



Partnerships: How to Navigate Employer Relationships

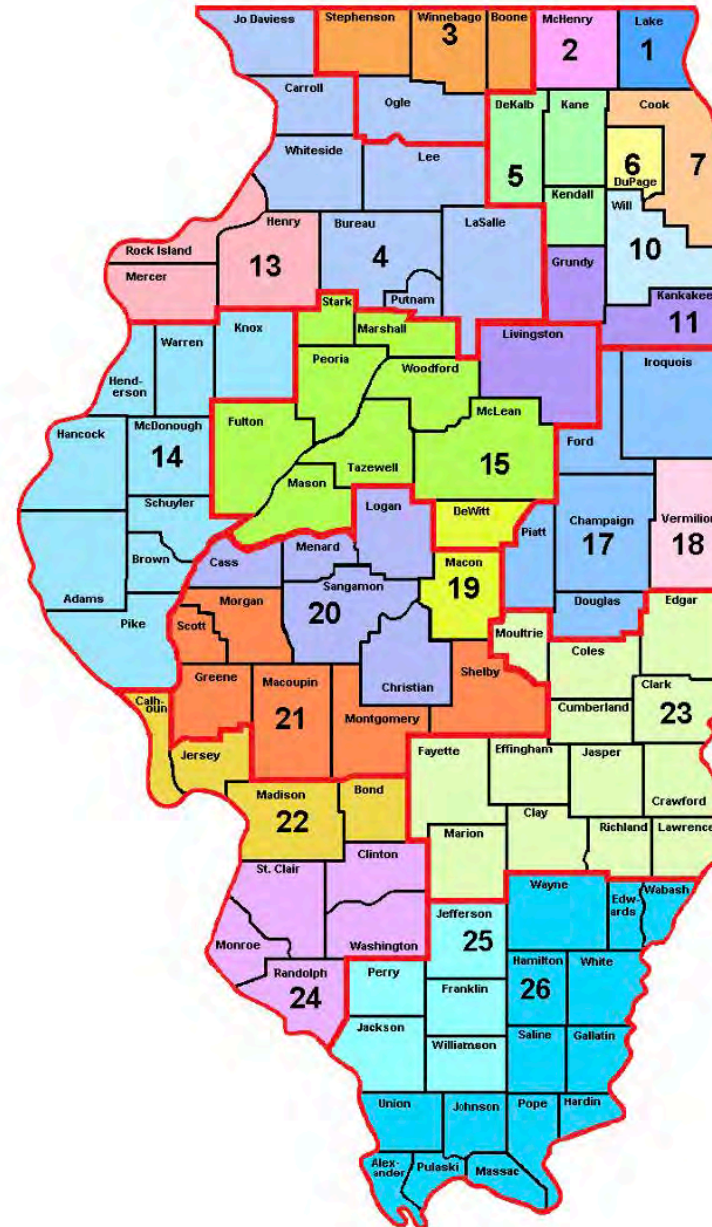
2/10/21



Kiersten Baer

- Online Marketing Coordinator
 - Illinois Center for Specialized Professional Support
- ksheary@ilstu.edu
- 309-438-1838

Where is Your Local Area?



Which partner do you best represent?





Tanille Smith

Vice President, Career Access & Workforce Development
Skills for Chicagoland's Future
tsmith@skillsforchicagoland.com



