

Event: Develop Your Elevator Speech webinar

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Good morning. Welcome to the Develop Your Elevator Speech webinar. My name is Debbie Bockman at the University of North Texas – Workplace Inclusion and Sustainable Employment - UNTWISE. If you are having difficulty accessing the webinar, contact our office at 940-565-4000. I want to make sure that everyone can hear me. If you can, please use the question box on the webinar control panel and type ‘yes’ if you can hear me.

Hello, everybody. This is Norine Gill .

If you have questions during the session, use that question box If you're calling in by a phone only, you will have to email to get credit for participation. At the end of the session I will give you more information for receiving credit about this webinar. More about our speaker, Norine Gill , she is the lead trainer for UNTWISE. She also serves as president of the Texas APSE board and was appointed to the Texas Employment First Task Force. Today she will talk about developing your elevator speech. Good morning.

Good morning, everybody. We will have 90 minutes of what I hope is a very interactive discussion. So how many people did respond to you?

Just a few responded.

If you did not send something in the question box, please do that to Debbie now because part of what is really important in the next 90 minutes that we spend together is your interaction and your feedback and your department because developing your elevator speech is probably one of those things that get ignored a lot or doesn't get worked on and there are a lot of issues related to that. The author referred to it as considering it a necessary evil. I was like, that is pretty left -- rough language. It is an important skill that not just you as an employment specialist needs to know in terms of how you will introduce yourself and what you do, but it's an important skill for you to mentor other people that you work with. If you are a person that develops your own elevator speech which by the end of today, I think that that is one of our biggest goals that you actually are developing your elevator speech and being able to say it at least and be able to deliver it, then you will be able to see other people doing the same thing and having good success. Given that, here are our objectives for today.

I want to make sure that you have an understanding of the purpose and the use of elevator speeches were the introduction. Some people might refer to as their personal

soundbite. I kind of like that. That kind of took away -- the elevator speech is kind of old lingo in terms of the marketing traditions that we have seen. With what to make sure were for 10 and that is not your entire marketing package but that it is in fact a part of a marketing package. We will talk a little bit more about that as we go on.

Secondly, we were kind of go through the steps of developing the elevator speech. My guess is that most of you on the call have probably been through at least a job coaching or job skills training course. Hopefully if not [indiscernible name]'s but another company. If you have been to the Japanese the class got your certainly gotten into an outlying portal but again we do not always been the time that we should with actually sorting it out.

We've had several thousand people at this point commit to elevator speeches the job placement course. Some of our examples include some of the things that people have said is a part of their elevator speech. So we will then in our third objective, when you're crafting your objective and crab ding -- and writing things out how we we some of the example that we've created. So we can talk about what works and what does not work.

In order to get, especially the third being established and created, we really needed to have, no question boxes, know how to type in it, so Debbie are looking pretty good? People have found out where to begin with this?

It looks like about half.

Okay. The other half of you, if you have not, if it is because you do not have a keyboard or something else is going on, or you just have not found it, you can also use the chat box that is down on the bottom of the control panel. If you need sent to death -- if you need to send Debbie a message, we would really are to hear you. We will try to be careful if it's okay for us to share your information as we are going through this, that would be awesome just the responses. If you say so be that you do not want to share to the group as a whole and you want to be not sure that comment to that information, just put that in the comment box. If you want us or me to just see it and you want me to respond to it later, I can do that and we can make a copy of it and then that way they don't share with the whole group, you'll be able to be interactive still and participate.

Given that, for those of you that have signed into question box and you know how to use it already, one of the first things I would like to know as an audience is where you are located within your organization structure. For instance, do us a job coach or

implement specialist or a trainer, are you part of a larger organization? Is that larger organization is already identified as working with people with disabilities?

There are many organizations that right have names that will already say, that will already have that identifier as a -- I am from a Harris County part of the world so Harris County HMR a, the label is already out there so, in an acronym, people here that any identify that as an organization that works with people with disabilities.

Or are you in an organization that has kind of a name that does not have that identity? For instance, in my past I worked for a group or organization that actually was called Gold Coast works. Depending on where you are located now, knowing that information would be really helpful. If you could go ahead and put that into the question boxes that we have the information to kind of go with, that would be really helpful. What you are doing that, I will keep working and talking about a few things that we will come back to your answer.

As I mentioned earlier, the purpose of an elevator speech is actually within the much larger context of an overall working plan for your services that you provide. As I speak about what we are doing today in an elevator speech, I am not speaking about the overall services of an agency that might have several other services and support that they provide. I am speaking specifically to the marketing plan that you have for employment services.

Your conversation, what you'll be doing or what you hand into the people's hands or hell you act -- or how you act and behave the committee are part of the overall marketing plan. Specifically, I wanted to be about the employment services piece. If you are trying to develop a marketing plan that is an overall marketing plan for an agency that is additional services by case management, residential, foster care, adoptive, whatever the additional things might be, then that will look really different. This, we'll be pretty specific in regard to these skills being specific to a marketing plan that is addressing employment services.

