

**Employer Development Techniques for the Job Placement
of People with Disabilities**

Shanghai Seminar – 25-29 July

**Timetable
Resource Requirements
Overview of Sessions**

Prepared by

Powers and Associates (Australia) Pty Ltd

for

The International Labour Organization





COURSE TIMETABLE

	DAY 1 Monday 25th	DAY 2 Tuesday 26th	DAY 3 Wednesday 27th	DAY 4 Thursday 28th	DAY 5 Friday 29th
MORNING	1.1 Introduction & overview of course	2.1 Organizing an Employer Awareness Seminar	3.1 Disability: Attitudes, Stereotypes, Misconceptions and Facts 3.2 Employment Services for People with Disabilities – Overview	4.1 Workshop - Selling the jobseeker: Case studies and role plays (continued)	5.1 Job Coaching, On-the-Job Training and other workplace support
	1.2: Disability, Employment and Employment Services – International and Regional Perspectives on Policy and Services	2.2 Employer Awareness Seminar Case Studies: - Dept of Labour HK - ILO - CDPF Employer Market Research	3.3 Interviewing, assessing and job matching jobseekers	4.2 Supporting self-directed job search	5.2 Monitoring and Evaluating Performance
AFTERNOON	1.3 Engaging with employers	2.3 Guest speaker – Employer	3.4 "Selling" the jobseeker	4.3 Adapting Jobs and Workplaces	5.3 Action Planning – The Next Steps
	1.4 Employing People with Disabilities - Why and How? (inc AbilityAsia Video)	2.4 Employer Awareness Seminar – Planning Workshop	3.5 Workshop - Selling the jobseeker: Case studies and role plays	4.4 Job and Work Analysis	5.4 Course wrap up and evaluation



Resources Required

Physical:

Assuming an attendance of no more than 50 people, the seminar will need

- ◇ A training room with five or six circular tables (each seating 8 to 10) people.
- ◇ Two small tables – one for the data projector and notebook computer (see below) and one for the trainers' notes etc.
- ◇ Data projector and screen that can be viewed by all participants.
- ◇ Microphones and speaker system.
- ◇ Facility to connect notebook computer to room's speakers (to allow playing of video).
- ◇ Power extension cords, power boards.
- ◇ Two white boards.
- ◇ 50 Sheets of A1 paper and pens (for syndicate exercises)
- ◇ 10 packs of Yellow Post-It Pads

Other:

- ◇ Interpreters (two way)



Day 1: Session Plan

1.1 Introduction and Overview

Primary Learning Objective

- ◇ Participants understand the **background** and **objectives** of the training program; the **topics** covered; the importance of **active participation** (rather than passive listening);
- ◇ Participants and trainers introduce themselves and share their expectations of the course.

Links to ILO documents/resources:

Format(s) most appropriate for this session

Presentation, work in pairs

Estimated time to complete the session

1 hour

Brief Session Outline

1. Welcome and introductory remarks - **CDPF Representative/ILO Beijing**
2. Clarify length of time you'll spend together and other parameters/logistics for the program (inc. trainer's language issue) - **Tony**
3. Background to the program; the program's learning objectives - **Tony**
4. Overview of program timetable and topics - **Tony**
5. About active learning and the need for participation - **Tony**
6. Icebreaker activity or similar - **Group**
7. Questions - **Group**



1.2. Disability, Employment and Employment Services – International and Regional Perspectives on Policy and Services

Primary Learning Objective

- ◇ Participants understand:
 - The **changing concepts** of disability (from charity to rights)
 - **Regional developments** in disability
 - The **ILO’s activities** in increasing employment opportunities for PWD
 - The **factors driving employers** to hire PWD
 - **Directions** for development and implementation (Policy, Practices, Participation, Partnerships and Promotion)
- ◇ Participants can **assess the current situation in China** in terms of these issues and identify directions for system enhancement