Susan Dunseth

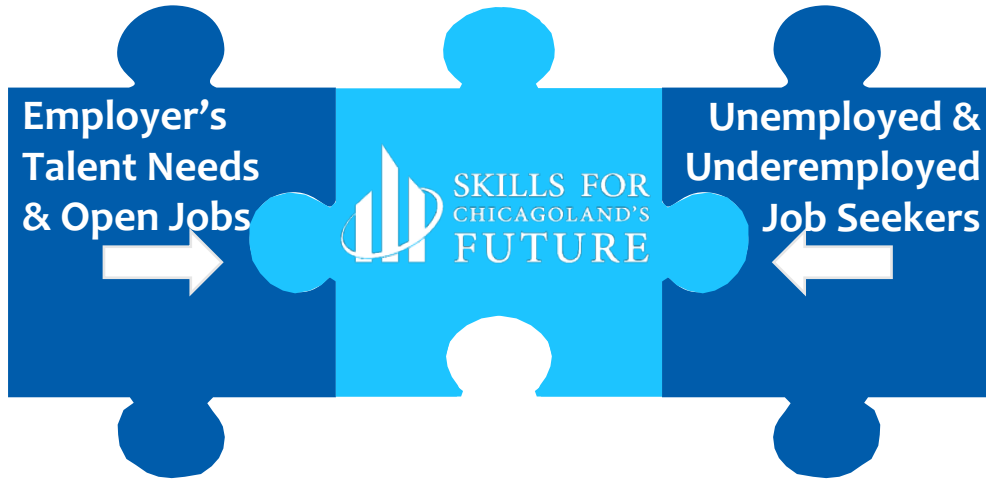
Vice President, Business Development
Skills for Chicagoland's Future
sdunseth@skillsforchicagoland.com



Michael Thompson

Manager, Business and Workforce Solutions
Skills for Chicagoland's Future
mthompson@skillsforchicagoland.com

Skills' Impact: 2012 to Present

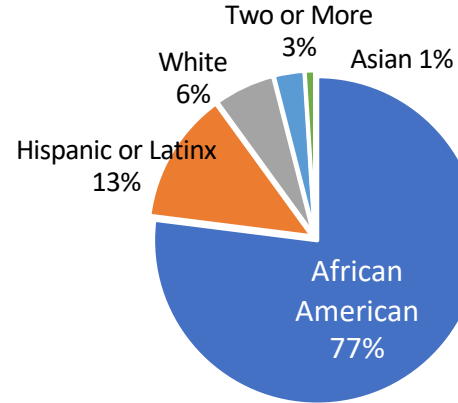


100+
Employer Partners
All time

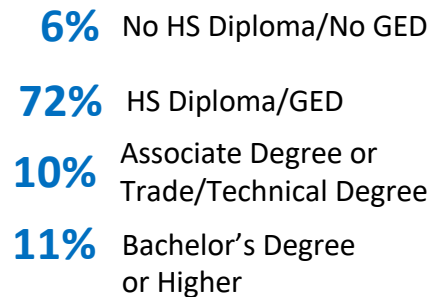
8,100+
Placements
To date

2020 Placement Insights

Race/Ethnicity



Highest Degree of Education Completed



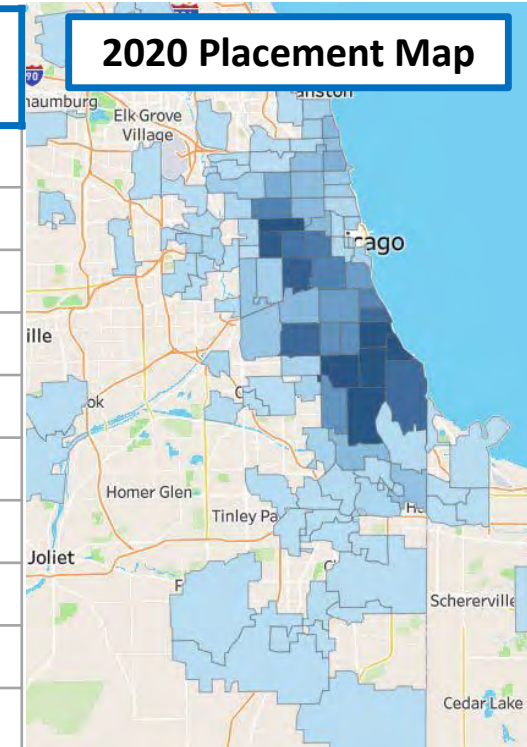
Age



2020 Top Placement Neighborhoods

- Austin
- South Shore
- North Lawndale
- Near West Side
- Auburn Gresham
- Chatham
- Greater Grand Crossing
- Roseland
- Humboldt Park
- East Garfield Park

