

The Zoom Interface

The screenshot shows the Zoom Webinar interface with several key elements and annotations:

- Header:** "Zoom Webinar" title bar, "You are viewing David Terry's screen", and "View Options" dropdown.
- Main Content:** TTC Technology Transfer Centers logo, "Thank you for joining us today!", and "You will not be on video during today's session".
- Q&A Window:** A "Question and Answer" window is open, showing a question: "This is a test question!". It includes buttons for "All questions (1)" and "My questions (1)". Annotations explain that users can switch between questions and use the Q&A feature to ask questions of the host and presenters.
- Chat Window:** A "Zoom Webinar Chat" window is open on the right. It shows a "To: All panelists" field and a message: "Your text can only be seen by panelists". Annotations explain that the chat feature allows users to talk with other people and that the "To" field indicates who will receive the message.
- Bottom Bar:** Contains "Audio Settings", "Chat", "Raise Hand", "Q&A", and "Leave" buttons. Annotations point to "Click Here to adjust your audio settings" and "Click here to leave the session".
- Audio Settings Menu:** A "Select a Speaker" menu is open, showing options like "Speakers (Realtek(R) Audio)", "Same as System", "Test Speaker & Microphone...", "Leave Computer Audio", and "Audio Settings...".

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

Job Development: Building Skills to Connect with the Business Community

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Mental Health Technology Transfer Center
Funded by SAMHSA

**Northeast and Caribbean
Region 2**

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



Northeast and Caribbean (HHS Region 2)

MHTTC

Mental Health Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

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.

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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.
- Type your questions in the Q & A feature in Zoom located on the task bar (hover over task bar).
- Note: your question is visible to all participants.

Chat and Polls

- Throughout the webinar, we will be asking for your input.
- Use the Chat or Poll features in Zoom located on the task bar.
- You can control who can see your chat comments.

A woman with dark, curly hair and a nose ring is looking out a window. The window shows a view of a blue sky with clouds and green foliage. The woman is in the foreground, and the window is in the background.

988

SUICIDE
& CRISIS
LIFELINE

For people experiencing:

- Suicide, mental health, substance use crisis
- Emotional distress
- People concerned about someone in crisis

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

Meet Today's Presenter



Joni Dolce
Rutgers University
Assistant Professor

Objectives

1

Define job development and networking.

2

Describe the importance of introducing your employment services in a businesslike and professional manner.

3

Identify the elements of an elevator speech to use when introducing your employment services.

4

Practice interacting with the business community using your introductions.

- Job Development

...initiating and maintaining ongoing personal relationships with a variety of business and industry representatives, assessing employer's business needs, and identifying employment opportunities for job seekers."



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

55%

40%

35%

85%

75%



-
- What are the benefits to building relationships with employers?
 - Use the chat box or unmute
 - your mic.

Building your Employer Network

Go Local

Look the Part

Be Active

Do your
Research

Know Job
Seekers' Goals

Social Media

Go Local

What are some ways in your community to build relationships with local employers?



Some Resources

Society for Human Resources

- <https://www.shrm.org/>

US Bureau of Labor Statistics (State Labor Market Contacts)

- <https://www.bls.gov/bls/ofolist.htm>

US Chamber of Commerce

- <https://www.uschamber.com/co/chambers>

Look the Part



Emmy E

Image Planning Activity

- What is the message you want to communicate?
- What are the key words associated with this message?
- What images or symbols will you use?
- What images or symbols should you avoid using?

Any ideas for a business name?





Photo by [RODNAE Productions](#) from [Pexels](#)

Be
Active

- Do your Research



Trends and Projections

- Bureau of Labor and Statistics
 - <http://www.bls.gov/ooh/fastest-growing.htm>
- Career One Stop
 - <http://www.careeronestop.org/>
 - <https://www.careeronestop.org/JobSearch/job-search.aspx>
- Occupational Outlook Handbook
 - <http://www.bls.gov/oco/ocos330.htm>
- National Trends
 - <http://www.careerinfonet.org/oview1.asp?next=oview1&Level=Overall&optstatus=&jobfam=&id=1&nodeid=3&socode=&stfips=&ShowAll=>

Know Job Seekers' Goals: Make the Job Match



Job seeker

- Career profile
- Skills
- Interests
- Abilities
- Goals
- Medical & physical limitations

Employer

- Culture of work site
- Tasks needed to be performed
- Skills required for job
- Physical environment of work setting



Using Social Media



Building Relationship with Employers via LinkedIn

Follow Companies

- Sign in to LinkedIn
- Type a company name in search field
- Click follow

- Get Recommendations from your links (i.e., employers you have worked successfully with)

- www.linkedin.com

Using X (Twitter)



Learn about the company



Practice your introduction



Follow company's hiring
managers

Other Ways to Use Social Media

- Blogging/Podcasts
 - Focus on your area of expertise
 - What are an employment specialist's areas of expertise?
 - How might you blog about these areas?
 - Comment on other podcasts/blogs
- Create a website for your employment service
 - What would your website include? What would you not want to include?



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	<p>What do you look for in job candidates?</p> <p>When do you typically hire?</p> <p>What are your most immediate employment needs?</p> <p>What types of employees fit in best?</p> <p>Describe a typical day in your company.</p>	<p>Where are most opportunities in this industry?</p> <p>What is one problem within your department/company/field that if solved would make your life a lot easier?</p> <p>Are there other colleagues or staff here that I should speak with to gather additional information?</p>
Assessing Work Culture	*Areas to look for follow this slide	
Arranging the Interview	Job Seeker’s disclosure plan/preferences	
Following Up with Employer	Contact’s name, etc., reason for follow up	

Work Culture Areas



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.

Click to add text
Describe how you can help the employer to solve this problem.

Offer a benefit to the employer.

Intro Statement- for job developers

Introduce yourself and your employment services (Elevator Speech)

The purpose: set an appointment to gain a better understanding of the employer's needs.

- **Your name** (introduction)
- **Your employer** (introduction)
- **What you do** (addresses a problem/gives a solution)
- **The purpose of your visit** (benefit to the employer)

How to prepare?

Developing a Professional Persona



Professionalism



Positive attitude



Present with confidence



Language-business vs human service



Respect employers' time

The Language We Use



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

Your name (introduction)

Your employer (introduction)

What you do (addresses a problem/gives a solution)

The purpose of your visit (benefit 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.

SUMMARY

Ann H

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Resources

How to follow companies on LinkedIn

<https://www.thebalancecareers.com/how-to-use-linkedin-company-follow-2062324>

Introducing Yourself to Employers

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

Networking Reference and Resource

Career Services Office, Catholic University

<https://success.catholic.edu/career-support/networking/index.html>

Moore, E. (2018). Six ways to develop a great working relationship with hiring managers

retrieved from <https://www.glassdoor.com/employers/blog/relationship-hiring-managers/>

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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.



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SAMHSA
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Services Administration



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The purpose of the MHTTC Network is technology transfer - disseminating and implementing evidence-based practices for mental disorders into the field.

Funded by the Substance Abuse and Mental Health Services Administration (SAMHSA), the MHTTC Network includes 10 Regional Centers, a National American Indian and Alaska Native Center, a National Hispanic and Latino Center, and a Network Coordinating Office.

Our collaborative network supports resource development and dissemination, training and technical assistance, and workforce development for the mental health field. We work with systems, organizations, and treatment practitioners involved in the delivery of mental health services to strengthen their capacity to deliver effective evidence-based practices to individuals. Our services cover the full continuum spanning mental illness prevention, treatment, and recovery support.

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