

The Zoom Interface

The screenshot displays the Zoom Webinar interface. At the top, a status bar indicates "You are viewing David Terry's screen" and provides a "View Options" dropdown. Below this, a black header bar contains a "Click here to maximize your session view" button and an "Enter Full Screen" button. The main content area shows the "TTC Technology Transfer Centers" logo and a message: "Thank you for joining us today! You will not be on video during today's session". A "Select a Speaker" dropdown menu is visible in the bottom left, showing options like "Speakers (Realtek(R) Audio)" and "Same as System". A "Question and Answer" window is open in the center, displaying a test question and a text input field labeled "Type your question here...". Annotations explain that users can switch between "All questions (1)" and "My questions (1)" and that the Q&A feature allows asking questions of the host and presenters. A "Zoom Webinar Chat" window is open on the right, showing a message and a "To: All panelists" field. Annotations explain that the chat feature allows talking with other people and that the "To" field indicates who will receive the message. The bottom toolbar includes buttons for "Audio Settings", "Chat", "Raise Hand", "Q&A", and "Leave". A "Click Here to adjust your audio settings" button is also present.

Zoom Webinar

You are viewing David Terry's screen View Options

Click here to maximize your session view Enter Full Screen

TTC
Technology Transfer Centers
Funded by Substance Abuse and Mental Health Services Administration

Thank you for joining us today!

You will not be on video during today's session

Select a Speaker

- ✓ Speakers (Realtek(R) Audio)
- Same as System
- Test Speaker & Microphone...
- Leave Computer Audio
- Audio Settings...

Audio Settings Click Here to adjust your audio settings

Chat Raise Hand Q&A

Click here to leave the session Leave

Question and Answer

All questions (1) My questions (1)

You 07:35 AM

This is a test question!

You can switch between questions you've asked and those asked by others using these buttons.

You can use the Q&A feature to ask questions of the host and presenters. These questions can receive text or live responses. To begin asking a question use the field below. You can see a test question above.

Type your question here...

Zoom Webinar Chat

The chat feature will allow you to talk with other people in today's webinar.

The To field will tell you who will receive your message. Be mindful of who you are chatting to.

To: All panelists

Your text can only be seen by panelists

All attendees are muted. Today's session will be recorded.

Job Development: Building Skills to Connect with the Business Community-Webinar Series

Session 1: Approaching Employers: Introducing Yourself and Your Employment Services

Joni Dolce, MS, CRC

Rutgers University

11/16/21



Northeast and Caribbean (HHS Region 2)

MHTTC

Mental Health Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

About Us ...

The Northeast and Caribbean MHTTC received 5 years (2018 – 2023) of funding to:

- Enhance capacity of behavioral health workforce to deliver evidence-based and promising practices to individuals with mental illnesses.
- Address full continuum of services spanning mental illness prevention, treatment, and recovery supports.
- Train related workforces (police/first responders, primary care providers, vocational services, etc.) to provide effective services to people with mental illnesses.

Supplemental funding to:

- Support school teachers and staff to address student mental health
- Support healthcare providers in wellness and self-care activities



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We Want Your Feedback!

Our funding comes from the Substance Abuse and Mental Health Services Administration (SAMHSA), which requires us to evaluate our services. We appreciate your honest, ANONYMOUS feedback about this event, which will provide information to SAMHSA, AND assist us in planning future meetings and programs.

Feedback about this training will assist us in developing future trainings that are relevant to your professional needs. Therefore, your feedback counts!

Video Recording Information

Please Note:

We will be recording this webinar and posting it to our website along with the presentation slides and any relevant resources.

Disclaimer

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At the time of this presentation, Miriam Delphin-Rittmon served as Assistant Secretary for Mental Health and Substance Use at SAMHSA. The opinions expressed herein are the views of the speakers, and do not reflect the official position of the Department of Health and Human Services (DHHS), or SAMHSA. No official support or endorsement of DHHS, SAMHSA, for the opinions described in this presentation is intended or should be inferred.