2020 Placement Map



Webinar Series Objectives

Careers in Demand: Pivoting in a Pandemic

First Session



Wednesday, January 27th, 2021:

People: Transferring Skills to New Employment Opportunities

Last Session



Wednesday, February 3rd, 2021:

Process: Upskilling in a Virtual World

Today



Wednesday, February 10th, 2021:

Partnerships: How to Navigate Employer Relationships

Today's Agenda

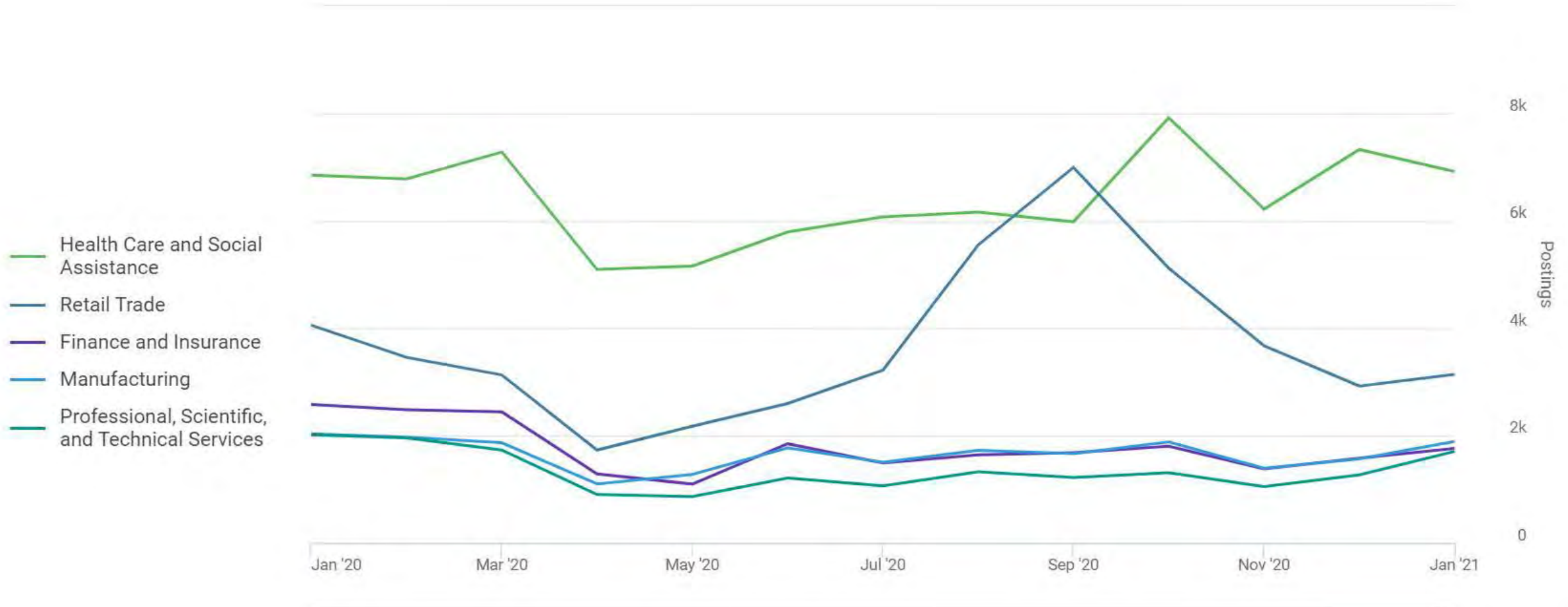
Partnerships: How to Navigate Employer Relationships

- Industry Outlook: Three Categories of Employers during the pandemic
- Value Proposition: Pains and Gains
- Commercial Awareness
- Commitment and Understanding