Links to ILO documents/resources: Info on ILO instruments

Format(s) most appropriate for this session

Presentation (PowerPoint),
Syndicate Exercises

Estimated time to complete the session

2 -3 hours

Brief Session Outline

1. Introduction – how this session covers the context of this week’s seminar; how some of the issues will be explored further later in the week when we consider employment services for PWD – **Debra**
2. Presentation by CDPF on the employment situation of people with disabilities in Shanghai – **CDPF Representative**
3. Powerpoint presentation (in four parts separated by Assessment exercise) - **Debra**
4. Assessment exercises (i. China’s policies and perspectives on disabilities? ii. China’s policies – their implementation and impact? iii. China and the ILO principles? iv. China’s training and employment services?) – **Debra, Tony, Caitlin**

Note: This session could be delivered with the assessment exercises done in small groups (with report backs) or, if time is tight, with questions asked to the whole group during the presentation.



1.3 Engaging with employers

Primary Learning Objective

- ◇ Participants will be able to indicate **why** it is important to engage with employers and the steps involved in doing so.
- ◇ Participants will be able to **identify** the specific actions employers should take concerning the employment of people with disabilities
- ◇ Participants will outline specific **actions** their Service will take to build relationships with employers.

Links to ILO documents/resources: Assisting PWD in Finding Employment – Resource Book for Trainers of ES Personnel – Session 6, p.127ff

Format(s) most appropriate for this session

Presentation, group work, guest speaker?

Estimated time to complete the session

1 hour 30 minutes

Brief Session Outline

1. Introduction - **Tony**
2. Why engage with employers? Brainstorm - **Tony**.
3. What is the nature of your service’s relationship with employers. (Employers as a “target” v’s “customers” v’s “partners” - and implications of this) Elicit ways that Services are already engaging with employers, and why. - **Tony**
4. Present the steps of making effective contact with employers. - **Tony**
5. How Employment Services can assist employers (Information and advice; direct service e.g. job filling, post-placement support; training) Elicit the different forms of assistance that their services currently provide to employers – and proportion of activities in each category. - **Tony**
6. Building relationships with employers. - **Tony**
7. Presentation by HK Selective Placement service on their methods of engaging with employers – **Guest Speaker**
8. Review session and Day 1- **Tony**



1.4. Employing People with Disabilities - Why and How?

Primary Learning Objective

- ◇ Participants will be able to explain the key **benefits** – from an employer’s perspective – of **workforce diversity strategies** in general and **PWD employment** in particular.
- ◇ Participants will understand the range of **needs of small, medium and large businesses** and the different opportunities they might offer to PWD
- ◇ Participants will understand the range of **direct and indirect means** that employers can contribute to the employment of PWD – e.g. by contracting cooperatives or businesses who employ PWD
- ◇ Participants can **apply** this knowledge in their **dealings with employers** including the delivery of **employer awareness workshops**.

Links to ILO documents/resources: Unlocking Potential: The New Disability Business Case; AbilityAsia video and worksheet; Getting Hired Trainer’s Manual – Locating Job Openings (p.21)

Format(s) most appropriate for this session

Presentation (PowerPoint), Discussion, Case studies, Show ILO Video

Estimated time to complete the session

2 hours

Brief Session Outline

1. Link back to Session 1.2 – factors driving employers to hire (government legislation, social responsibility etc...but also the business case) - **Tony**
2. Presentation on workforce diversity, “the business case” for employing PWD; the direct and indirect means that employers can contribute to the employment of PWD; spotting opportunities - **Tony**
3. Where and how to look for job openings – researching the labour market (link forward also to 4.2 – 4.4) - **Tony**
4. Syndicate exercise – “Who does, who doesn’t” – from their knowledge of local labour markets and industry needs, groups review the actual and potential employment opportunities for PWD in small, medium and large businesses - **Tony**
5. Report back and discussion of how such opportunities might be developed by each provider - Group
6. Screening of ILO Disability Asia video – **introduced by Debra**
7. Discussion – **Debra and Local Person** (inc worksheet on video)



