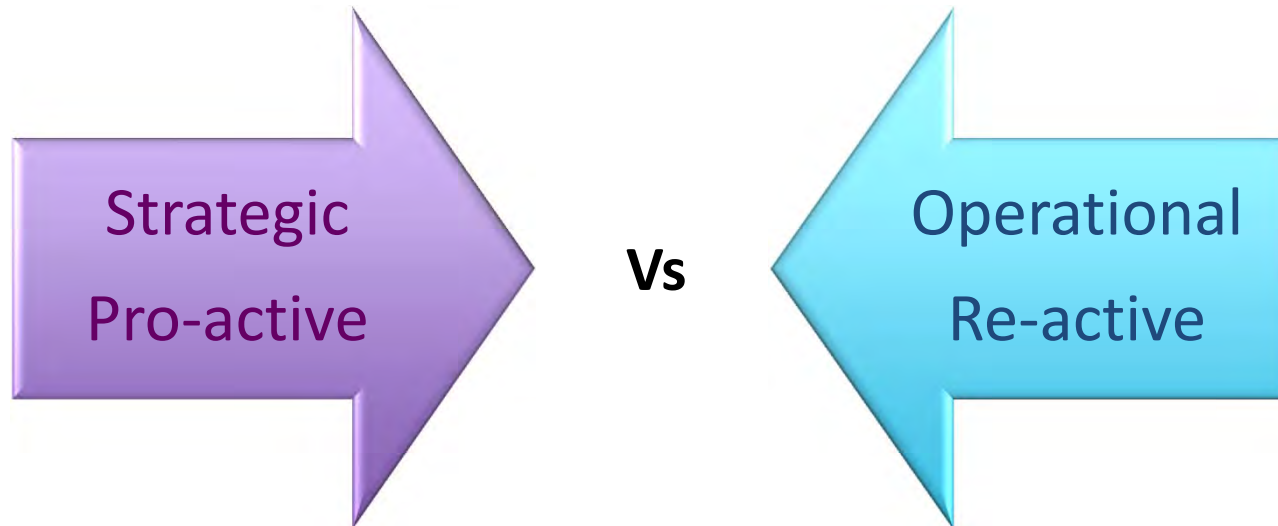


So what can we do...





So what can we do...





Strategic vs Operational...

Strategic

1. Initial Contact
2. Proposal
3. Broad agreement
4. Details agreed
5. Implement Pilot
6. Produce Case study
7. Roll-Out





Strategic vs Operational...

Strategic

1. Initial Contact
2. Proposal
3. Broad agreement
4. Details agreed
5. Implement Pilot with right clients
6. Produce Case study
7. Roll-Out

1. Client Need
2. Cold-call possible employers
3. Possible Interest
4. Re-do points 2 and 3
5. Chase interested employer
6. Chase again
7. Keep client interested
8. Employer pulls out
9. Re-do points 5 and 6
10. "Im sorry he's left the business"
11. Oh. Back to number 2....

Operational





Strategic vs Operational...

Strategic

1. Initial Contact
2. Proposal
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Opticians

RIVER ISLAND



BBC

Operational



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Scenarios...