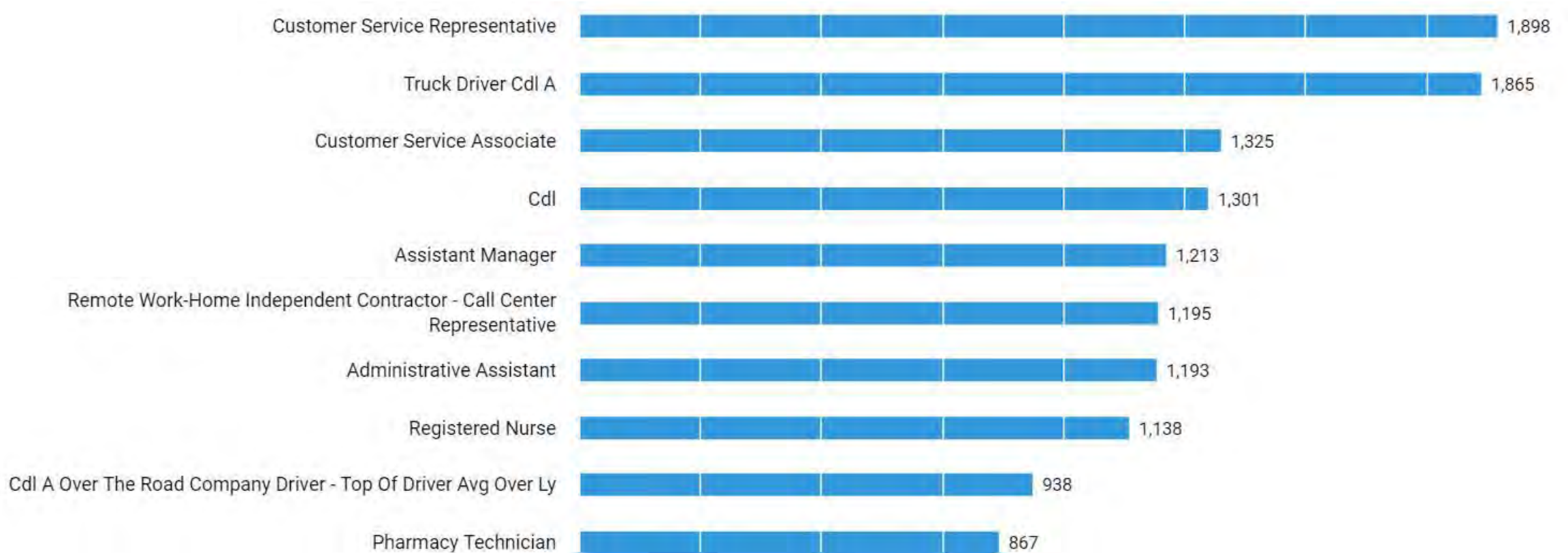
Current Employer Landscape COVID-19

Category	Operational	Hiring	Characteristics	Employers
Cat 1	✓	✓	<p>People</p> <ul style="list-style-type: none"> • High absenteeism / Transportation & Childcare barriers • Hiring most responsive for those who meet min requirements <ul style="list-style-type: none"> • Uptick in demand for contingent labor <p>Process</p> <ul style="list-style-type: none"> • Dynamic and Volatile / Candidate feedback inconsistent <ul style="list-style-type: none"> • Applications up 10x • New onboarding (CDC guidelines & training) / Some barriers removed <ul style="list-style-type: none"> • Essential employees and delivery of business offerings • Implementing new DEI strategies and removing blockers <p>Technology</p> <ul style="list-style-type: none"> • ATS systems backlog • Developing &/or incorporating virtual platforms 	<p><u>Industry/Employer</u></p> <p>Essential Retail Healthcare Essential Clinical Workers Business and Professional Services TDL Manufacturing</p>
Cat 2	✓		<p>Trying to keep those currently employed, furloughing and lay offs, but not hiring people as operational needs are down overall.</p>	<p>Hospitality Food Service Recreation, Sport, and Tourism Financial Services Healthcare non-clinical</p>
Cat 3			<p>Working on a plan to return to work safely, layoffs and furloughs happening.</p> <p>(Opening pending requisite COVID-19 Restore Illinois protocols)</p>	<p>Non-essential Retail Recreation, Sport, and Tourism Event Space</p>