Here are some basic pieces of a marketing plan and what you should be, when you're developing your overall marketing strategies and all the things that you use, you want to be sure to identify the product or the service that you provide. In this case, employment, as I said before, we are looking specifically at employment services and support. There are a lot of reasons behind that but the biggest driver in that is the value base that you are promoting, the values and belief systems that you're promoting what you provide a point of services.

That belief in the value and the philosophy is very different than, for instance, a residential service oriented habilitation service or a workshop service. All of those services, how you provide services and support, have different values and belief systems that they are built from and work -- and were specifically working on what it take and the goal of the bottom, what does it take for us to provide quality women's services for people with disabilities resulting integrated, competitive employment that is our goal. We are very targeted on that.

When you think about that, when you that your customers are, that marketing plan will -- we will need to address to specific customers, persons with disabilities, persons you'll be delivering the services and support to, and in addition to that of the periphery, any kind of family or other supports or residential providers, all the other people that get attached to that person. The person with the disability is the decision-maker. The main person that you are creating that person, the plan around, you can not ignore all the people around them because, in the case of a family member, that is who they go back home to at the end of the day of work.

Other kinds of natural or paid supports will be there. Unit identify the person the disability is your customer and what your marketing plan should address. And the other case would be the employer. Employers are an incredibly import customer to us. They are probably more misunderstood than any of the other customers that we have. We actually do have other customers, the funders, they are probably been -- another one of the list. We'll focus on the planet services on these customers. Is more specific than that. --, The elevator speech will be focused on the employers because we need to understand them. With it what you hear, and what will be useful for them, and what is it that the customer, the employer, as a customer, with a gift from you to help them understand what it is you have to offer.

I think that as providers in the service delivery systems for people with disabilities, they probably do a pretty good job of pitching our services to people with disabilities and family members. In fact, when we have done standup workshops and asked people to bring in their brochures and other business cards and those kinds of things which are important pieces of marketing, most of the time even brochures, they really focus on the marketing aspect with people with disabilities and and other collaborative agencies.

What we keep dissing his LPs of the marketing that we want to create specifically for employers and that it's okay to do that. Today's workshop, our session will focus on that customer, employers as a customer. To become what we get intensive feedback with people work for or if they are part of a larger agency or working for people with disabilities X did you get responses?

We got to sponsors. Oneness with the [indiscernible name] and we have another one with Providence[indiscernible word] center.

Lakes regional, your name, the military to in itself will certainly stand out as the community center, a legacy name. But Providence center, I think that kind of offers some other possibilities. If it's okay with you guys, just let Debbie know and we might use you both as a good example as we go through thanks. I will share with Lakes regional folks that one of the things I mentioned earlier that goal coast works with an agency that I worked with in the past that is here in the Galveston area, and that was actually a community center as well. So that was how we kind of worked our employment services plan into our larger agency plan was that these providers worked with our board and said we needed to have a plan of focuses on a lawyer and one of the things we have to get rid of his talking about people with disabilities and we went with people with skills and abilities and capacities of people who can be a part of who we can work for.

So we are really thinking about what are we saying just by saying the name of the agency that we work for. Just a thought or consideration work --. Knowing the broad picture of the marketing plan, all the different elements of a marketing plan that are there, your elevator speech, your pitch, your personal sound bite, is just one small piece of your overall marketing plan. Again, that soundbite being a soundbite about employment and about knowing that you are going to be running into people and meeting people and introducing yourself and a lot of different situations you want to clearly give the message about people that have skills and capacity that will be useful or needed a workforce.

Knowing that that is where your goal is, you will always speak for that goal, the overall goal for marketing for appointment -- for employment. Had we get there and how to use this one small tool to give us the leading edge? The other part about an elevator speech that is critical to understand is that this little piece that we will be working on today is just the beginning. The beginning, the goal of this little piece is not to actually end up with a job. The goal of this little pieces just to create that opportunity. Some of you might have read a lot of the articles are Terry Griffin are some of the other people who are out there, Michael Callahan certainly, there is a lot of good information in regards to our relationship building, who we are, how we are identified in the community. But this little piece, it opens up that opportunity for further discussion.

It is not result in a job from the front and. -- Front end. Is sort of like those commercials that you see, like that dating organizations and companies and whatnot,

and they are really hilarious commercials because the people are just meeting each other at, and then all of a sudden the person is giving them -- is asking for commitment to live with the rest of their lives. You want to go there. This is just a hello. A brief discussion or introduction that you give that person an opportunity to further your discussion.

Also you are looking at how will I develop a relationship with this person and get back to reaching that employment goal that we want to achieve, that we want that to be wary and up in the long haul. So thinking about that idea of where are the likely places that we are going to be using an elevator speech or brief introduction. I guess some of the most common would be like our community events.