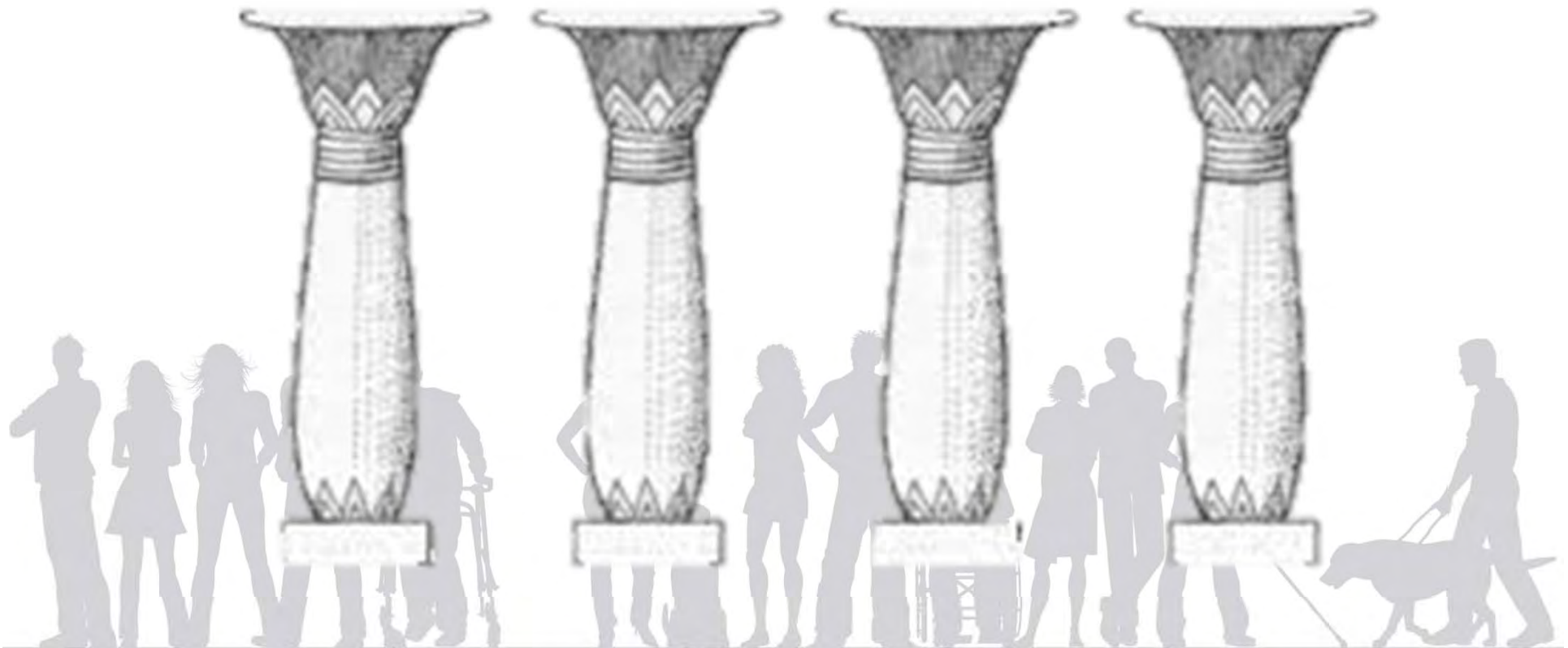
- Reporting profit this week at my store
- An inclusive recruitment policy
- The easiest and quickest recruitment solution
- Someone is 'nicking' from the store room
- I've got 5 staff off sick
- A workforce to represent the community we serve
- Local Council don't collect the bins on time
- Kids painting obscenities on the wall
- A potentially untapped recruitment pool
- Fulfillment of our strategic SCR policy
- The Equality Act.
- A quiet life





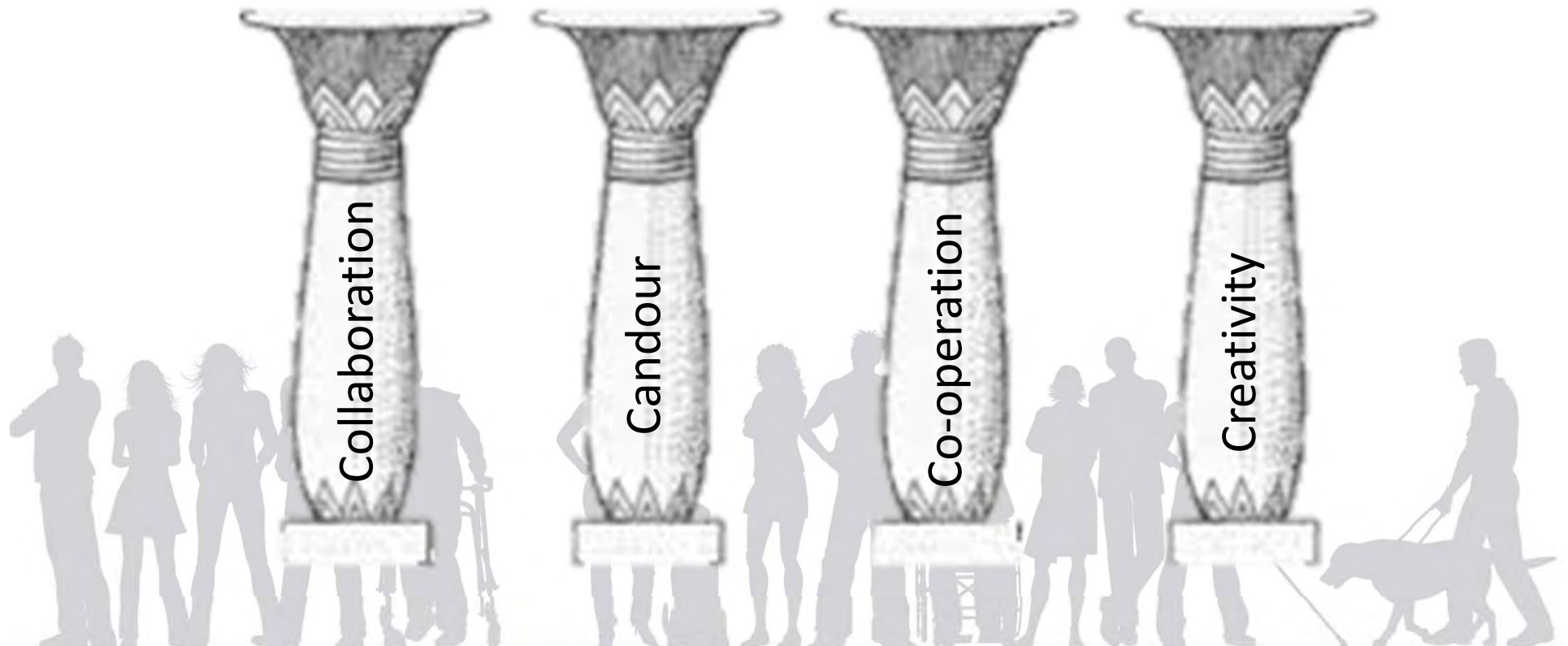
The 'Four Pillars' or 'The Four C's'

