

Engaging the Private Sector:

Strategies for Achieving Better Employment Outcomes




Acknowledgement & Disclaimer



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Presenters



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- ✓ Corporate America leads all important Societal Initiatives
- ✓ Staffing Background
- ✓ Entrepreneurial Experiences
- ✓ Consulting/Multiple Companies & Industries





Inside/Outside Game

Inside Game

- ✓ Services provided by State VR agencies to their customers

Outside Game

- ✓ Supporting VR customers to achieve and maintain gainful employment

Outside Game



- ✓ Counselors not specifically trained for engaging with business
- ✓ More focus on addressing employers' needs
- ✓ Less focus on compliance
- ✓ Understanding pain points for employers and how State VR can be part of developing solutions for businesses
- ✓ Understanding your team's talents and limitations
- ✓ Empowering those individuals with the right skills to engage with businesses
- ✓ Identity plays a role in engagement activities

Why is It Important?



- ✓ Persons with disabilities still have high rates of unemployment and underemployment.
- ✓ Flat wage growth
- ✓ Missed opportunities to launch on a career pathway
- ✓ Identity factors – misperceptions around disability
- ✓ Expand job exploration in larger group of career options
- ✓ The role of internships key to supporting career pathways

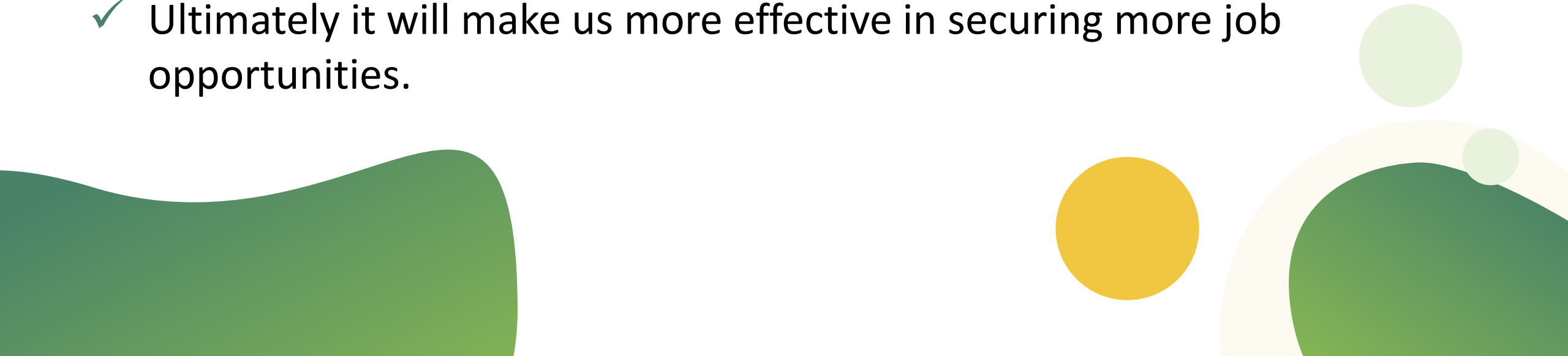
The Role of Identity



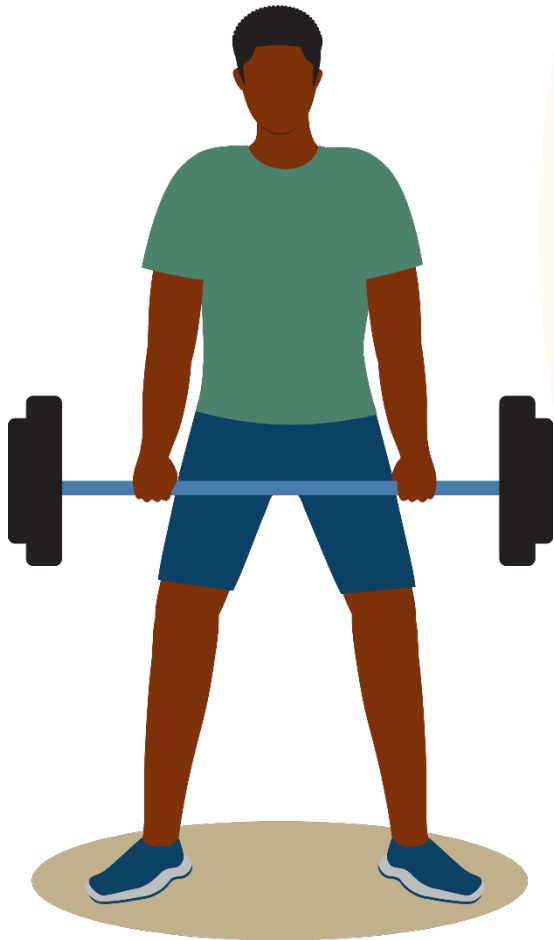
- ✓ Identity is not everything, but it's not nothing.
- ✓ The way I see myself and what I want others to see.
- ✓ Corporate America's identity linked to:
 - Providing jobs, products, conveniences, and innovations
- ✓ DEI&A efforts in this sector have less focus on Accessibility
- ✓ Shared experiences as a way to connect with others
- ✓ Understanding the role of bias in our interactions
- ✓ Who can best deliver this message?

Value Proposition for Business

- ✓ How do we describe the “**value proposition**” for our business customers?
- ✓ Do we understand their businesses and what will bring them value?
- ✓ Are we meeting our business customers where they are?
- ✓ Understanding the value proposition for a business will improve our ability to communicate and connect with these customers.
- ✓ Ultimately it will make us more effective in securing more job opportunities.



Lowering Barriers to Employment



- ✓ Businesses need more talent
- ✓ Emphasis the experiences, attitude, and transferrable skills of your VR consumers that will bring value to the business. (strength-based approach)
- ✓ Does your agency have staff that are skilled in connecting with businesses?
- ✓ Support the outside game with the same care as you do the inside game.

Building Our Capacity

- ✓ **Engage in innovative programming** with trusted private sector partners.
- ✓ **Borrow from business** – if you can't build it then buy it
- ✓ **Entrepreneur mindset** – if you don't get results, your business will die on the vine.

**Empathy and
Communication!**

Take Action!

- ✓ Access your capacity to successfully engage with businesses in your communities.
 - What works and what are areas of improvement?
- ✓ Develop a plan!
- ✓ Build your team and expand your partnerships.
 - If you can't build it then buy it.
- ✓ Develop innovative programs with private sector partners.
- ✓ Take a strengths-based approach



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Thank you!

