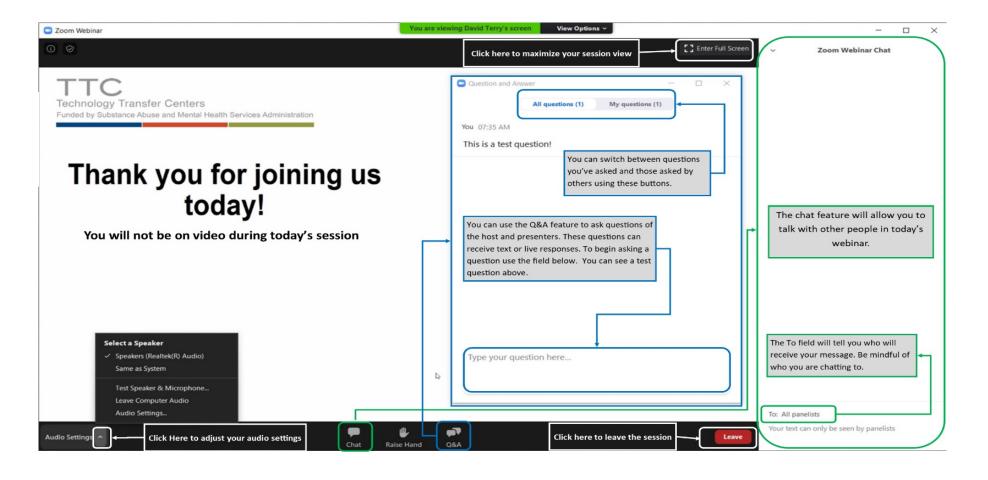
### The Zoom Interface



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

# Job Development: Building Skills to Connect with the Business Community

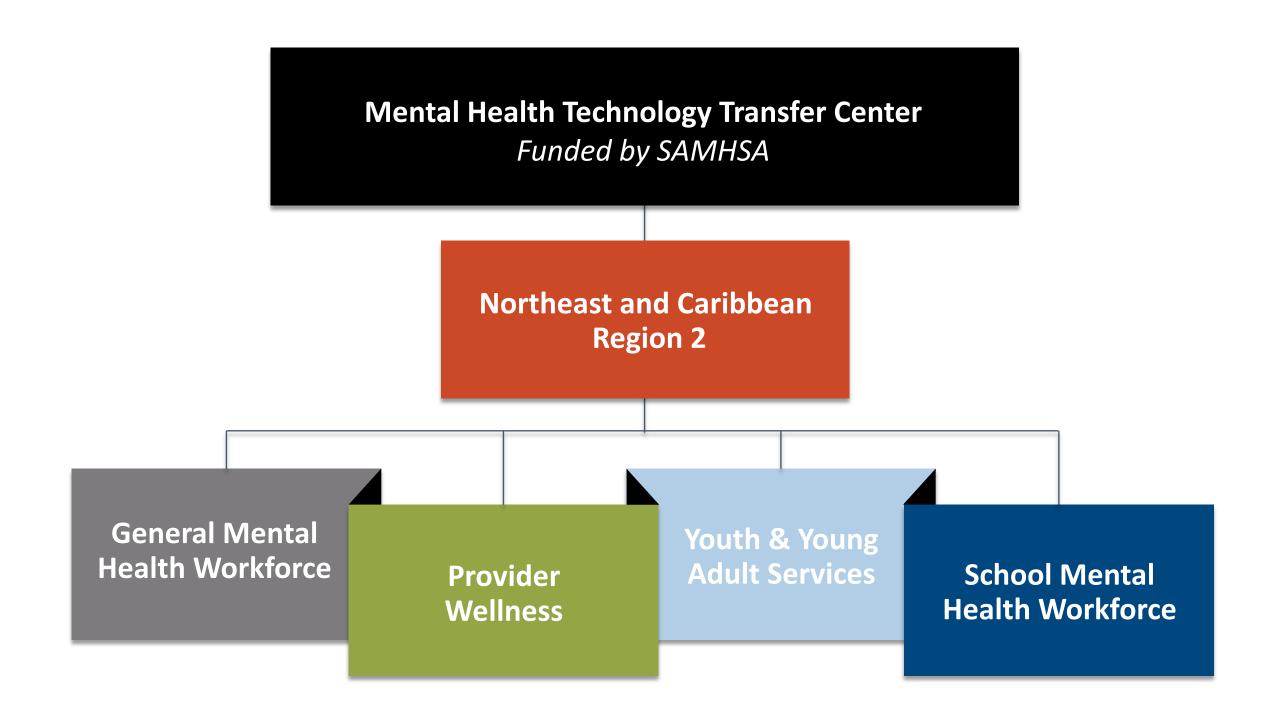
Joni Dolce, MS, CRC

Department of Psychiatric Rehabilitation and
Counseling Professions

Rutgers School of Health Professions

2/21/24







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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.

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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.

This work is supported by grant H79SM081783 from the DHHS, SAMHSA.

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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.