Day 2: Session Plan

2.1 Organizing an Employer Awareness Seminar

Primary Learning Objective

- ◇ Participants understand the **rationale and benefits** of running an employer awareness seminar to assist job placement of people with disabilities
- ◇ Participants are able to describe the important factors in determining the **form of a seminar**
- ◇ Participants are aware of the **techniques** required to successfully **promote, manage and follow up** a seminar
- ◇ Participants have a clear understanding of **what constitutes a successful seminar**

Links to ILO documents/resources:

Format(s) most appropriate for this session

Presentation, discussion, small group

Estimated time to complete the session

2 hours

Brief Session Outline

1. Why run an employer awareness seminar? (Link back to 1.4) - **Caitlin**
2. Recruiting and working with partner organizations - **Caitlin**
3. Sharing experience from ILO BKK Seminar- **representatives from Shanghai and Beijing CPDF**
4. What form should the seminar take? – **Caitlin/Tony**
 - How to involve and include people with disabilities
 - Challenging preconceptions
 - Identifying and overcoming employer barriers
 - Presenting the business case
 - Presenting PWD employment success stories
 - Inspiring action
 - Follow up (including mechanisms for employers to indicate that they want to know more)
5. Who should be targeted to attend? (Spreading the message to new employers – not “preaching to the converted”) – **Caitlin**
6. Event management (e.g. timing, venue, catering, speakers, hand outs, media coverage) - **Caitlin**
7. Promoting the seminar (e.g. media, advertising, invitations, phone calls) - **Tony**
8. Follow up - **Tony**
 - being ready to meet employer needs
 - “strike while the iron is hot”

Note: Debra will be used as a resource in this session – i.e. frequently called on to comment and give practical examples etc.



2.2 Employer Awareness Seminar Case Studies

Primary Learning Objective

- ◇ Participants will develop a practical understanding Employer Awareness Seminars and of the issues covered in Session 2.1 through three **case studies**.

Links to ILO documents/resources: Background note on ILO roundtable - Unlocking Potential: A Multinational Corporation Roundtable on Disability and Employment

Format(s) most appropriate for this session

Presentation and case studies

Estimated time to complete the session

2 hours

Brief Session Outline

1. Introduction to the three case studies - **Tony**
2. Case study 1: HK Selective Employment Service – **HK representative**
3. Q & A
4. Case study 2: ILO - Debra
5. Q & A
6. Case Study 3 **CDPF** Employer Market Research
7. Q & A.
8. Review and summary of key points - **Tony**



2.3 Employer Guest Speaker

Primary Learning Objective

- ◇ Participants will hear from employers’ point of view, experiences of hiring people with disabilities and interacting with job placement services.

Links to ILO documents/resources:

Format(s) most appropriate for this session

Presentation, Q&A

Estimated time to complete the session

1.5 hours

Brief Session Outline

1. Introduction – by **ILO Beijing?**

(The choice of employer is important - ideally, a mainstream private sector employer who has had a positive experience in employing workers with disabilities alongside other non-disabled workers. It would be *inappropriate* to use somebody from a “sheltered” employment enterprise.

Specific issues for the employer to cover

- ◇ What influenced decision to employ
- ◇ Any preconceptions that were contradicted by experience
- ◇ Support services that helped (or would have helped)
- ◇ Any work adjustments made and the effect of these)

2. Q and A session.

3. Summary - **Tony**



2.4 Employer Awareness Seminar – Planning Workshop

Primary Learning Objective

- ◇ Participants will undertake a planning exercise to apply the knowledge they have gained in the course to prepare for the promotion and delivery of employer awareness seminar.