Pandemic Resilient Industries



Pandemic Resilient Roles



Value Proposition

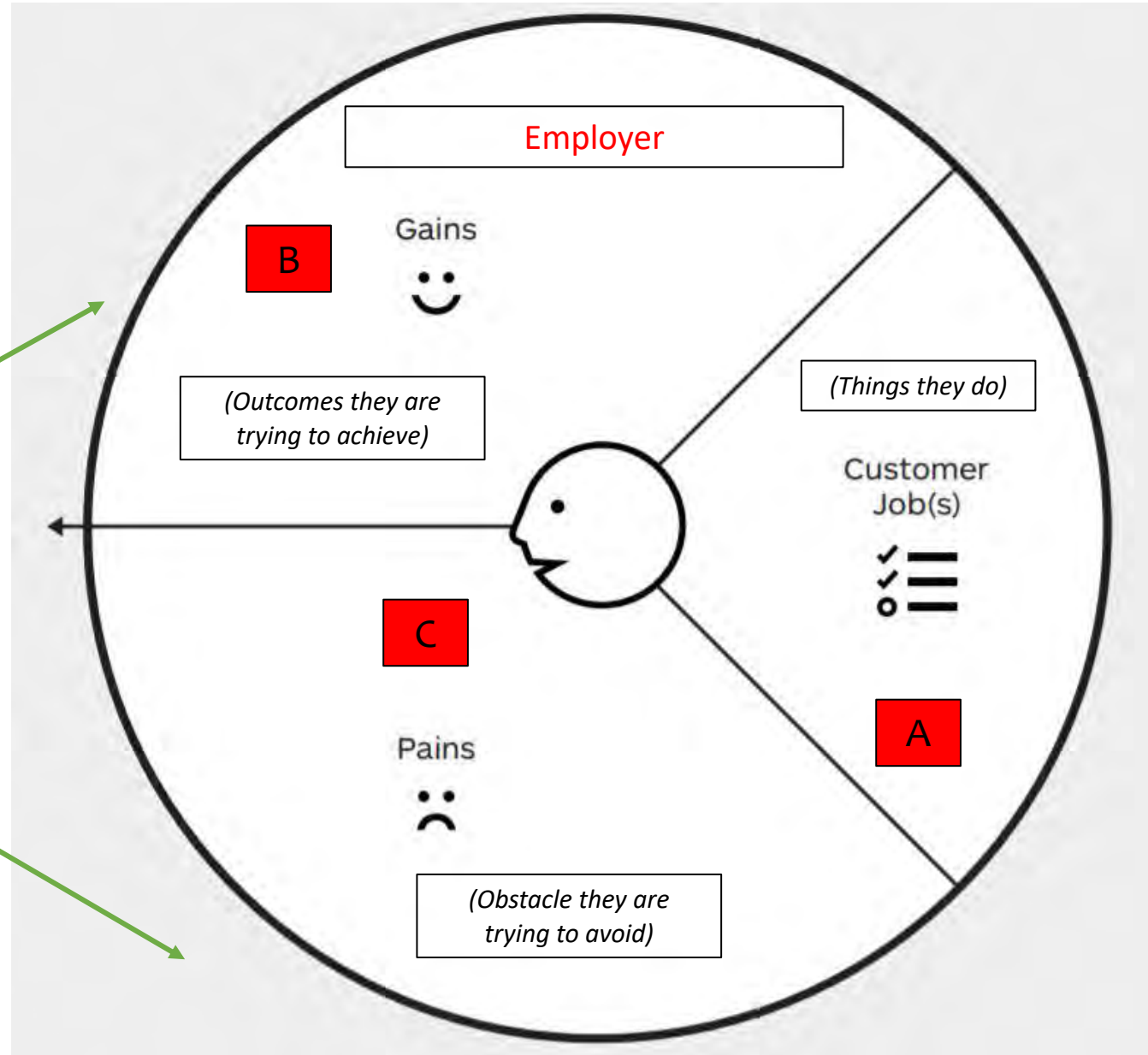
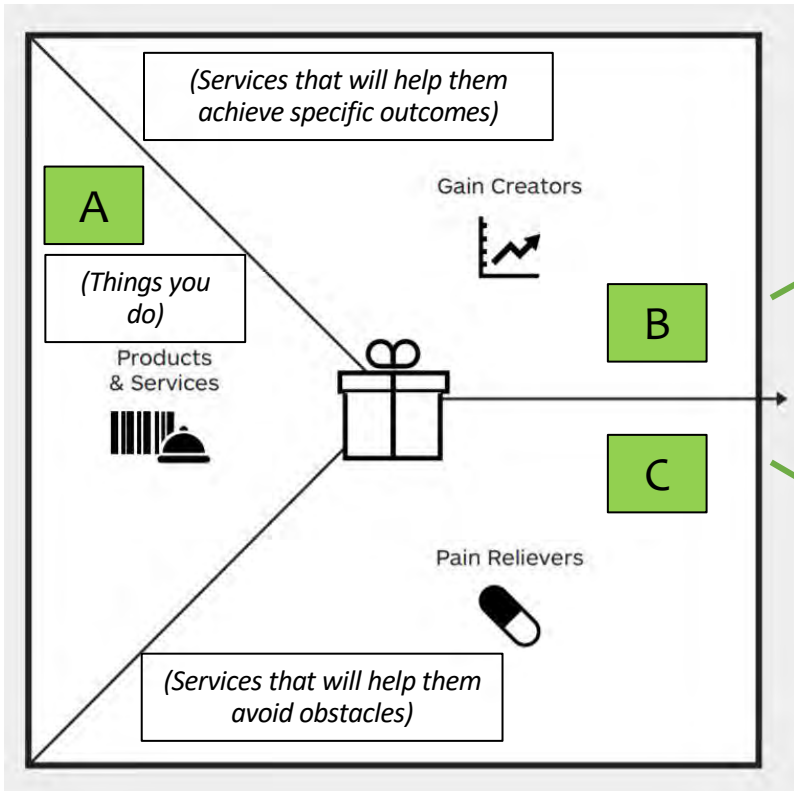
What is a value proposition?

