

H-1B RTW LTU SUBJECT MATTER EXPERT SERIES WEBINAR

Promoting Paid Work Experience (PWE) to Employers Using Benefit-Driven Recruitment Strategies Resource Brief

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Moderator: Ayreen Cadwallader, Workforce Analyst, DOL Division of Strategic Investments; **Facilitator:** Angel Harlins, H-1B RTW Technical Assistance Project Lead

Topic: Targeted strategies to assist H-1B Ready to Work (RTW) grantees in building mutually productive partnerships with employers who are seeking to expand their talent pipelines via the hiring and training of PWE candidates

Presented by: Bronwyn Drost, Project Manager at the Workforce Innovation Fund for Michigan Works! Southwest

WEBINAR LINK: <https://www.workforcegps.org/events/2017/02/27/10/57/H1-B-RTW-LTU-Promoting-PWE-to-Employers-Using-Benefit-Driven-Recruitment-Strategies>

Overview

This webinar:

- Explains the “demand-driven” business services model and the “dual customer” method of engaging employers;
- Explores a variety of ways that grantees can frame PWE in a language that resonates with businesses and helps them to understand the value PWE can provide to their companies;
- Examines strategies and techniques for pitching PWE to new employers, and describes methods and best practices for approaching employers about PWE; and
- Discusses the tension between moving at the pace of business and adequate documentation of PWEs.

Hallmarks of a Demand-Driven System

1. **Have a Single Point of Contact:** This can be someone who is reliable or a program champion who serves as a good fit with each particular business. Based on their personality; the kind of relationship they might have with the business; any history that they have in working with that business; or expertise in a certain area, industry, or field.

- 2. Understand the Industry:** The needs of various industries are unique and their functionality is different. Human Resource teams also have a distinct operation. It is important to seek general knowledge of a specific industry, visit the company's website, and locate articles that relate to the business prior to engaging with the employer. Try to come to the meeting prepared with information on potential challenges, recent successes, or maybe a current industry focus.
- 3. Use Business Language:** It's important to use jargon that businesses understand. Acronyms and workforce development-specific language should be avoided.
- 4. Stay Knowledgeable:** Be well-versed in the programs and services of your partners and know all the things that you can bring to the table. Know enough that you can introduce any of your partners to meet any identified needs of the business you are serving.
- 5. Be a Resource:** Serve as a trusted resource and continue to follow up. Build trust by maintaining the highest level of confidentiality that you can. Any time you communicate with an employer, always email them to summarize what you talked about and identify what next steps are. And make sure you follow up on a regular basis.
- 6. Share your Resources Judiciously:** Make sure that you're not bringing too much to the table and that the things that you're sharing are relevant to what they express their needs to be.

“Business and industry prosper when they have access to a well-prepared and well-trained workforce, as well as the support of their partners from workforce development, especially when that system is aligned with the demand-driven model and well integrated. Meaning that all of our different partners are operating as a unified entity – education, economic development, municipalities, government and any other key stakeholders who are invested in the success of a community.”

- Bronwyn Drost

Key Ideas of the Dual Customer Approach

- 1. Preparation:** The job seeker must be prepared for the local labor market.
- 2. Research:** To prepare that job seeker to meet customer demands, you should understand what sectors, industries and jobs make up the local labor market. You must also engage in research and relationship building with those businesses and industries.

Assess: Seek to understand the hiring needs of your business customers through direct contact with those businesses.– Build a vocabulary that conveys to both jobseekers and customers the types of job skills, experience, training, and qualifications required for mutual success.

"Perhaps the most fundamental attribute of workforce intermediaries, in contrast to traditional job training and placement organizations, is that they deliberately address the needs of two customers simultaneously: employers and jobseekers. The ability to serve both sides of the labor market depends in part on an organization's structure, and it is also a matter of its culture. Intermediaries that respond to both employer and worker needs, and are valuable to both, are organized to meet these goals."

- Jobs for the Future

Communicating with Dual Customers

Practice these three sales-related fundamentals:

1. **Sincerity:** Listen without an agenda. Enter the meetings with an open mind. Don't go into the meeting prepared to give a big speech on what you can do. Instead, be ready to have a conversation. Listen carefully to the customer's needs and make sure you address them.
2. **Ethics:** Don't push programs, services, or training on businesses or job seekers. Although PWE may be useful for them, they may not be ready for it or might not be interested. It's important to learn and be complaisant.
3. **Asking:** Serve customers by asking questions that will help them to refine how you can truly meet hiring needs. This will demonstrate that you're listening very clearly to them. It will also ensure that the solutions you're bringing to the table are what they really need.

Strategies for Framing PWE for Business Outreach

- Craft terms and outreach materials that use business-friendly language.
- Try to avoid generalizations or descriptive language of populations that we serve.
- Avoid thinking about referrals from a perspective of quotas or placement goals.
- Create a streamlined PWE experience by using the employer's existing employee management systems to get the documentation you need.
- Provide businesses with templates that can be customized to meet your reporting requirements.
- Frame data collection in a business- friendly way– to help them show leadership a return on investment!
- Uniquely position your organization as a valued partner by utilizing PWE to support a variety of functions, including recruitment, education and training, career advancement, and talent foresight.