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Your Interactions With Us

Question and Answers

- Q & A will occur at the end of the call.
- Please share your questions in the chat box
- Note: your question is visible to all participants.

Chat and Polls

- Throughout the webinar, we will be asking for your input.
- We will also have breakout sessions- these sessions will not be recorded.
- You can control who can see your chat comments.

The MHTTC Network uses affirming, respectful and recovery-oriented language in all activities. That language is:

**STRENGTHS-BASED
AND HOPEFUL**

**INCLUSIVE AND
ACCEPTING OF
DIVERSE CULTURES,
GENDERS,
PERSPECTIVES,
AND EXPERIENCES**

**HEALING-CENTERED AND
TRAUMA-RESPONSIVE**

**INVITING TO INDIVIDUALS
PARTICIPATING IN THEIR
OWN JOURNEYS**

**PERSON-FIRST AND
FREE OF LABELS**

**NON-JUDGMENTAL AND
AVOIDING ASSUMPTIONS**

**RESPECTFUL, CLEAR
AND UNDERSTANDABLE**

**CONSISTENT WITH
OUR ACTIONS,
POLICIES, AND PRODUCTS**

Our Presenter:



Joni Dolce, MS, CRC

Objectives

1. Review the advantages of creating a professional introduction to use with employers.
2. Describe the benefits of and steps to creating an elevator speech.
3. Identify responses to tough employer questions during the initial meeting.

A close-up photograph of a man in a brown sweater shaking hands with a woman in a white shirt. The man is on the left, and the woman is on the right. The background is a bright, out-of-focus window. The text "Job Development" is overlaid on the right side of the image.

Job Development

In a survey conducted by LinkedIn, what is the percentage of people getting jobs through networking?

55%

40%

35%

85%

75%

<https://www.linkedin.com/pulse/new-survey-reveals-85-all-jobs-filled-via-networking-lou-adler/>

Goal of the interaction	What to have prepared for the interaction (e.g., questions, responses)
Introduce yourself and your employment services	Elevator Speech Prepare your responses to “tough questions”
Gain a better understanding of the employer’s needs	--What do you look for in job candidates? -When do you typically hire? -What are your most immediate employment needs? -What types of employees fit in best? -Describe a typical day in your company. -others? -Where are most opportunities in this industry? *What is one problem within your department/company/field that if solved would make your life a lot easier? -Are there other colleagues or staff here that I should speak with to gather additional information?

Elevator Speech



Photo by Derrick Treadwell on Unsplash

Ingredients of an Elevator Speech

- Introduce yourself (name and organization).
- Identify a problem/concern that the employer has.
- Describe how you can help the employer to solve this problem.
- Offer a benefit to the employer.

Adapted by McCalla, Dolce, Waynor for IEI Job Development Training from materials by Morgan, V.L. from *Russmor Marketing Group*

Develop your own elevator speech that you will use when introducing yourself to employers!

Introduction:

“Hello, my name is _____ from _____ Employment Services.

Describe a problem or concern:

Describe how you can help solve the problem (explain your services):

Benefits to the employer:

Breakout Session Activity

- You and your group are to use the sample elevator speech script and create your own.

The elevator speech template will be added to your room's chat.

Developing a Professional Persona

Professionalism

Positive
attitude

Present with
confidence

Language-
business vs
human service

Respect
employers'
time

The Language We Use

Rehabilitation/Human Service

Competitive employment

Consumer/client

Counsel

Job development

Ongoing supports

Intake

Business

Work, job

Applicant, job candidate

Meet with/negotiate

Marketing, selling

Long-term employee assistance

Application process

Responding to Tough Employer Questions



Breakout Session Activity

Some common tough questions will be provided in your room's chat. Discuss how you would respond to a potential employer. One group member to take notes and report back to the larger session.

What would you do if?

The manager says they are not hiring

Not there to solicit job leads

Gain a better understanding of what they want

Make a good job match

What would you do if?

The hiring manager is not available

Thank the person and ask for contact information

What would you do if?