When I do go to training and conferences, we are always in a hotel, maybe somewhere at a conference center or whatever, and you see you think you are meeting other colleagues, other people that are the same business as you are, so that is one comfort level. Think about when they many times you get into the elevator and you look across the person and you see their tag and you see Exxon Mobil or you see Comcast or you see any other company in the community, a hospital commented as hospital or something. So you are in the elevator with them and envision that when you are at another conference and what would your introduction be like? Would be different than the one that you would[indiscernible] And the answer to that would always be yes. Certainly community events, conferences, business meetings, you're doing your own job development and that his job develop that is more individualized that is not part of the overall marketing plan where you are pitching your agency or your organization, you are talking to individualized job develop its. But you're also going to be using your elevator speech when you are at social events.

People will ask you what you do and do you want to have a good response? You want to know what your spots is and it should roll off of your tongue and the easy to be able to recite it at any moment. Elevator speech will be in places that you do not always think about. It would be like attending church or sitting in a chair at a beauty shop getting your hair done. The reason I added those in is because I found that especially if you have a group of people or staff that you are working with and you are within a larger organization, you have case managers or residential staff or other services, people that you run into and work with all the time, they need to be able to know enough about you that when something occurs to them that this might be a potential employment site for someone that you might have in common, that they would be able to feel comfortable enough giving that for sharing that information. Oh I know somebody that helps with finding jobs all the time, can I pass on your name?

I say this and it actually doesn't work as you are doing your own internal marketing within your organization is because everyone then becomes a job developer. Everyone then understand that concept of integrated employment and they start seeing and working with you in ways that they start to lead you to those wonderful job opportunities that you might not get to yourself. But they need to know clearly where you are through how you put yourself in that bigger obstruction.

I say that also to let you know that there's truly are some barriers. I am a Texan, born and raised, kind that seemed that changes in our service delivery system over the last 30 or 40 years, I am an older Texan, so, but the barriers are there and I think that that probably, if you have not quite figured out what I say, then how you feel about it, then it is because of barriers. This is one of those places where I would like people to give some feedback as well in terms of kind of barriers have they seen? What you see as your issue or your problem in terms of why you cannot say what you want to say or get that elevator speech down.

If you want to go ahead and think about that and I'll just continue and if you question you can give Debbie some feedback and we will stop in a second to hear what you have to say. These are the kinds of things that when I worked with my staff and then as I have done training since then that people have shared with me. The first and foremost is understanding the employer as the customer and that anyone you meet is a potential employer. That person you met at the elevator, they may be or may not be the person who hires. They may be a secretary, they may be a person who is a technical person or whatever, but you treat everyone as an employer. Is amazing the number of leads of potential employers, the number of leads you can come up with. And also just understanding corporate culture a little bit better by having those conversations. Remember our goal in the elevator speech is to give a person enough information that they want to continue the discussion.

So that pitch or little bit that you give them, while, -- we are always seeing staff because there is always high turnover or it's really heartening onto people who want to be in one spot and finish all the work or anything that might allude to you to my -- kind of things that you might want to be looking for. Understanding our employer is our customer and what kind of information we should be sharing. The other thing I think people have fear of and I know this because I kind of have gone through this myself even though some people find it hard to believe because they've always know me as a person who is talking is having the comfort level with talking.

Having a comfort level with talking in front of a person that you have not met yet or that you do not know or that is in a business that is not like yours, that is in a totally different fields that takes -- in the engineering field or some, are they a rocket scientist

or they in technology or some other field that is totally different from what you are doing -- in agricultural cuff or street, or whatever, you name it, there are lots of other people who are working. So we are uncomfortable with that especially for the person appears to be a person in authority.

If they have a title, a CEO title or the owner of. So that is where we get back to what we always say in our advocacy days is we are all human and we all have our frailties and we all have -- we are all humans and we all are people and we all are interested in a lot of toothpicks. So part of what we might want to work on his our own way of presenting so we'll talk about the comfort level more and more. I always left about some of the stories that I have heard over the years that when people first started, how nervous they would get and they would just start to, the body temperature would just start to go up and they were turned red or they could feel themselves or they would start or they would break out in a sweat and that it would be so uncomfortable for them. So how do we get over that and how do we make it more palatable to be able to get to the next step?

The other barrier that a lot of people have mentioned is the issue of feeling honest about the message that they give, do they feel it's actually critical that they are honest and I applaud everyone in that. Honesty is one of our greatest gifts and we should hang onto that. I will let you write it into your little notes there that you are keeping because this presentation, honesty needs to be about your beliefs in the person that they can work. You need to copy concept here is to take your honesty and to use that to promote your beliefs that this person that you represent is able to do the job, has skills, has capacities, and you can promote the person to do a job.

That is what we need to be honest about. I think the confusion becomes that our honesty is about the persons disability. And we begin to focus on disability. I want all of you to hear is our honesty about our beliefs, your personal beliefs that that person you represent has skills, capacities, interests, preferences, you name it, strengths, that they will do a good job or they will do a job for an employer because that is the honesty that that employer needs to hear.

