# Business Engagement Basics for Vocational Rehabilitation (VR) Professionals

# Course Objectives and Content

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* What is Business Engagement (BE)?
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# Section 1: Introduction

## What does this section include?

* What is Business Engagement (BE)?
* Creating and expanding business networks
* Benefits and strategic partners in BE

## What is Business Engagement?

“Business engagement (BE) is interaction between employers, vocational rehabilitation (VR), and other workforce development and education organizations that results in measurable improvement in desired outcomes for both parties.”[[1]](#footnote-1)

## [Next Slide]

“Effective business engagement bridges the gap between employer demand for an educated and skilled workforce, and the supply of workers with the necessary skills for the labor market.”[[2]](#footnote-2)

## [Next Slide]

It’s not just job placement – you’re listening not asking, and focusing on building a long-term relationship.

## [Next Slide]

Most likely you are already participating in business engagement activities, such as:

* Going on a tour and/or informational interview;
* Emailing a client’s resume to HR;
* Walking through the front door of a business and chatting with the receptionist;
* Attending a business after-hours event.

## [Next Slide—Video]

Interview with Karen Miceli, Business Relations Manager, Washington Department of Vocational Rehabilitation (DVR):

“When businesses are out there looking for a job seeker, they're looking for skill sets to fill their jobs. And really, the whole point of workforce development, or placing somebody into a business, is to fill a need that that business has. And with Division of Voc Rehab, we're really that untapped market of talent for that business.”

## Creating and Expanding Business Networks

VR Professionals can create and expand their business networks by:

* Participating in business networking events;
* Contacting specific businesses to share information about VR services and programs;
* Hosting or participating in business job fairs or hiring events.

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More ways VR professionals can create and expand their business networks:

* Organizing and coordinating employer recognition events;
* Maintaining contact with businesses and being available for ongoing technical assistance and questions;
* Providing training on disability etiquette or diversity awareness.

## [Next Slide—Video]

Interview with Brent Masters, Business Relations and Employment Specialist, Washington Department of Vocational Rehabilitation (DVR):

“Some examples of successful business engagements I've been part of, I alluded to some of them earlier, have been those networking events where you're going out and engaging with employers that are already out in the community, resource events, things like that. Also job fairs, I tend to work with a lot of job fairs. I tend to go out because it's a good shotgun approach to be able to build those relationships, and be aware of what's going on in the community. Maybe going to a chamber meeting, maybe going to a SHRM meeting. I find that I like the intimacy of the smaller chambers. They tend to have people of like mind. There are community forums that come up that I'll go to. There are second-chance offender groups that meet. I'll go to those. I'm actively involved with one here in the greater Seattle area that works specifically with a lot of different partners, community-based organizations, state agencies, colleges, and I'll sit with that meeting at least once a month where we're talking about housing needs and employment needs and all of those things to build that community base, so that then I can use those tools to be able to be of value to the business, be of value to the customer, and be able to engage the community at large.”

## Benefits of Business Engagement

For VR agencies, the benefits include:

* Increased marketing and outreach of VR services to employers, which promotes people with disabilities as qualified and skilled workers;
* Higher quality employment outcomes (wages, hours, benefits) for people with disabilities;
* Meeting the business engagement requirement for VR programs as essential partners in the workforce development system under the Workforce and Innovation Opportunity Act (WIOA).[[3]](#footnote-3)

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For businesses, the benefits include:

* Access to a new talent pool of qualified candidates for employment;
* Access to a team of employment specialists and VR counselors with knowledge and expertise regarding employment of people with disabilities;
* Guidance on the Americans with Disabilities Act (ADA), accommodations, and accessibility;
* Consultation regarding Section 503 compliance and tax incentives;
* Creation and funding of a range of work experiences including on-the-job training and internships;
* Opportunities for collaboration with community colleges, community rehabilitation programs, and other organizations responsive to workforce needs of businesses;
* Disability awareness training.[[4]](#footnote-4)