The manager asks why there is no fee for services.

Say that you work under a grant that assists individuals in their career development and transition back to work.



Try to stay away from disability and/or human service language.

What would you do if?

You are asked why you are there instead of the job seeker.

Meet with local employers to get an idea of what they look for in job candidates so that you can make a **good job match.**

What would you do if?

The manager has had past bad experiences with agencies like yours.

Acknowledge the employer's experience

Responding to Tough Questions

What would you do if...	You could...
The manager says they are not hiring?	Explain that you are not there to solicit job leads but to introduce yourself and your services to the employer. You also want to highlight that you are seeking to gain a better understanding of what the employer looks for in candidates. Your strength is to gather this information about the employers' needs so that you can make a good job match. You would welcome the opportunity to meet to further discuss their needs and how you may assist.
The hiring manager is not available?	Thank the person and ask if I could have the name and contact information for the hiring manager. Also ask for this person's name so that can refer to them when reaching out to the hiring manager.
The manager asks why there is no fee for services?	Say that you work under a grant that assists individuals in their career development and transition back to work. Try to stay away from disability and/or human service language.

What would you do if...

You could...

You are asked why you are there instead of the job seeker?
What is wrong with the person?

State that part of your job duties include meeting with local employers to get an idea of what they look for in job candidates so that you can make a good job match.

The manager has had past bad experiences with agencies like yours?

Emphasize that you attempt to provide job candidates who meet the employers' needs and have the skills and interests for a particular job. You recognize that sometimes a job candidate may not work out and that the employer's bad experience with one service/person does not generalize to all similar services. The bottom line is to acknowledge that this bad experience happened.

Questions now about safety, remote work capability

The goddess Fortuna is a friend to the bold!

- Niccolo Machiavelli



References

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Diggs, C.B. & Marketing Forum. (1997). Rainmaking: *How to Market your Supported Employment Services*. Maryland: Jist Works

Drake, R.E., Bond, G.R., & Becker, D.E. (2012). Individual placement and support: An evidence-based approach to supported employment. Oxford University Press.

LinkedIn Networking Survey

<https://www.linkedin.com/pulse/new-survey-reveals-85-all-jobs-filled-via-networking-lou-adler>

McCalla, F. & Dolce, J., Waynor, W. 'New Strategies for Job Development' [PowerPoint presentation].

Swanson, S.J. & Becker, D.R.(2015). *Supported Employment*. Minnesota: Dartmouth PRC-Hazelden.

Resources

Collamer, N. (2020, May). 5 Ways to Find Work in the Pandemic., Work and Purpose at <https://www.pbs.org/newshour/economy/5-tips-for-finding-work-during-the-covid-19-pandemic>

Introducing Yourself to Employers

<https://mhttcnetwork.org/centers/northeast-caribbean-mhttc/product/job-development-skill-introducing-yourself-and-your>

LinkedIn Free Job Seeking Videos

<https://www.linkedin.com/learning/paths/finding-a-job-during-challenging-economic-times>

Upcoming Sessions

Marketing Your Employment Services to the Business Community

Tuesday, November 30 | 10:00-11:00 am ET

Developing and Maintaining Relationships with Employers

Tuesday, December 7 | 10:00-11:00 am ET

Question and Answer



Evaluation Information

The MHTTC Network is funded through SAMHSA to provide this training. As part of receiving this funding we are required to submit data related to the quality of this event.

At the end of today's training please take a moment to complete a **brief** survey about today's training.



CONTACT INFORMATION

Joni Dolce, MS, CRC

Integrated Employment Institute

Rutgers, The State University of New Jersey

School of Health Professions

200 College Dr.

Blackwood, NJ

856-566-2772

Email: dolcejn@shp.rutgers.edu

Connect With Us

Phone: (908) 889-2552

Email: northeastcaribbean@mhttcnetwork.org

Website:

<https://mhttcnetwork.org/centers/northeast-caribbean-mhttc/home>

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Northeast and Caribbean (HHS Region 2)

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