Until you can give that honest message, your elevator speech will always fall short. Think about that honesty. Leave it at that then the reputation is one of those things I learned the hard way. Again, it has a lot to do with nomenclature, what agency, what your agency name is, or if you are stepping into a position after another staff person has left, or your agency has been involved with the person for a long time and there has been changes and maybe some ruffled feathers or whatever, reputation of the agency or the person that went before you is one of those barriers that you might have to deal with.

Again, having your confidence in terms of who you are, what you represent, and how you work, how you work is important, it's probably one of the most porn tools that you have in regards to how to counteract that, how to bring that back in balance. Again, the recent do all this work is to reach that goal of integrated competitive employment for a person with a disability. On that note, Debbie, did you have any input into any other barriers that people saw as issues or any feedback on anything that we set?

Not at this time.

On guys, I want to hear from you. I know you're alive and well. Here's one of those examples of -- a gentleman I have known for the past 20 or 25 years, some of you may know Ricky. Has been around our state all his life. This is Ricky actually working with me on a project he is giving his presentation to a group of professionals. He is talking about consumer directives. When I met Ricky, he was living in an ICF facility which is a residential facility.

He lived in a large residential facility for 29 years of his life so he had all the labels you can imagine. Basically he had that other piece that was that he was to severely disabled to be competitively employed. Ricky works now full-time for a vegan Enterprises. Is the peer leader for project speak which is teaching people with disabilities to have a voice and to do presentations. The particular slide that he is giving -- he is talking about consumer directive services and that he now uses the Medicaid waiver to hire his staff.

This is something that was very important to him. When I was talking earlier about your belief system, one of the things that is important is understanding the values that drive the services that you are delivering. Implement services is very much developed on those values and the principle that allows for persons to be fully integrated into the community, that they are working with other individuals, that their colleagues and coworkers that they are working with our typical businesses. As a Plymouth specialists, one of the things that we work on is how to provide a whole host, a white prey Frady of people with a wide radio disabilities or issues or whatever and you are working with, how do you do that and how you provide for in the best possible ways of their successful at their job and you are able to to be able to minimize your presence in terms of that position.

The whole idea here is, and that would be a whole another training that we get to in terms of writing supports, but the basic value or belief system is that you are providing support, services that support the person who helped of the person there, but

they are the person is front and center and they are making choices about the job. The deep into notice in these pictures is that even though Ricky receives a lot of support to be able to do these presentations that he does, you do not see the support person there. We are elsewhere. We are providing support in a way that he is able to do his job and do it well because he keeps getting asked back so we know he is doing well. But you do not see us in the picture. It's not about us. It really is about him and his go and where he is going. That is different from when he was getting previously because he did go to a sheltered workshop for quite some time in a D habilitation program and they had classes. But this was different and I am hoping that what I have communicating to you is that you can feel what the difference is and that you are clear about your value base and where this things come in.

The part that was living for me was, and I figured out some of these values, I quit getting[indiscernible word] when, because I do see where they were coming from and we were both coming from a different value base. Before us to be successful at integrated employment, we need to understand where we are at and what our belief system is. The other issue that we deal with and that I am not sure the person from Lakes regional, I will take a guess that you might be working with people with psychiatric stabilities. If you are, give me a high sign of amino -- and let me know what your customer base is for people with disabilities.

The nomenclature again and we represent and as you are working with individuals who do not have a parent disabilities meaning they might be a person with a psychiatric disability or some other disability that, or even a person with an intellectual development disability that has no apparent sign of that, persons with autism very frequently fall into this category. If they are not an up -- a person with an apparent disability and if they do not be represented as a kind of person, you seriously need to look at your overall marketing plan.

As a specific customer comes to asking you for services and support. The reason why is that even though that person may say definitely I do not want an employer to note that I have a disability yet you are the person that is representing them and doing it and working with an employer, you are very marketing plan may actually present you from being able to reach a disclosure form with the individual. So be careful with that in terms of how you create your marketing plan, how you create your personal pitch, have you support the people that you are working with so that you know the individuals that you are supporting, where they are at. Of course there may be situations where you will need a lot of additional counseling.

Kind of working for some of the details, but I think this is really important issues and when you are working with individuals with a parent disabilities and there is a whole

another list of disclosure questions and accommodations and what not to ask at about and what you do those things and so I start by joining ethics and disclosure and ethics on-demand courses that help with that issue and will probably have some more in this coming year. Thinking of you those things, they are important ideation should all go back to how you create the pitch, your pitch and your soundbite on employment.

The other concept might think about how you are framing things in terms of your own messages, I actually did some highlights of this from a nonprofit answer guide and messaging and what you want to deliver are the unique benefits to an employer that you are going to actually provide for them. Again, you target your audience. You want it to result in that integrated employment setting. All the words you use, how you frame it and how you deliver it and your body language, all of the things help you get to the final target.