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For people with disabilities, the benefits include:

* Access to accurate and timely labor market information for use in career decision-making and planning;
* Increased opportunities for competitive and integrated work experiences prior to hire;
* Increased personal interaction with hiring personnel;
* Access to job openings customized to individual skills, interests, and abilities.[[5]](#footnote-5)

## [Next Slide--Video]

Interview with Brent Masters, Business Relations and Employment Specialist, Washington Department of Vocational Rehabilitation (DVR):

“Most businesses don't know what Vocational Rehabilitation is. It's one of those agencies that most people, unless you know somebody with a disability, or used our program, they don't know. We have to first do education with the businesses, as to what we do.”

Interview with Kala Nabors, General Manager at Quality Inn, Downtown Seattle:

“I was familiar with Vocational Rehabilitation before this, only slightly though. I knew that it existed but I wasn't sure how to even go about contacting anybody or becoming involved with that. I had obtained the phone number through like, the rabbit hole of phone numbers that you kind of get when you're looking for new team members, and luckily, Brent was able to walk me through it and tell me all about the different resources that they offer, and all the different, you know, it's not just for hotels. It's for anybody, really, anybody that's looking to hire somebody on. And he had some candidates in mind for hotels specifically, and helped me with everything, which is really great.

It can seem very overwhelming because it's something that you might not be familiar with or you're not sure how you're going to interact, or that sort of thing, but he made it so easy. And we have team members on our team now that have been with us for two or three years because of that very first initial meeting, so we got very lucky.”

## Strategic Partnerships

In order to engage successfully with businesses, consider the relationships that you can build with partners who share your agency’s goals and values.

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Examples of possible strategic partners:

* Private business sector and service industry associations;
* Public sector employers;
* Educational service providers (K-12 and post-secondary institutions, technical/vocational schools, etc.);
* Workforce development partners, such as the American Job Center network and workforce development boards;
* Community rehabilitation and employment service providers.

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Examples of collaborative efforts could include:

* Partnering with an industry association to post job openings at the local American Job Center;
* Coordinating with the local community college to host job, career, and hiring fairs;
* Providing joint consultation and guidance with a community rehabilitation program to employers on accommodations and ADA-related issues.

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Examples of collaborative efforts could include:

* Working with community partners (e.g. CRPs) to develop lasting business partnerships that result in multiple employment opportunities;
* Providing job placement and retention assistance, such as recruitment, screening and referral of qualified applicants, job analyses, and assistive technology assessments in the workplace;
* Working with local Job Center staff to conduct disability etiquette and awareness training for businesses.

## [Next Slide—Video]

Interview with Brent Masters, Business Relations and Employment Specialist, Washington Department of Vocational Rehabilitation (DVR):

“Partnering with businesses is a great way to get engaged and have value, have them recognize value. One of my colleagues on the Olympic Peninsula does a reverse job fair where they actually bring candidates in and bring the employers to the candidates. And that has certainly been very successful for several businesses on the Olympic Peninsula.

I tend to work with businesses one-on-one and engage and invite people into events. For instance, I had a speaking engagement that I was invited to for a regional meeting of businesses, and I wanted to be able to identify some of the success stories we had. I invited the businesses that I had a relationship with to come and speak, and the two HR people were very excited to be able to do that. And they were very engaging and got a great perspective from the HR's point of view.

So those are ways to engage and help them feel involved.

The other piece that we look at is occasionally we have the opportunity with some businesses to do community-based assessments. So they will feel like they're engaged with us by assisting in helping people to see whether or not they're ready to go to work. And there's a couple of drug stores in a large chain that are willing to do that for us, so we can call them up and say, ‘We've got this candidate, we want to see if they can actually work,’ and they're willing to do that and bring a job coach in.

So whenever you can involve a business in some sort of way where they're feeling like they're helping, then I think you're successful.”

## End of Section Quiz

Question 1/3

True or False: If you are emailing one of your VR client’s resumes to HR, you are participating in a Business Engagement activity.