The Value Proposition ensures that a product or service is positioned around what the customer values and needs

[B2B International: What is a Value Proposition?](#)

Value Proposition: Pains and Gains

Your Organization

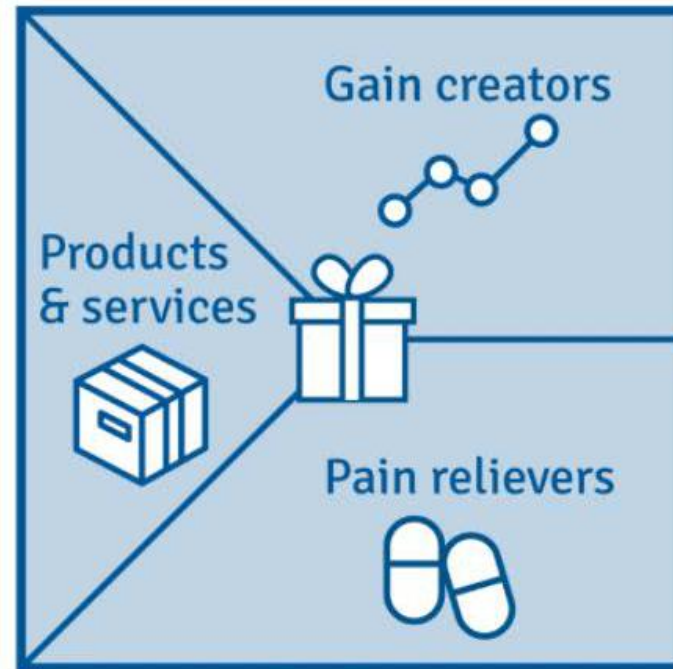


Value Proposition: Pains and Gains

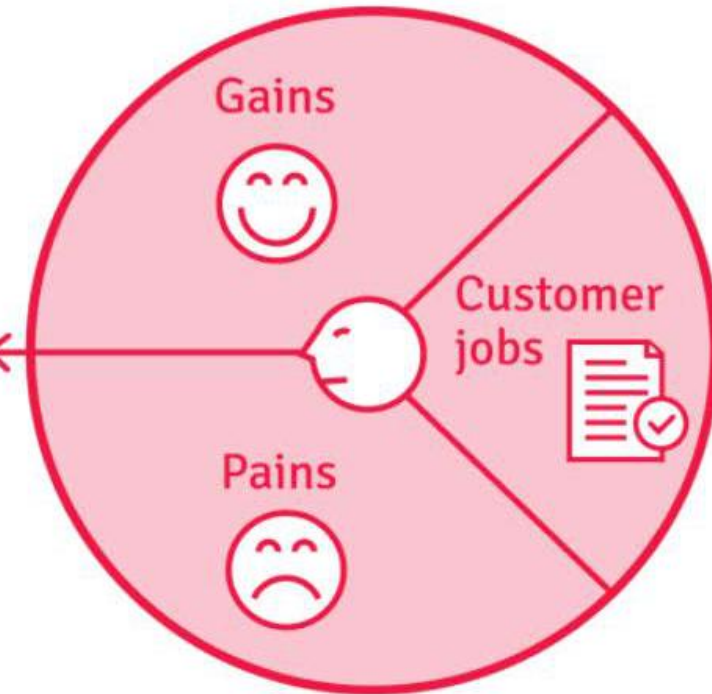
QUESTION:

Based on what employers are facing right now and the current landscape in human resources today, what might be some of the pains they are facing or the gains they wanting to achieve?

Value Proposition



Customer Profile



Value Proposition: Pains and Gains

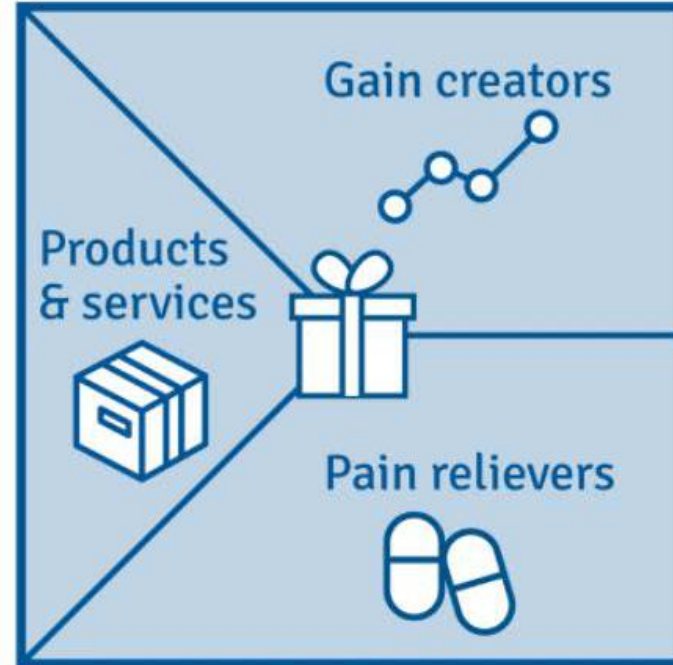
When you can speak to an employer:

- Ask direct questions
- What types of things might you ask to learn their pains and gains?

