

The Center on Knowledge Translation for Employment Research (KTER), housed at the American Institutes for Research, presents

Business Outreach Training

Module 2: Establishing Business Relationships

KTER•CENTER

Knowledge Translation for Employment Research



From Research to Practice

- Modules will present research findings, followed by the voice of the practitioner.

Research

- Studies from academic and practice settings
- Case studies

Practice

- Experience from the field
- Context to create a balanced perspective



Establishing Business Relationships

Research

Research: Relationship Building

- Hands-on experience is key.¹
- Developing relationships with businesses begins with a few important steps.²



Research: Relationships, Step 1

Building Relationships¹

1

Meet in person to learn more about the business.

- Meet in person to learn more about the business.¹
 - Leverage existing social network.²
 - Develop consulting relationship with the business.³
 - Base relationship around business needs.⁴
 - Work with the business to assess short- and long-term needs.³

Research: Relationships, Step 2

Building Relationships¹

2

Adopt the business's perspective.

- Adopt the business's perspective.¹
 - Create a community of practice (e.g., human resources).⁵
 - Value all relationships, not just upper management.⁶
 - Engage business community.^{6,7}
 - » Community organizations (e.g., rotary club)
 - » Employer advisory board
 - » Business fairs and employer recognition

Research: Relationships, Step 3

Building Relationships¹

3

Follow up with the business.

- Follow up with the business.¹
 - Discuss qualified individuals.¹
 - Send “thank you” cards.⁷
 - Track business contacts.⁷
 - Contact businesses frequently (e.g., weekly).^{6,7}

Research: Summary of Steps

Building Relationships¹

1 Meet in person to learn more about the business.

2 Adopt the business's perspective.

3 Follow up with the business.

- These steps¹ are a good starting point.
- Practitioners suggest hands-on experience.⁸

Establishing Business Relationships

Practice

Practice: Strategies

- Use these strategies for business outreach to maximize effectiveness.
- We will discuss these strategies over the next several modules, discussing only those that pertain to the module.



Practice: Strategies (Cont'd)

- In this module, the practitioner's perspective will review the following strategies:
 - Understand the business
 - Establish a relationship
 - Ask and listen



Practice: Connect!

- First, understand the business and establish a relationship based on trust.
- This means connecting with the business!



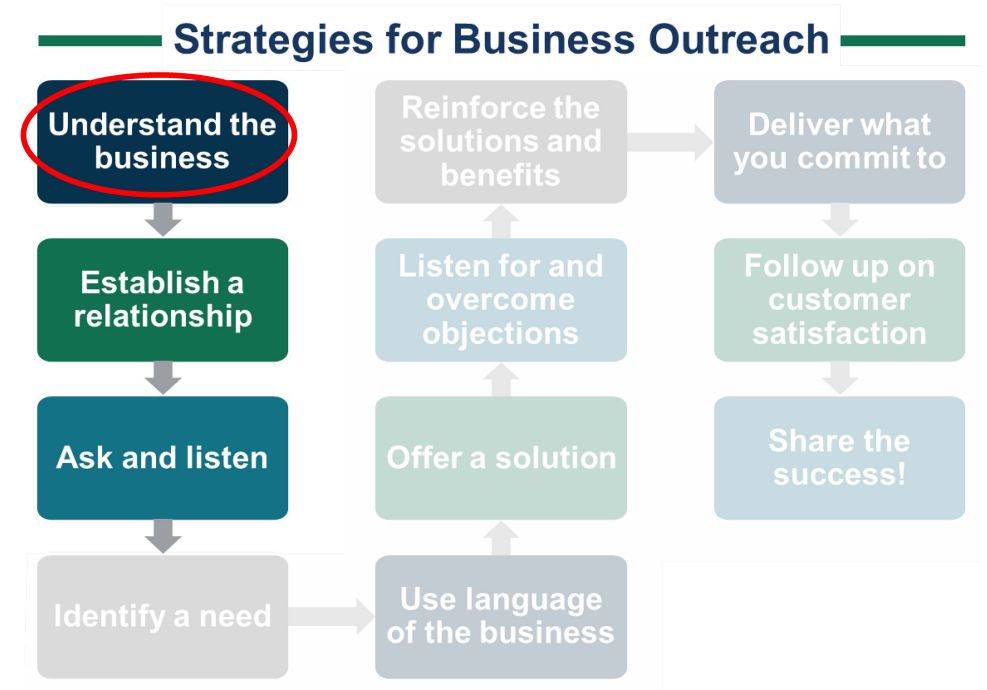
Practice: Opportunities to Connect



- Many opportunities exist:
 - Chamber of Commerce
 - Human resources professional associations (e.g., Society for Human Resource Management)
 - Industry Liaison Groups (ILGs)
 - National Employment Team (NET)
 - Diversity and inclusion (D&I) networks (e.g., Disability:IN)
 - Labor partner collaborations
 - Business referrals

Practice: Discovery

- Research the company (e.g., structure and goals, activities).
- Find out the business's D&I goals.
- Evaluate environment for potential barriers to access or accommodations.



Practice: Ask and Listen

- Generate list of questions based on your discovery findings.
- Ask about various lines of business:
 - Corporate Leadership
 - Operations
 - HR/Talent Acquisition/D&I
 - Facilities/Equipment
 - Labor Relations
 - Information Technology (IT)
 - Legal/Compliance
 - Sales/Marketing



Practice: Ask and Listen (Cont'd)

- Use the language of the business!
- Ask questions strategically to identify:
 - Allies
 - Potential resistance
 - » Key issues or fears
 - Employment needs
 - » Skill sets
 - » Other qualifications



Establishing Business Relationships

Conclusion

Summary



- Steps to developing relationships with businesses (from the research):
 1. Meet in person to learn more about the business.
 2. Adopt the business's perspective.
 3. Follow up with the business.
- Practical strategies for business outreach
 - Connect!
 - Understand goals and barriers
 - Ask and listen

Thank you!

You have completed Module 2!

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The contents of this presentation were developed under grant number 90DP0077 from the National Institute on Disability, Independent Living, and Rehabilitation Research (NIDILRR). NIDILRR is a Center within the Administration for Community Living (ACL), Department of Health and Human Services (HHS). The contents of this presentation do not necessarily represent the policy of NIDILRR, ACL, HHS, and you should not assume endorsement by the Federal Government.