You will get the job. It's getting started on the right foot would be another way to put that and you want to know that you're going toward that goal at all the energy that you are using is actually getting you to that goal. I, after several decades of work with people with, in the employment world, the people I have met in employment are just phenomenal. I see so many incredible hard-working people. What we want to hear is not necessarily make you work harder but to make you work smarter. That incredible amount of energy that you used to message to employers is probably as effective and efficient as possible.

You targeted audience and you talk with community as a whole in a way that they can understand and that gets you to your goal. Thinking about messaging, if you want to go on to some websites after this and do a little bit of work if you will be working on your ideas then that will probably be [indiscernible -- muffled audio]

Again figured out that overall marketing plan and if you are developing a marketing plan, this will go for every piece of your marketing plan but you need to know these pieces in order to be able to get to your elevator speech developed. You need to be quite knowledgeable and very secure in the features and benefits of your employment services. I will talk a little bit more about what features and fits our because having that language of what you do and how it benefits someone else is really critical to people understanding your comment or message.

I will state here that, hopefully will say a couple of more times, you want to make sure as you describe your features and then if it's that you describe them in a language that is understandable by the employer or the business community or the community in general. We tend to, as agency folks and as organizations, we tend to get into our own nomenclature, acronyms. I can give you another acronym here, kite. Is a way to

remember it. Think of buying a kite. You'll be out there creating your own elevator speech and you will find a kite and see where it goes. That is the idea behind that.

Your language needs to have an awareness that our acronyms and our, the words that we use are often or off-putting for employers. And especially acronyms because you have no idea what acronyms they have their business that they might be using and so you see an acronym and they are going off in a totally different direction if there try to fill in letters from the acronym with something that has nothing to do with what you are talking about.

The time just take the simple acronym of a RC and think of all the different organizations and meanings for those three letters that you might come up with. I say that with all confidence because I have been a lifelong member of the word back and it's always interesting when 70 comes at me with that acronym. There certainly not talking about the ark that I know. Be careful with that language.

When you identify those in your marketing plan those players and businesses in your community, to some extent you'll be targeting them because of the consumers that you'll be working with. Who are you customers and employers at your targeting. Again figured out all the tools you will be developing.

You will be developing more tools than just the elevator speech. You will be using different strategies with different customers. You always want to engage purposeful interaction and having your pitch well-developed, prepared, so that when you are ready to give it, you will be using your time and energy efficiently. You were beginning to that target and that immigrated employment.

Let's get started on this elevator speech. We have, we are right where we should be. Thinking about how we are going to be successful at 12 in the speech. Again the elevator speech needs to be doing these three things. It needs to be able to promote your business and market yourself. It really personal. You are not talking about your boss. Unit talking about the agency. When you're doing an elevator speech were talking about yourself. It's usually in response to what do you do your so whenever you are marketing yourself. The other part of marketing yourself especially if you a job developer and the employment services division, you will be the person who is doing the follow-up. You will be continuing the conversation.

Make sure that that is what you have in mind. Describe or sell an idea. Do it in 30 seconds or less. That idea is you want to continue the discussion because you have information that you are interested in. Why is it 32nd? I am hopeful that you guys know this already but I will repeat it. The whole idea was remember that example I

gave you that you get in the elevator or conference or somewhere and you see the person and the only person has an name tag on this as Exxon Mobil or Conoco or shell or Comcast or whatever the business is, they are in the elevator with them and you say hello and they ask that question or they say, you ask them and you have to do that 32nd pitch from the time that the door of the elevator closes to whenever you get before you land on. That's why you wanted to make it brief. That you want to walk out of the elevator having that your goal that you continue the discussion, that you want to exchange cards or whatever.

Or just to have said it and set it comfortably and be able to move on, sometimes that in itself speaks volumes. In order to listen to a welcome you need to know your features and benefits and have a good handle on what it is you do as a plaintiff in the provider. What I thought I would do, and if you guys did not do it already, I am pretty sure you have it, it's in the control panel that you all have available, if you did not already get a copy of this presentation, it's there in the PDF format if you want it.

If you want, if you do not already have a hard copy in your hands, then it would be good to have one because we'll be going through a few things and you might want to be writing those things on it. What I thought I would do is go to some examples and then kind of start to pick it apart. I think by noon time, you want to pretty much have your elevator speech well on its way to being written. So let's start with this example. Good morning, my name is Jane and I am in employment consultant with ABC staffing. I focus on supplying employers with the pinnacle qualified applications to meet their diverse workforce needs. The people I represent can fill key positions from hospitality to technology and I support the job applicant to understand the work obligations to training and consultations that assures they were calm reliable employees for their companies.

So this is actually an elevator speech that was to a large extent Semitic by a person so it's pretty good. We thought it was a good way to get things started in terms of some discussion. So given this elevator speech, what I want you guys to do is we will go through some features and benefits and I want you to compare the features and benefits that are listed in this elevator speech. So let's think about first when mean by features and benefits.

