

**Craig Culver /Job Developer Panel – Making Successful Business Connections to Advance a Diverse Workforce**

**Facilitators:** Elizabeth Filter/Robin Kennedy

**Panel Discussion Focus and Topics:**

- 1. Make the connection - How do you establish Trust and Credibility with business prospects?**
  - a. Prospecting techniques
  - b. Business/Service Call
  - c. Initial Introduction – What is your “elevator speech” and what you feel are the important components. Does it vary with each business?
  - d. How do you handle an immediate “no” or unwillingness to make the initial connection?
  
- 2. Determine Need of Business – What is the potential for job matching with a diverse workforce?**
  - a. How do you identify hidden opportunities?
  - b. What techniques do you use to eliminate challenges employers may pose and turn them into solutions?
  
- 3. Evaluate Options to Partner – What points do you consider when assessing future partnership with business prospects?**
  - a. Red Flags/potential pitfalls to business partnerships.
  - b. When the unfolding job match does not look as a good fit, how do you back out your participant and maintain a positive working relationship?
  
- 4. Developing a Business Plan – when do you propose a plan for partnership and can you share an example? What is included in your communication? Do you have a formal write-up for a business, or is this more conversational, etc.?**
  - a. Responsive Business Solution, i.e. development with a specific position in mind and “responding to” an ad/job posting by a business.
  - b. Consultative Business Solution, i.e. development in pursuit of relationship building and solution driven options).
  
- 5. Successful relationships – Results and Outcomes – how do you deliver on your promise?**
  - a. Techniques for business-building relationships how do you develop ongoing relationships that you can return to later for additional clients.
  - b. Creative job matching – how to create solid job matches out of “task combining” and “task carving”.
  - c. Roadblocks and solutions – when one candidate does not work out – how to ensure the option for others. What do you do to ensure the relationship is still intact?