Links to ILO documents/resources:

Format(s) most appropriate for this session

Workshop and presentation

Estimated time to complete the session

2.5 hours

Brief Session Outline

1. Introduction to workshop - **Tony**
2. Workshop exercise that applies key points from Days 1 and 2 - **group**.
Builds on / reviews draft agenda developed by CDPF
3. Small group presentations and feedback from Debra – **Tony and Caitlin**.
4. Link forward to Session 5.2 - **Tony**
5. Summary of Day 2 - **Tony**



Day 3: Session Plan

3.1 Disability: Attitudes, Stereotypes, Misconceptions and Facts

Primary Learning Objective

- ◇ Participants understand how the **preconceptions and attitudes** of employers, employment services and society as a whole can unnecessarily **restrict the employment** of PWD
- ◇ Participants can outline the different **categories** of disability
- ◇ Participants recognise the need to **focus on the individual**, NOT the disability
- ◇ Participants will be introduced to the importance of avoiding inappropriate **language**
- ◇ Participants can **apply** this knowledge in their **dealings with employers** including the delivery of **employer awareness workshops**.

Links to ILO documents/resources:

Format(s) most appropriate for this session

Presentation (PowerPoint),
Discussion

Estimated time to complete the session

1 hour 30 minutes

Brief Session Outline

1. Overview of Day 3 and Session 3.1 – objectives, timing etc.-**Caitlin**
2. Person/Disabled Person exercise. -**Caitlin**
3. “Quiz” exercise - PowerPoint presentation posing questions about disability to the participants. -**Caitlin**
4. Facts and myths in disability employment-**Caitlin**
5. Attitudes and language – how the words we use can reinforce wrong attitudes and stereotypes and can discourage and dishearten job seekers with disabilities-**Caitlin**
6. Session review



3.2 Employment Services for People with Disabilities - Overview

Primary Learning Objective

- ◇ Participant appreciate the **historical context** of provision of services to PWD and how **historical approaches continue to influence** service delivery today (both positively and negatively)
- ◇ Participants understand the basic **service principles** that should be incorporated into employment services for people with disabilities.
- ◇ Participants can **critically evaluate current service** systems in terms of these requirements.
- ◇ Participants can **apply** this knowledge in their **dealings with employers** including the delivery of **employer awareness workshops**.

Links to ILO documents/resources: Placement of Job Seekers with Disabilities – Elements of an Effective Service;

Format(s) most appropriate for this session

Presentation, brainstorming.

Estimated time to complete the session

1 hour 30 minutess

Brief Session Outline

1. Presentation on history of service models for PWD.- **Caitlin**
2. Overview of some guiding principles which should be observed in the development and provision of employment services to PWD.-**Tony**
3. Employers as consumers of employment services.-**Tony**
4. Review the key forms of employment relevant to PWD.-**Tony**
5. Brainstorming the key employment service functions provided by the employment services in China (e.g. job placement, vocational training, career information and advice, other) .-**Tony**
6. Presentation by **HK Selective Employment Service** on employment services for PWD..



3.3 Interviewing, Assessing and Job Matching Jobseekers

Primary Learning Objective

- ◇ Participants can identify the steps to be followed in collecting and recording information on jobseekers with disabilities.
- ◇ Participants can outline the steps to be followed in collecting information on job vacancies.
- ◇ Participants can outline the steps to be taken in assessing job seeker abilities and

Links to ILO documents/resources: Heron & Murray, Assisting Disabled Persons in Finding Employment; Assisting PWD in Finding Employment – Resource Book for Trainers of ES Personnel – Session 5

Format(s) most appropriate for this session

Presentation and syndicate exercise

Estimated time to complete the session

1 hour 30 minutes

Brief Session Outline

1. Session overview – objectives, timing etc
2. Discussion of job seeker interviewing – purpose, process, documentation & systems -**Tony**
3. Presentation of a standard job seeker interviewing model, highlighting specific strategies for interviewing PWD -**Tony**
4. Matching the PERSON – not the DISABILITY – to the job -**Tony**
5. Matching Activity – Rating the suitability of individual PWD for particular jobs – Yes, No and Maybe. (Idea here is to challenge assumptions – e.g. blind receptionist) -**Tony and Caitlin**
6. Review of session



3.4 “Selling” the Job Seeker

Primary Learning Objective

- ◇ Participants will understand how the job placement process is essentially a **sales process** and how using sales principles and strategies can enhance results.
- ◇ Participants can **apply** this knowledge in their **dealings with employers** including the delivery of **employer awareness workshops**.

