



Becoming More Employer-Centric

Leanne Rexford, Director of Strategic Initiatives, The Able Trust

You have 15 clients on your caseload, but none of the employers you've called, emailed and popped in on will give you the time of day. You're spinning your wheels hitting up restaurants, grocery stores, retail stores and more trying to place your clients in their preferred field.

Sound familiar?

As an employment service provider, you wear multiple hats every hour of every day. You must be the face of your organization when speaking to employers; you must be the living example of professionalism when meeting with your clients; and, of course, you must prioritize reports and administrative duties. You are busy!

In such a busy role, you've had to create your own routines and processes to streamline your day-to-day work life--the alternative would be self-combustion.

In the opening scenario, you are focusing on your clients first, not the employers.

I challenge you to switch it up.

Shift your perspective from the individual, your client, to the employer. I know you want to see your client land that job; you want to close the file out, but keeping such a narrow focus excludes a primary element of the employment equation--the employer.

The Able Trust makes presentations all over the state to the employer community and we challenge them to shift their perspective. We ask employers to take a step back from rapid-fire online searching to considering alternative labor pools and developing local relationships with you, the employment service providers. This almost always takes a little longer, but will undoubtedly result in better, higher-quality placement outcomes.

We encourage you to spend time building and cultivating relationships with your employer contacts. A strong relationship will result in more placements over the long-term.

- Offer the business case for hiring your clients.
- Talk to your employer contacts about the issues affecting them.
- Ask them questions where you (or your client) are the solution.
- Avoid rushing to the finish line by forcing them to decide if they want to hire one, some or all of your 15 candidates.
- Stay away from using language that only employment specialists understand.
- State your case over a series of meetings and low-pressure conversations.

When the time is right and that employer seeks you out for a qualified candidate, you will be ready and so will the employer. For additional information and context, visit www.abletrust.org/watch-and-learn. The two webinars you should watch are our 2022 Kick-Off Webinar and Tapping Into the Hidden Job Market; both feature discussions with Bill Santos, President/Partner of Employment Management Professionals – Oakville, who provides great insights along with his fellow panelists.

Remember your goals and the employer's goals are the same, but on different sides of the coin. You want your clients to successfully enter the workforce. The employer wants loyal, hardworking, qualified employees. Shifting your perspective to be responsive to the needs of the employer rather than only those of your clients will result in more successful employment outcomes over time.