Basically a feature of your employment services, that means the characteristics of your services work those a specific services that you provide that are for employers, what specifically are you providing for employers? There will be lots of other features of implement services that will be for your other customers. But since you are funders, you have a whole another list of features for that. What he wants to be able to do is take any feature that you have for an employer and think about how does it benefit the

employer, how would you subscribe to them? What this would be the reason why the employer would want your services. You want to be clear in terms of [indiscernible -- low volume] Here are some typical features that employment services have.

I want to take these because you'll be doing these four were consumers as well, you also do job analysis and you will be doing a job analysis for part of one of the [indiscernible -- low volume] . You think about that same piece, that's a feature that you have for your other customers, think about it in terms of how it benefits the employer. That kind of gives it the same, this is you want to work smarter not harder, you what you that same sense, the same information and you think about how can I tell employer that this is going to be pretty cool thing.

That you really want me to come in and do a job analysis because as a person will find you a qualified candidate, I will know more about your job requirements, I want to be more familiar with you work culture, and I will be able to meet your expectations better. So I am hoping that that makes sense. I am hoping that you understand that these are features that you already have and in some cases or most cases, thank you. how does it benefit that employer specifically.

I think some of part of what we know is we kind of get it when he comes to preparing, prepare the job training component for the consumer so the consumer will know what the expectations are. Flip at around. How we can use us as a selling point employer. These are the reasons why it support for you to get in there and tell people this. Same with prescreening and prescreening is much more of his more of a business word as opposed to a place us than or her evaluation tool. You can use those words as well but it is what you use as your process for 40 out is this a candidate for an employer. You are looking for qualified applicants or candidates.

You want to create a good [indiscernible -- low volume] And then you are looking at reducing the employer's workplace because you have Artie done that process. You have already created that information. You have already given them some of the things that have gone to those steps where they do not have to go through those steps. So those would be the benefits that you would talk about to employers. Here are some of the other features that your employment service probably offers. You offer training and support, problem-solving. I fully convinced that if you are in the implement services work world then you are solving problems constantly. That is kind of like your middle name.

You are thinking of creative solutions and you are working to many thanks. Typically again we tend to look at it from the perspective of the agency or for the consumer but [indiscernible -- low volume] You are helping them with workforce requirements. For

instance, the department of labor and the criteria 7% of workforce for people receiving federal contracts that peppy people with disabilities. Well are we hoping to meet that requirement? Or if they have a requirement for diversity, if they are trying to achieve that or some other kind of market that they are out there looking at in terms of their workforce. Can we help them with that? In some cases, I put this in here kind of with a little bit of hesitation.

Some of the employment specialists have told me that a big sell for them at some point in the relationship with the employer was to ensure that employers that the person would have reliable ongoing transportation. I am not myself saying that I understood all of the pieces of that, but somehow those employment specialists were able to figure out using the resources in the community, using whatever personal resources that person may have whether it was Sosa security benefits or paying for that transportation, there were a lot of possibilities. I thought it was interesting that implement specialists said that their employer said that if you can get them here, then they are hired.

I put transportation down on the list. What I want people to do is since we have kind of copy this list is that by kind of continue, in a little bit, give me some feedback in terms of their features and benefits and which, and name at least one or two benefits to an employer that they consider very important. If we get some feedback on that, that would be awesome.

So let's look back on the thought here that was thinking about those features and the benefits to the employer and how was that used in our example from Jane. She is applying a place with the pinnacle qualified applicants to meet their diverse workforce needs. Best as a whole lot. -- That says a whole lot. She was hitting also on the issue of diversity. Be dependable, qualified, applicant is really benefit that she is pitching as what she provides employers.

The people I represent can fill key positions, and she is saying I have history with this, I have work from all fields. She is getting a range. I have heard some companies that focus primarily on entry-level positions and say that as a part of their pitch. If that's what your company is doing, that's what they do, a lot of companies have a much wider range of a target in terms of their job seekers and the employers that they go after.

Then she also talks about the support she gets to the job applicants, that she is getting to the job applicant, that is the information that they need to make a good choice about who they select as their employer, and they get the training and consultation and also that there is a long-term commitment to the person, to the person into the company, to

the employee and the company. The features again resulted in more fluid conversation in regards to how that fit -- help that benefits the employer.

I hope it's because you are sleeping. Let's keep going. You really do not have a choice. You really have to write your response to questions so help me out here. Give me a little bit of your feedback. So let's think about, we will outline your topic now. Will start writing answers to your questions. The first one is when you meet a person in the community or just treat every person as a potential employer. Just go ahead and put the glasses on and say I am in employment specialist for life. But you need a person and what you what a person to learn about you. This is about you, right next --?

The idea is we -- are all agencies and it's all very personal and it's about you and let's go back to Jane and see what she says. I am Jane, I am in employment consultant. She says the name of a company but it could be Providence which is pretty close. Or it could be wherever but that it doesn't have any language that says says IMA vocational rehabilitation providers or rehabilitation or I am a certified or job placement specialist. It is I have any of those things it is says I'm a consultant or I am a job developer or something that is truly honest and helps identify Jane.