Answer: True. Emailing one of your VR client’s resumes to HR is participating in a Business Engagement activity.

## [Next Slide]

Question 2/3

Multiple Choice (Select One): All VR Professionals can create and expand their business networks by:

* Organizing and coordinating employer recognition events
* Providing disability etiquette training or diversity awareness
* Marketing to businesses about VR services and programs
* All of the above

Answer: All of the above.

## [Next Slide]

Question 3/3

Multiple Choice (Select One): What would be the BEST collaborative effort between your VR agency and a technical/vocational school?

* Sending the school flyers about your services
* Coordinating, facilitating, and participating in job, career, and hiring fairs
* Telling clients about the technical/vocational school
* Doing nothing: a technical/vocational school is not a potential partner

Answer: Coordinating, facilitating, and participating in job, career, and hiring fairs is the BEST collaborative effort between your VR agency and a technical/vocational school.

## Section Wrap Up

Business engagement (BE) results in measurable improvement in the desired outcomes for all involved parties.

Most likely you are already participating in BE activities, but all VR professionals can create and expand their business networks.

VR professionals can work collaboratively with a variety of partners, including industry associations, educational service providers, workforce development organizations, to reach their BE goals.

# Section 2: Making Connections

## What does this section include?

* Researching and understanding the needs of businesses
* The value of Labor Market Information (LMI)
* Making your first business connections

## Understanding the Needs of Businesses

The primary goal of making business connections is to generate leads and potential partners that will help grow your network.

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Having relationships with the right people adds value to your work in VR services and benefits job seekers with disabilities. Across all kinds of businesses, referrals are the number one source of new hires.

Remember: “It’s not what you know, it’s who you know.”

## [Next Slide]

In order to build long-lasting and results-oriented relationships with businesses, VR professionals must invest in understanding their needs.

## [Next Slide]

Strategies for understanding the needs of businesses include:

* Conducting internet research;
* Studying Labor Market Information (LMI);
* Getting to know businesses by asking the right questions;
* Visiting a business for a tour or informational interview.

## What is Labor Market Information (LMI)?

LMI describes the supply and demand of labor in the economy of a given region.

This information allows VR counselors and customers to develop career plans that are grounded in actual labor market opportunities and educational/career pathways.

For example, The Career Index offers a summary of LMI specifically for people with disabilities.[[6]](#footnote-6)

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Below is a list of commonly used metrics of LMI from traditional data records—typically drawn from federal and state data sources (e.g., Departments of Labor, Commerce, and Education):

* Employment and unemployment data and forecasts;
* Wage data for different industries and occupations;
* Industry sector data, job growth in different sectors;
* Occupation data, job growth;
* Labor turnover and mobility;
* Average hours worked and earnings.[[7]](#footnote-7)

## [Next Slide]

LMI can be used to identify areas of employment growth, skills and education required for different career paths, what available jobs pay, and top employers for different occupations in the region.

This will help you identify your targets for business outreach. Other information to consider includes customer interest, transportation options, and income goals.[[8]](#footnote-8)

## [Next Slide]

For example, a search for high-wage and high-demand occupations in a given area might show an increase in the hiring of search marketing strategists, dental hygienists, and customs brokers.

Thus, business engagement efforts could be targeted toward marketing firms, the dental association, and the local port.

## Your First Contact or Meeting

Now that you’ve done some research, how do you make your first connections with businesses?

## [Next Slide—Video]

Interview with Karen Miceli, Business Relations Manager, Washington Department of Vocational Rehabilitation (DVR):

“You want to ask questions of the business of, ‘What is it that you're looking for? What are your most hard to fill positions? What are the skill sets that your company is looking for? How do you recruit? What is your process?’

So you're asking more recruiting questions than you are asking about, ‘Well what would you do in this case if somebody was, you know, low vision or no vision?’ Or, ‘What would you do in this case if somebody had no hearing?’

