



Supported employment training for Careers Leaders

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Zoom ground rules

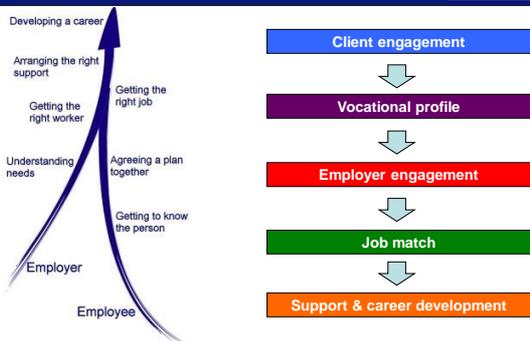
- Please mute your microphone unless you are speaking
- If you have a question or would like to speak, please use the **raise hand** feature and wait to speak until the facilitators invite you to speak
- You can also use the chat function to ask any questions or respond
- Please respect your colleagues and allow everyone to speak and ask questions
- There is no such thing as a silly question!
- Have fun!



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The supported employment model



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Employers
Understanding difference



Micro businesses
Small to medium enterprises
Multinationals/global companies
Supply chains & service companies



Public / private sector
Different drivers – public interest / shareholders
Different points of contact



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Research: where to begin?



Labour market Information (LMI)
Economic Development Units
Business directories
Jobcentre Plus
Newspapers / libraries
Radio / television
Social media
Internet search engines
Local shops/supermarkets
Cold calling - Hit the road!
Verbal recommendations & personal experience
Contacts and referrals



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What can you offer?



You should be a valuable resource:

Analysis & creativity
Focus on solutions
Reliable and prompt customer service
Rapid response & flexibility
Responsible for, and deliver on, actions
Credible service
Strong reputation
Track record



Would they come back for more?
Would you?

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Exercise: The business case 



The employer: "why should I do this?"

What would you say?

Please list some responses . . .

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The business case 

- Recruit from a wider availability of labour
- Reduced recruitment costs
- Supported selection process gives accurate job-client match
- Improved retention
- Improved image & external reputation
- Teambuilding & internal reputation
- Diversity-improved services and products
- Corporate social responsibility
- Reflecting local communities

= Improved profitability



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Exercise: Dealing with objections 

Responding to objections

What are your responses to some common objections from employers



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Insurance 

<https://www.abi.org.uk/products-and-issues/choosing-the-right-insurance/business-insurance/liability-insurance/employers-liability-insurance/work-experience-students/>

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How employers benefit from your offer 

- Your offer:
- A free recruitment service
 - Job retention service
 - Time-unlimited, tailored support
 - Matched, motivated staff from a wider talent pool
 - Information, advice, guidance and signposting
 - Health & safety audits

- How you deliver your offer:
- Valued support – good quality and free
 - Customer service – trusted, friendly, responsive
 - Knowledge of disability
 - Local, convenient and easy to access
 - Good reputation, credible and well branded
 - Ethical service with good aftercare
 - Goes beyond customer expectations

- The benefits for employers:
- Recruit from a wider availability of labour
 - Reduced recruitment costs
 - Supported selection process gives accurate job-client match
 - Improved retention
 - Improved image & external reputation
 - Teambuilding & internal reputation
 - Diversity-improved services and products
 - Corporate social responsibility
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The fact find 



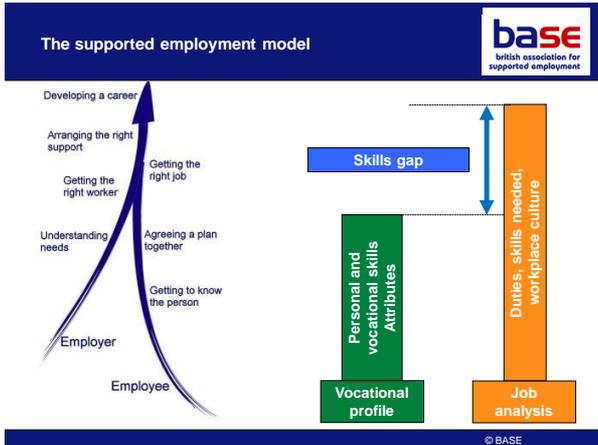
- Get to know the employer
 Can you work with this employer?
 Is the company registered?
 Is the company insured?
 Are policies in place?

- Conduct an interview
 Record detailed information
 Keep information up to date

- Identify their needs - how can you support them?

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Exercise

Outline how to balance the needs and wishes of the jobseeker with the requirements of the employer in arriving at a job match



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Job carving

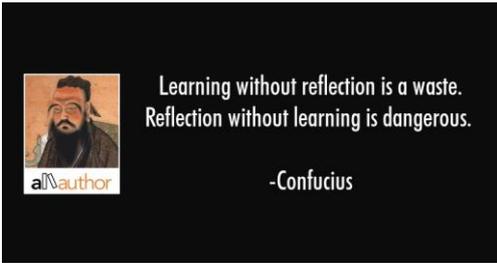
Job carving is a term for customising job duties and can be used in different circumstances:

- To create job roles using the skills of their staff, working towards their strengths and meeting a business need
- To swap job duties to make the most of individual skills



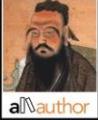
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Next steps



Learning without reflection is a waste.
Reflection without learning is dangerous.

-Confucius



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