Or other clichés and overused phrases!





The 'Four N.E.E.D.s'





The N.E.E.D. to Collaborate

- Better together!
- National employers want national coverage
- Employers can't deal with 100+ providers
- Travel (cost & time)





The N.E.E.D. to Collaborate

- Join an existing group
- Form a new group
- Collaborate between groups





The N.E.E.D. to Collaborate

Provider 1

Provider 2



halfords

halfords





We N.E.E.D. to Collaborate

Provider 1



Provider 2





The N.E.E.D. to Collaborate

Provider 1



Provider 2





The N.E.E.D. to Collaborate



Rolls-Royce®





The N.E.E.D. to be Candid





The N.E.E.D. to be Candid

- Not all paralympians
- Job carving
- Ring-fencing?





The N.E.E.D. to Co-operate

- What does the employer want
- Pre-defined route to job
- Desire to work with us





The N.E.E.D. to Co-operate



Contact for
work/ex

More targeted
Volunteering

Work Inspiration
week

Classroom
Installed – Job
outcomes

nationalgrid

Roll out to more sites





The N.E.E.D. to be creative

- Helping the employer to be creative
- Working Interviews
- Interesting Events
- Social clauses for supply chain
- Mutually beneficial projects





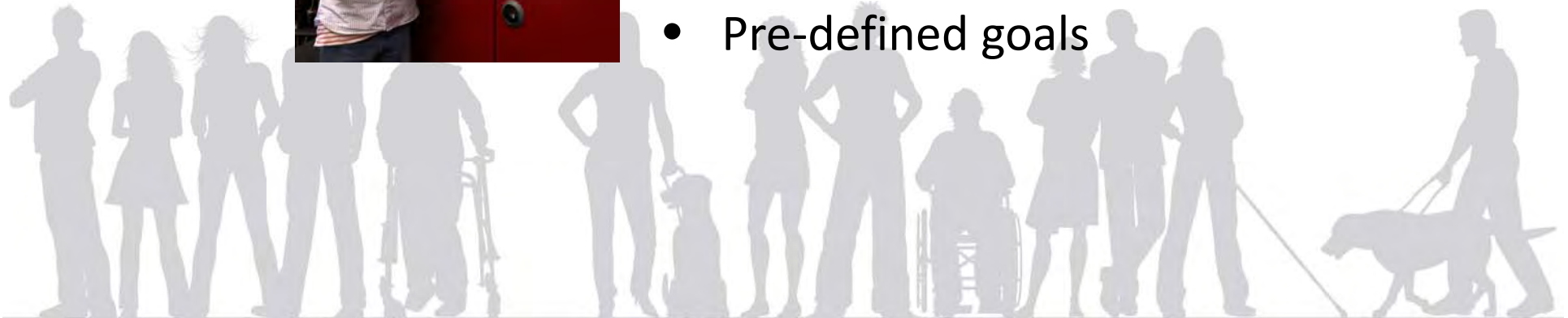
The N.E.E.D. to be creative



Daniel – now an employee at the BBC



- No Interview
- Tour
- Training for staff
- Supported Internship
- Pre-defined goals





In conclusion...

- Can we create networks?
 - Geographical
 - Sector based
 - Disability based
- Can we target employers who have the most vacancies?
 - Labour market research
- Can we get strategic policy-level assistance from employers?
- Who can support our students/clients?
 - Progression & retention are more important than recruitment to long term success
- How can we educate the employers to work with us?
- Any questions?