You're not asking about the disability, you're asking about their intake process and their skill sets, so it's more of a recruiting-type process, and that's how I get into the businesses rather than through the disability.”

Interview with Brent Masters, Business Relations and Employment Specialist, Washington Department of Vocational Rehabilitation (DVR):

“Be yourself. Be true to who you are and find what works for you. There is no right method to this. It's so individualized and so personalized that you have to figure out what you're comfortable with, what your level of meaning is to you. But be bold, be willing to go out on a limb. You can't be the wallflower in the back not talking to people, because this job is all about talking, marketing, it's all about sales in its own sort of way. We're marketing talents and abilities, not disabilities.

And so, keeping that in mind is very, very important, and recognize that what you're marketing is a benefit to the employer, because they're bringing skills, talents, and abilities that the employer needs.”

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When establishing your first contact or meeting:

* Know who to ask for;
* Make a good first impression;
* Open up the conversation with a question;
* Follow the 80-20 rule;
* Be prepared with your “elevator speech;”
* Ask open-ended questions;
* Use business language;
* End your conversation with next steps.

Read on for more details…

## [Next Slide]

Know who to ask for

* Recruitment Specialist;
* Talent Acquisition Specialist;
* Human Resource Manager;
* Business Owner/Hiring Manager.

## [Next Slide]

Make a good first impression

* Carry business cards and informational brochures;
* Have a positive and enthusiastic attitude;
* Be willing to make the first move and start the conversation;
* Dress appropriately for a particular work setting.

## [Next Slide]

Open up the conversation with a question

* “I’ve heard that you are new to the community, and I would like to learn more about your business to see if there is any support we can provide.”
* “Wow, your business is great at customer service! How do you share that value with your staff?
* “I’ve heard so much about your company. What kinds of challenges have you been facing in terms of recruitment?”

## [Next Slide]

Follow the 80-20 rule

* Your goal is to get the business representative to do 80% of the talking. The focus should be on the business.
* Keep the first contact brief and listen carefully to identify business needs and any concerns about hiring people with disabilities.

## [Next Slide]

Be prepared to give your 30-second elevator speech

Example 1: “Hello, my name is Jennifer Chang and I am a Business Specialist with the state Vocational Rehabilitation agency. One of our primary missions is to establish and maintain long-term professional relationships with businesses to provide support around hiring and supporting individuals with disabilities. So tell me about yourself. What do you do? How long have you worked in this field?”

Example 2: “Hello, my name is Edward Lopez and I am a Business Specialist with the state’s Vocational Rehabilitation agency. I provide support to businesses in recruiting and hiring job applicants. I would love to know more about your agency to see if there is any assistance we can provide with your staffing needs. How would you describe what you are looking for?”

Example 3: “Hello my name is Ron Johnson and I am a Business Specialist who works with the State of Washington. We help businesses meet their diversity goals. We can provide support in staff training, recruitment, and job retention for your employees with disabilities.”

## [Next Slide]

Ask open-ended questions

* “What are some of the entry-level positions in your company? What skill sets are important to these positions?”
* “Could you walk me through your company’s recruitment process?”
* “What makes a job candidate attractive to hire?”
* “What makes an employee successful in your company?”
* “How has your company been involved with schools or other pre-employment programs?”

## [Next Slide]

Avoid using VR jargon when making business conversation.

Review your script to make sure you are speaking to the business interest and point of view.

|  |  |
| --- | --- |
| Instead of | Use |
| VR clients or customers | Job seeker or talent |
| Supported employment | Employment retention services |
| Job development | Recruitment assistance |
| Job carving | Job redesign or streamlining |
| Mobility training | Transportation assistance |
| Community Rehabilitation Providers (CRPs) | Recruiters |

## [Next Slide]

Be clear on what you are able to offer to businesses

* Connections with job seekers;
* Pre-screening of job applicants;
* Information on hiring incentives;
* Support for hiring (OJT or other customized training);
* Presentations on disability awareness or etiquette;
* Consultations on accommodation or retention of existing staff;
* Hiring event sponsorship or participation.

