

# JOB DEVELOPMENT DURING A PANDEMIC

Working Knowledge

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# The Hidden Job Market

- Accounts for 80% of all jobs and has the greatest variety of jobs
- Continues to exist during times of fewer jobs and higher unemployment
- New positions are usually a result of jobs that are in transition (retirement, move out of province for full-time work, etc.)
- Positions are filled by connections and networks, being at the right place at the right time. Employers don't want to be inundated with applications, so they only tell a few key contacts.



## Relationships Relationships Relationships

- Focus on existing contacts and creating new relationships
- Developing employer trust – understanding their business & employment needs
- Create business relationships whether or not current jobs exist. REP could be a future source of employees.
- Relationships are better when we listen rather than talk.

## The First Method - The Relationship First

- Ask for the relationship first and the job later (sometimes much later)
- Spend time getting to know their business needs, not educating them about the REP or pressuring them to hire
- We just want the relationship! This means getting to know the employer not getting them to understand us.
- Relationship building is a powerful, loyal generating means by which to connect to employers, making REP a trusted source of knowledge in the business case for inclusive employment





## 3 Types of Employer Relationships

- 1. Based on Price – REP is the least expensive source of labour
- 2. Based on Service – REP provides extraordinary service to support inclusive hiring – support with matching, on-boarding, staff address, on the job training, on-going consultation & long-term follow-up.
- 3. Based on Partnership – REP understands the employers needs so well we provide added value, anticipate new needs and ensure on-going effectiveness (e.g., Calgary Public Library)

# What Do We Say?

- “We know that times are tough for many employers right now and we want to see if there is anything we can build on or target that might help everyone involved.”
- ”There is a solid business case for inclusive hiring – we want your business to flourish”.
- “Inclusive Employment may give your workplace a boost, especially when morale is low due to coronavirus and all the restrictions in place”.
- 99% of inclusive employers report that hiring people with disabilities contributes to positive workplace morale.

- Present potential candidates rather than waiting for a position to open up
- “We have a solid candidate that would be a great fit for your business ! When you’re in a position to hire, we could really see him/her adding value to your company”
- Highlight several REP candidate profiles that may interest the potential employer
- With more contact, stronger employer relationships are built, which will produce jobs over time.



Be Proactive

- Think about areas of work that provide new opportunities during the pandemic (increased health and safety protocols – extra sanitizing of high touch points, symptom/temperature checks, crowd control/counters/greeters, new technology- tracing, testing)
- Keep an eye on the news and new developments and then see if there are any Rotary club connections to those developments
- Connect with guest speakers about the REP; they are often decision makers in their organizations
- Asking Rotary members for essential industry specific contacts (e.g., grocery wholesale, breweries etc.)



Be Creative



# The Business Case

Businesses rated employees with disabilities as well or better than Average on:

PUNCTUALITY	94%	GETTING ALONG WITH MANAGEMENT	100%
ATTENDANCE	95%	GETTING ALONG WITH CUSTOMERS/CLIENTS	90%
USE OF SICK DAYS	98%	CONTRIBUTING TO POSITIVE WORKPLACE MORALE	99%
ATTITUDES TOWARDS WORK	99%	RETENTION RATE	93%
GETTING ALONG WITH COWORKERS	97%	CUSTOMERS PREFER TO GIVE BUSINESS TO COMPANIES THAT HIRE INCLUSIVELY	87%