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

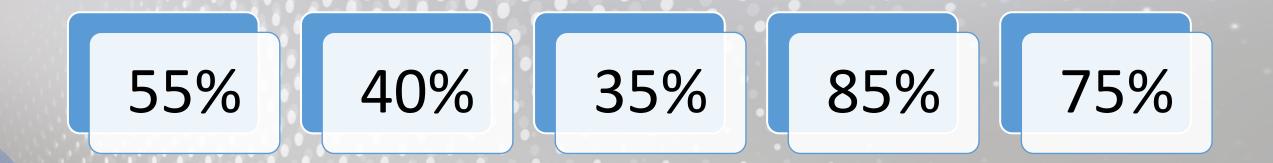
Practice interacting with the business community using your introductions.

• 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?





• 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



### 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?





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
- <a href="http://www.bls.gov/oco/ocos330.htm">http://www.bls.gov/oco/ocos330.htm</a>

- National Trends

### 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



+ 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	What do you look for in job candidates?	Where are most opportunities in this industry?
	When do you typically hire?	What is one problem within your
	What are your most immediate employment needs?	department/company/field that if solved would make your life a lot easier?
	What types of employees fit in best?	Are there other colleagues or staff here that I should speak
	Describe a typical day in your company.	with to gather additional information?
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**



# 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.

<sup>•</sup>Adapted by McCalla, Dolce, Waynor for IEI Job Development Training from materials by Morgan, V.L. from Russmor Marketing Group

### Intro Statement- for job developers

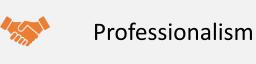
### Introduce yourself and your employment services (Elevator Speech)

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





Positive attitude



Present with confidence



Language-business vs human service



Respect employers' time



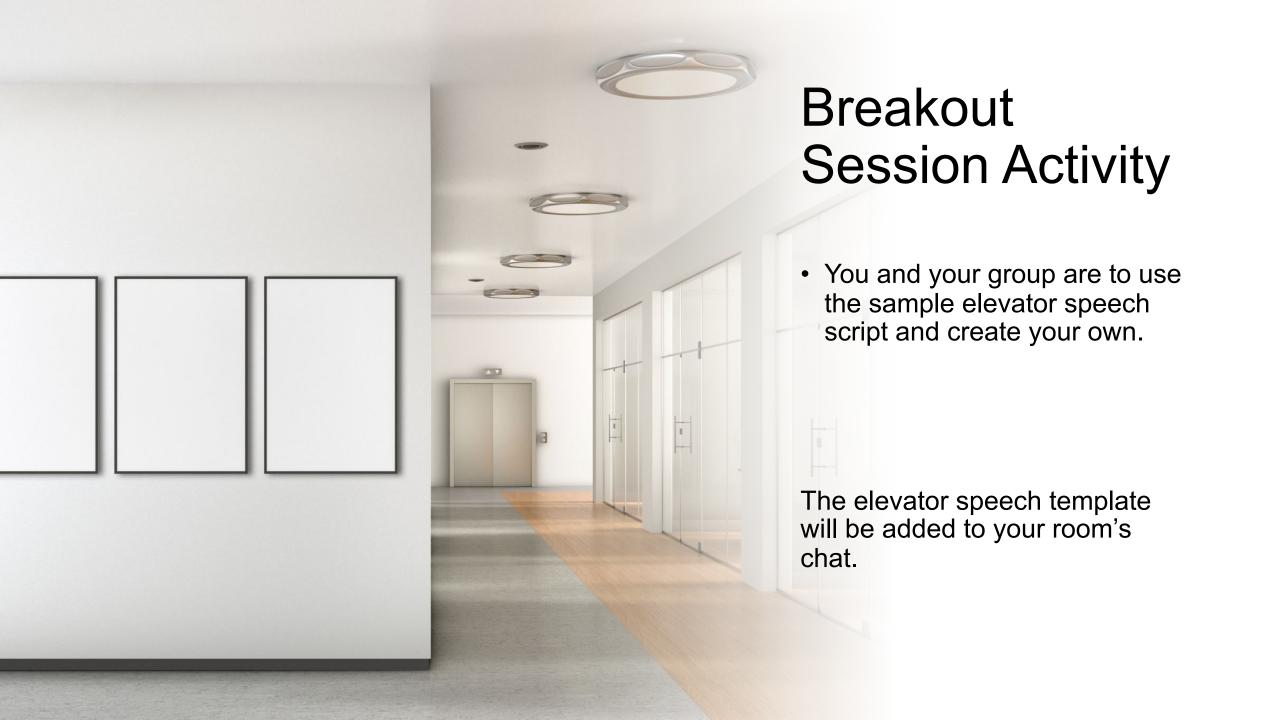
Develop your own elevator speech that you will use when introducing yourself to employers!

### Your name (introduction)

Your employer (introduction)

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

The purpose of your visit (benefit to the employer)



# SUMMARY

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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
<a href="https://success.catholic.edu/career-support/networking/index.html">https://success.catholic.edu/career-support/networking/index.html</a>

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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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