## [Next Slide]

End your conversation with some next steps

* Provide a summary;
* Suggest actions that reflect ideas discussed in the meeting;
* Use “success” language – “what has worked with other businesses in the past is…” or “what businesses have told us helps them is…”
* Offer to check back – “I’d rather get you the right information than the wrong information;”
* Set the next activity, even if it is just a call.

## End of Section Quiz

Question 1/3

Multiple Choice (Select One): Strategies for understanding the needs of businesses include:

* Conducting internet research
* Studying Labor Market Information (LMI)
* Talking to businesses and asking the right questions
* Having a tour & informational interview
* All of the above

Answer: All of the above.

## [Next Slide]

Question 2/3

Multiple Choice (Select One): When establishing your first contact or meeting, for whom would you most likely ask?

* Chief Operation Officer
* Talent Acquisition Specialist
* Latest hire
* Financial Manager

Answer: Talent Acquisition Specialist. When establishing the first contact, asking for the Talent Acquisition Specialist is most relevant.

## [Next Slide]

Question 3/3

True or False: The 80-20 Rule is to do 80% of the talking and 20% of listening when meeting a business representative for the first time.

Answer: False. The 80-20 Rule is to let the business do 80% of the talking. Keep the first contact brief and listen carefully to identify the business’ needs and concerns.

## Section Wrap Up

In order to build long-lasting and results-oriented relationships with businesses, VR professionals must invest in understanding their needs.

Strategies for understanding the needs of businesses include conducting internet research and studying Labor Market Information (LMI).

In order to make connections, reach out and start a conversation, ask open-ended questions, and create bridges between your work and the business’ hiring needs.

# Section 3: Growing Your Business Network

## What does this section include?

* Strategies to improve business connections
* Marketing and outreach
* How to measure success

## [Next Slide—Video]

Interview with Brent Masters, Business Relations and Employment Specialist, Washington Department of Vocational Rehabilitation (DVR):

“I have a relationship with a rather large package handling company in South Seattle, and I'll call them up and say, ‘Hey what's, what's going on now? What are your seasonal needs? How can we help you meet those needs?’

So a lot of times it's just being persistent. I wouldn't say 'naggy', but persistent, being able to talk to them and let them know that we're there, and also when a candidate comes in, being able to contact them and say, ‘Hey I've got a great candidate for you, can we talk for a minute?’

And let them know, so that they feel engaged as well, and they can be part of the process.”

## Improve Your Connections

Continue to do your research about the business to help you be more prepared and confident when communicating with the business.

This might involve taking a tour, observing current employees, interviewing front-line supervisors, or other activities that will help you understand the business needs.

## [Next Slide]

Gain an understanding of what you have to offer the business such as Assistive Technology, adaptive equipment, training support, etc.

## [Next Slide]

Establish rapport and trust by maintaining an open line of communication to ensure you are available to provide consultation, and responding to questions as well as concerns related to hiring, training, and supporting employees with disabilities.

## [Next Slide]

Hone your listening skills, one of the most important aspects of business engagement and effective communication.

Listen carefully for concerns and objections, keep an open mind, and be prepared to answer the WIIFM question: What's In It For Me?

## [Next Slide]

Understand any parameters that might limit the specific employer supports you can provide. For example, your agency may or may not have funds for On-the-Job Training (OJT).

## [Next Slide]

Plan your next steps such as a follow up call or a job fair invitation.

## Responding to Resistance and Objections

One of the challenges of business engagement is overcoming resistance from businesses.

Here are some examples of ways in which you can respond to objections.

## [Next Slide]

“Accommodation is too expensive and our business can’t afford it...”