Think about that. How do you identify yourself? What you what the person to learn? What you want them to hear? When you say the first little sentence, hello, I am worried, I am in up limit consultant with Gulf Coast Works . So that gives them all the information I want them to hear. I very comfortable with that. You need to be comfortable with that and what you are saying. Think about that. Pic about where you would -- think about where and what words you would use. Write your response in the question box. That would be cool.

The next thing on your outline, just thinking about this is what specifically about your services you want your listener to hear? Then we are targeting employers. If you are targeting a different audience, if you are targeting a funding source, for instance you are writing a grant to help develop the skills that are needed in order to support people with significant support needs, behavioral support needs or whatever, and you're trying to identify what it is that you want to do, then you would go often describe what that looks like for that, for individuals with disabilities. You are not talking about it now. You're talking about your employer. You are talking about what you do as an employment specialist.

The features that you offer to, what are your services, what you offer to your employer, and what benefit does that employer received from working with you. When you think about what kind of benefits and employer one -- employer wants, one thing to consider is important and one of them is employers really want people to help

them get their business done. They are constantly seeking qualified applicants especially if they have posted for positions. Finding people who get the job done.

We'll go back to the transportation discussion, to a big extent a lot of it is getting them get there that they are physically present and then ready to do their job and knowing how to do their job. We wanted to focus on what is the benefit that employer and what are they getting. Think about that. Please write a response to the question box. We will be able to look at those when we come to the end of the training. The next part of the outline is through the services you offer solve a problem for the employer. I'm getting ahead of myself a little bit and that is really, that employers looking for this qualified applicants, you are the resource that can solve a variety of problems for them.

In some cases, even doing things like the prescreening, if your company does offer background checks and doesn't all of that work for an employer, that creates more benefit and support you might be offering. It's kind of a scary thing for employers and how things are changing in the system in regards to that and hopefully we'll have training on that later this year. The employers are also seeking skill sets that are specific to their workplace. If you are, if you actually know something about the employers were placed then that is something you want to focus on in terms of adding a little tweak to your pitch or your elevator speech, that is certainly something that you might be able to help that will flag that for that employer and say a say -- what Jane did was she worked from hospitality to technology so she may have been in the situation where that made absolute sense to say those very words.

The services you provide make a contribution to the employers that they can appreciate. When you look back at Jane's example, not only she kind of providing some ideas in regards to filling key positions but she also talks about understanding that there are work obligations and there is training and consultation that they provide long-term. They are looking for, these are words employers return to, [indiscernible -- muffled audio] those are all good words that they would tune into and that the employer can appreciate.

What is it that they are going to hear that will continue the conversation? Last but not least is when should the listener to as a result of hearing your message? This is a little bit of where things kind of do go off in a different direction is that sometimes it is sort of like that meeting of the first state and you are asked them to marry you and have children and spend the rest of their life with you. The resulting message [indiscernible -- muffled audio] or you walk out the elevator exchanging cards or you make a connection or you deliver a wonderful message about who you are and what

you do and that will pay it forward somehow and somehow that is a good positive energy out there.

This is just one little piece of the marketing plan, not the whole big Chihuahua so just thinking about that. Basically your outlines with these five little pieces, 30 seconds, so you have a copy of this for me presentation that you know what these findings are. That should give you the outline to get you going. I thought we would put up a couple of more elevator speeches and see what we have in terms of some feedback. Debbie, let me know did you get anything, any responses, has anybody written anything in their?

Yes, we have one response. It says yes, we provide dependable -- hold on[indiscernible -- multiple speakers]

Let's go through these examples first and then at the end so that everybody can keep working on their ideas and even if it's just a part of an idea, that would be great.

Okay. Great.

So we will go through a couple more examples and you can compare and about them. Then will go through those examples that you have submitted. Here's another example. This is hello my name is Jake I am a job placement specialist for ABC staffing. I can find your qualified employee and provide long-term training at no cost to you. I can solve the problem of finding a good, well matched employee that meets the needs of your business and my organization has nearly 30 year record of writing loyal reliable employees to local businesses. Please keep me and my services in mind the next time you are hiring.

So let's think about this. Features and benefits. First the introduction, I am a job placement specialist. That is kind of a little bit of lingo but not too bad. ABC consultant. I can find your qualified employee and provide long-term training at no cost to you. Of that is unique. That is unique and is kind of one of those things that I think some people really value that it might be an added value for the employer if they are offering a free service. I want to take you up on that especially if you can find me somebody, that qualified employee.