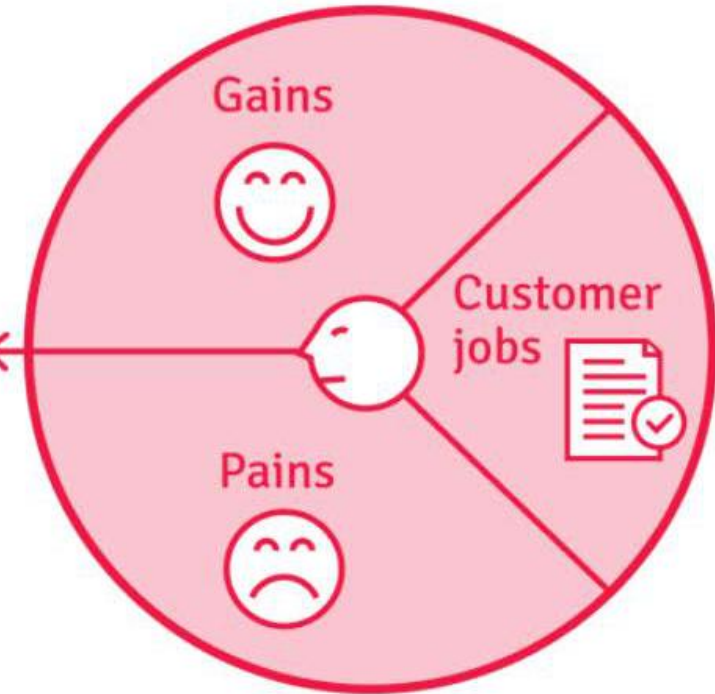
When you can't speak to an employer:

- Educate yourself on what these pains and gains are
- How might you do that?

Value Proposition



Customer Profile



Pains and Gains Activity

Trucking company A is developing new business in the Midwest, and they need to hire entry level warehouse staff, however, they will need support screening and training because their incumbent staff is already over capacity with other projects. Trucking company A has 20 open opportunities, full-time, with a starting wage of \$20 per hour and some benefits. The location of the warehouse is approximately a 30-minute commute by car, and 1-hour commute by public transportation for the customers you serve. The company is interested in continued support efforts through the first 90 days of employment. The company has also recently announced a corporate initiative on creating a more inclusive environment and hired a Chief Diversity and Inclusion officer to lead this.

- 1) What are the potential pains for this employer?
- 2) What are the potential gains for this employer?
- 3) What is the value proposition you provide?



Commercial Awareness

- What is commercial awareness?
- Ways to increase your commercial awareness
- Illinois Re-Opening Phases (COVID-19)



What is Commercial Awareness?

The ability to understand what makes a business or organization successful, usually through the understanding of trade knowledge or how a business interacts with the market. (e.g., buying / selling products or selling services to the market)

[Skills You Need: E-learning Platform](#)



Ways to stay Commercially Aware

Examples:

- Follow employers on LinkedIn and other social media platforms and contacts you know
- Joining industry specific organizations/associations
- Attend quarterly earnings calls for employers
- Receive news alerts / RSS feeds
- Join local chambers of commerce
- Receive newsletters from Trade organizations
- Subscribe to job alerts and RSS feeds from employer's websites
- Join HR specific groups- recruiting space
- Create alerts on specific topics from new outlets
- Create Google alerts for companies or organizations



Re-opening Phases for COVID-19

Demonstration: Review of Restore Illinois page at:

<https://coronavirus.illinois.gov/s/>

Value Proposition Model: Changing the way you approach the same goal using this model

Scenarios	Do's	Don'ts
Need to place customers into jobs	Listen to employer hiring needs, review their postings, and submit candidates who address them	Submit candidates that are not qualified and increase the already full job requisitions
Need to build employer relationships	Have commercial awareness and understand the pains and gains you can address for the employer with your programs and services	Try to sell what you offer or push your programs or services
Your org works with a targeted population that needs workforce services	?	?



Commitment and Understanding

- Apply the value proposition to understand, then respond to specific needs when performing business development. Know the pains and gains.
- Commercial Awareness is key to understanding employer pains and gains, then supporting customer's ability to access opportunities.
- Many ways to be commercially aware, find what works best for you and your employers.
- Understand the business re-opening phases in order to push for the most accessible opportunity.
- Assign one person in your organization to lead this function.

Today's Agenda Recap

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THANK YOU!

QUESTIONS?