* Using VR as an employee pool can save advertising and/or training dollars.
* Most accommodations are of minimal to no cost.[[9]](#footnote-9)
* VR can assist in acquiring assistive technology, adaptive equipment and other work accommodations.
* You cannot afford to miss out on a qualified candidate.
* Tax incentives may be available.

## [Next Slide--Video]

Interview with Karen Miceli, Business Relations Manager, Washington Department of Vocational Rehabilitation (DVR):

“I think that there are some concerns, and I think right off the bat, we really want to make sure that we hone in on the skill sets that they're looking for, and then the accommodations come after, you know, we figure out what the skill sets are.”

## [Next Slide]

“This is a liability/safety issue for us…”

* A common myth. Actually, research shows that people with disabilities don’t have any more accidents on the job than other employees.[[10]](#footnote-10)
* Workers Compensation rates are a function of accidents in a workplace, not a particular employee demographic group.

## [Next Slide]

“What’s in it for us to hire a person with a disability?”

* Qualified, organized, reliable, dedicated.
* We can provide support on the job that you won’t get from traditional hiring.
* Talk about specific skills as identified in job description and how they could match the job seeker, in the employer’s language.

## [Next Slide]

“I’ve heard that reliability and absenteeism are common concerns….how should we handle these issues?”

* People with disabilities being unreliable is a myth. Actually, a recent poll shows they tend to remain on the job, have more flexibility to adapt to new situations, and maintain a higher level of attendance.[[11]](#footnote-11)
* Employees with disabilities should be held the same standards as any other employees. Research shows that 82% of managers said that employees with disabilities were no harder to supervise than employees without disabilities.[[12]](#footnote-12)
* Studies show that employees with disabilities are not absent any more than employees without disabilities.[[13]](#footnote-13)

## [Next Slide]

Most importantly: LISTEN.

The better you understand the business concerns, the more effectively you can address them.

If you don’t know how to respond to a concern, say you’ll get back to them – and then do so!

## Marketing and Outreach

Produce marketing materials in various media, promoting VR as a hiring and consultation resource.

This includes brochures, Public Service Announcements on radio and local TV channels, newsletter campaigns, and short videos.

## [Next Slide]

Participate in Chambers of Commerce and other business associations locally and regionally, such as the US Chamber of Commerce, American Job Centers, Industry Associations, Business Leadership Networks, Labor Force Associations, etc.

## [Next Slide]

Present to groups of individuals, families, advocacy groups, and partner organizations at events like Diversity Employment Fairs, College Fairs, and Leadership Conferences.

Reach out/present to HR professionals on topics like job accommodations, VR services to businesses, the ADA, disability awareness and etiquette, and recruiting diverse job applicants.

## [Next Slide—Video]

Interview with Karen Miceli, Business Relations Manager, Washington Department of Vocational Rehabilitation (DVR):

“I'm either emailing the client if I don't have a reason to go out and see them. I try to make sure that I'm connecting on LinkedIn. If I see that they have an anniversary or work anniversary I make sure that I say, ‘Hello,’ and, ‘Happy Anniversary,’ and, ‘How are you doing? How's your job going?’

If they change jobs, I make sure that I keep in touch with them and can connect with them at their new position. I think really that connection whether it be via LinkedIn, be via email, via face to face, that those are really, really important in that long-term relationship.

And then every chance, if I'm doing business with somebody, I think it's important that you have those monthly or bimonthly contacts, that you actually have some sort of business that takes place. Whether it be, ‘Can I come in and talk to you about, you know, X, Y, Z topic?’ Whether it be disability etiquette, ‘What's the next steps on training your hiring managers?’ ‘What's the next steps on training your staff?’ ‘What's the next steps on looking at basic accommodations?’ And ‘How do we, you know, help your company in building an employee resource group?’

And so, try to find those ways that you can…I never walk out of the appointment without the next steps, and I think that that's important, that you're always trying to look at what's the next steps and so those help you keep those long-term relationships going.”