Solving the problem of finding, they used the word solve, I will find you and good, well matched employee to meet the needs of your business. Some of the other things that might have gone into that is just that I like to go into business with you to learn more about you so that I can find and an employee that will match you and make your job matches. This is interesting is that (reading from slide example) "my organization

has a nearly 30 year record of providing productive, loyal employees” . . . the part is no longer going to be on the person's self and he will reach out and start talking about the rest of your organization which might be okay because they might want to know who they, something about the information, but it kind of seems to go off in another direction. You might want to consider instead of this is what have you done. If you're brand-new in a position that you might just want to stay away from this statement altogether.

I would've replaced it with over the years, I have created job placements in local banks and businesses in our community and kind of made my list for that and kind of had that information available. Or maybe even need a couple of the employers. But you might want to at this point can't keep personal and talk about yourself basically. It is not an education to a presentation that you are making about your company. Your answering question what you do.

Is a pitch to keep in mind the next time you're hiring. Chances are you are not there yet. Is a little bit premature. Your goal is that you want to actually create the conversation so you can get to the next step. So, especially when you're writing it down, you might feel like you're leaving it hanging, but you're not. You're in a conversation.

So let's talk about this other example briefly. We have about 15 minutes. Reading from slide “Hello, my name is Jane and I am a job placement specialist. The easiest way to explain what I do is to assist people in finding and keeping employment that matches their skills and interests. Every person that I help is completely capable to working, they are just a little goofy or quirky. But that's where I come in! I help the people to find a job that they are capable of doing, and I help them adjust to and fit in at their job.”

Just to reinforce, these are all real examples and I thought this was a pretty interesting one as an elevator speech. It starts off pretty good, identifies them as a job placement specialist. It doesn't say the company so it's really kept to that person first. The second sentence kinda leads you into ‘hey, I'm going to make it easy on you – make it easy for you to understand’. These are words that are easy to understand – finding people employment – matching their skills and interests. Which is fine because it's the idea of you've got a job that matches their skills. “Every person I help is completely capable of working” – when I read that I thought this is kind of interesting way to put that. “They are just a little goofy or quirky” – probably not the level of respect and integrity that we want to achieve in our message. In fact, absolutely not. That went off into an area that goes against our values and basic guiding principles. The reason why I left this in here is because it goes back to that honesty issue that people see as

barriers when they are creating their elevator speech. We have been, we and I mean myself included, as a person who has been in the service delivery system (since I was a young adult) feel that I'm obligated to always tell people that I work with people with disabilities. And people with intellectual development disability or however more specific you might want to be but that we feel like we always need to introduce that as our honest statement. What I've learned through these years is that by stating that, I take people into a different mind-set. People may respond with "oh, I give to United Way" or "yeah, we do a contract with that facility/group" and there's all these other responses they come up with "oh, you're special - you're an angel". No - I'm not. I'm just a hard worker looking for a job for this guy I'm working with. Thinking about what we want that employer to hear - this example is not what we want them to hear. Because that's creating a barrier. What is interesting about this particular statement is the energy. I read energy into it that is real positive and upbeat. When we put the wrong words in it, it makes our job a lot harder and it's not going to get us to our goal. If there is a need for disclosure, that's going to come much later. We are just saying 'hello'. That's where the elevator speech creates some limitations around this specific marketing forum.

Let's think about how we finalize that speech. Take each note you've made from today's presentation and write a sentence - write some words around it. I would suggest as you're writing, and as a person who does a lot of writing, that you say things out loud so you hear it. And if you have a smart phone or iphone or something, you know it has a recording device - record yourself and hear back. Write sentences that are easy to say. Take those 5 statements that we reviewed earlier: Who am I, What do I offer, What problems do I solve, What is the main contribution I can make, What should the listener do as a result. So take those five steps we had in the outline and put it all together. Look at what you've written and get rid of jargon - use everyday language. Make it a part of your personality. Make it about what you do and give it that upbeat/personality that you want to provide. Review and rewrite your material again and cut out unnecessary words. Try not to use passive tense. Don't use words that end in 'ing'. This makes it a passive tense. Use active words.

Something I found interesting, "what is 30 seconds?". A tips sheet that I worked on said that it's about 90 words. I'm a Texan, and when I talk, it's more about 60 or 70 words. So make it how you talk but no more than 90 words. If you get over 90 words, then you may start to lose the person and their eyes may glaze over.

We've talked a little bit about this, but practice - practice - practice. Practice on your husband, wife, children - just say 'hey, how does this sound?'. Spend time with your co-workers or create a work session and go to UNTWISE website and listen to this presentation again. It will be recorded. Just remember you need to practice your

elevator speech and say it out loud. What you'll find is that you'll stumble over some words and you'll go back and rewrite. Be flexible. Depending on the employer you're talking to, you may add certain words to catch their interest or move your speech around to match the employer you're having a conversation with.

Track and follow-up with those people you interact with. Think about what worked and didn't work. If you just delivered an elevator speech and that person walked away as quick as they can – don't use that again. Use that as a lesson – why didn't that work. Always, always be accurate and don't oversell. When you oversell, everyone kind of gets into trouble.

There's lots to think about I enjoyed putting this together. Let's review any questions.

Thank you for attending.