## Measure Your Success

Create a system for tracking business data and marketing activities

* Having an internal infrastructure for sharing information and opportunities will create transparency and help you measure the success of your BE activities.
* Some VR agencies track business contacts through their centralized case management system
* Others develop a simple spreadsheet using Excel, or integrate their information with that developed by the American Job Centers in their state.
* Online survey tools such as SurveyGizmo or SurveyMonkey are easy software tools you can use to follow up with businesses you have worked with.

## Share Your Success

Share your successful outcomes with businesses

* Highlight stories and share data on employees with disabilities hired through your agency’s services.
* Newsletters, websites, brochures, annual reports, posters, etc. can all be used to help tell your agency’s story.

## End of Section Quiz

Question 1/3

Multiple Choice (Select One): What is the most important aspect of BE and effective communication?

* Countering objections before they occur
* Listening carefully
* Outlining your plan and ideas before the business explains theirs

Answer: Listening carefully. Listen carefully and be prepared to answer the WIIFM question: What's In It For Me?

## [Next Slide]

Question 2/3

Multiple Choice (Select One): One of the challenges of business engagement is overcoming resistance from businesses. If a business says: “Accommodation is too expensive and our business can’t afford it...” what is one way you can respond?

* Most accommodations are of minimal to no cost.
* You cannot afford to miss out on a qualified candidate.
* Using VR as an employee pool can save on advertising and/or training dollars.
* All of the above

Answer: All of the above.

## [Next Slide]

Question 3/3

True or False: Using social media to increase your VR presence and create brand identity is a good way to grow your network.

Answer: True. Increasing VR presence in various social media and creating a brand identity can help you grow your network.

## Section Wrap Up

One of the challenges of business engagement is encountering resistance from businesses. But with enough research and practice, you’ll be able to overcome resistance by providing businesses with resources and support.

Marketing and outreach (social media, brochures, presentations, etc.) will help you grow your networks.

After you and your agency have determined how to track and measure your BE activities, share your success with businesses by sharing data and highlighting stories.

# Additional Resources and Sources

## Resources for Business Engagement Basics for VR Professionals

VR Competencies for Business Engagement  
<https://www.explorevr.org/toolkits/business-engagement/competencies-skills>

Business Engagement Training for VR Staff (State Examples)  
<https://www.explorevr.org/content/business-engagement-training-vr-staff-state-examples>

Developing Useful Business Partnerships  
<https://www.explorevr.org/toolkits/business-engagement/partnerships#collapseThree>

HR Diversity World: Denise Bissonnette   
<https://www.youtube.com/results?search_query=denise+bissonnette>

Sara Curto: The Elevator Pitch: How to Create Connections in 30 Seconds  
<http://www.saracurto.ca/careercoachblog/the-elevator-pitch-how-to-create-connections-in-30-seconds>

How to give an Elevator Pitch (With Examples)  
<https://www.indeed.com/career-advice/interviewing/how-to-give-an-elevator-pitch-examples>

How to Network Like You Really Mean It  
<https://www.inc.com/minda-zetlin/8-things-power-networkers-do-make-connections.html>

Tapping Into The Power of Social Media  
<https://www.forbes.com/sites/forbesnonprofitcouncil/2017/06/19/tapping-into-the-power-of-social-media/#49a1e95e5ac0>

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<https://www.explorevr.org/toolkits/business-engagement/competencies-skills>

Waugh, A. & Miller, J. What is Business Engagement? Job Driven Review VR Briefs (2018)  
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Institute of Community Inclusion. Labor Market Information (2018) <https://www.explorevr.org/toolkits/labor-market-information/metrics>

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## Thank you for completing this course on Business Engagement Basics for VR Professionals.

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1. www.exploreVR.org [↑](#footnote-ref-1)
2. www.exploreVR.org [↑](#footnote-ref-2)
3. https://www.explorevr.org/toolkits/business-engagement [↑](#footnote-ref-3)
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6. https://www.explorevr.org/toolkits/labor-market-information/metrics [↑](#footnote-ref-6)
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