Links to ILO documents/resources: Assisting PWD in Finding Employment – Resource Book for Trainers of ES Personnel – Session 6

Format(s) most appropriate for this session

Presentation, discussion, case studies

Estimated time to complete the session

1 hour 30 minutes

Brief Session Outline

1. Overview of session
2. Working in the labour “market”: **.-Tony**
 - “product” knowledge – features and benefits
 - understanding the “customer’s” needs
 - sales prospecting – market research and finding “buyers”
 - sales techniques – direct marketing, presenting the product, closing the deal, keeping the customer satisfied etc
 - selling skills
3. Syndicate exercise – developing a “sales pitch” for different PWD (job seeker case studies) **-Tony and Caitlin**
4. Report back and discussion



3.5 Workshop - Selling the jobseeker: Case studies and role plays

Primary Learning Objective

- ◇ Participants will **practice job seeker selling** skills in a simulated setting **following up leads** from an employer awareness seminar. Other participants will act as employers.

Links to ILO documents/resources:

Format(s) most appropriate for this session

Role Play

Estimated time to complete the session

2 hours

Brief Session Outline

1. Session overview – objectives, timing, role play process
2. **Presentation by CDPF** on services they can provide to employers.
3. Break into two groups.
4. Role plays to practise selling PWD in the context of a follow up meeting with an employer who attended an awareness seminar. Participants will firstly self assess their performance, then receive feedback from the trainer, interviewee and then the group. Maximum of 15 role plays in each group each 10 to 12 minutes.
5. Whole group reconvenes – discussion of key lessons from the role plays.



Day 4: Session Plan

4.1 Workshop - Selling the jobseeker: Case studies and role plays (Continued)

Primary Learning Objective

- ◇ Continuation of workshop session 3.5.

Links to ILO documents/resources:

Format(s) most appropriate for this session

Role Plays

Estimated time to complete the session

1.5 hours

Brief Session Outline

1. Review of Day 3 – Preview of Day 4
2. Final role plays run
3. Review of key lessons from role plays



4.2 Supporting self-directed job search

Primary Learning Objective

- ◇ Participants understand the benefits of PWD adopting an **active job search approach** (rather than a passive reliance on employment services).
- ◇ Participants can identify and use **methods to support and encourage** this approach by their PWD clients.
- ◇ Participants can **apply** this knowledge in their **dealings with employers** including the delivery of **employer awareness workshops**.

Links to ILO documents/resources: Getting hired – A Guide for Job-Seekers Who Face Barriers to Employment

Format(s) most appropriate for this session

Presentation, syndicate groups and report back, discussion

Estimated time to complete the session

2.5 hours

Brief Session Outline

1. How people (in general) find jobs and how employment services represent only one of a range of options **.-Tony**
2. Guided versus self-directed employment service delivery – the service continuum.**-Tony**
3. Empowering clients by teaching job search techniques (rather than simply showing or doing for them) **.-Tony**
4. Syndicate group exercise – supporting:
 - Self assessment
 - Job search planning
 - Responding to job advertisements (inc resumes and applications)
 - Canvassing jobs (written, phone, visits)
 - Succeeding in interviews
 - Job retention
5. Discussion – disclosing a disability: when and how (and whether to do so or not)



4.3 Adapting Jobs and Workplaces

Primary Learning Objective

- ◇ Participants will understand the range of **workplace adjustments** that can be made to improve access for PWD to employment and be able to identify the support agencies that can assist employment services, employers and PWD in this process.
- ◇ Participants can **apply** this knowledge in their **dealings with employers** in order to advise employers who wish to hire PWD but are concerned about accommodating them in the workplace.

Links to ILO documents/resources: Assisting PWD in Finding Employment – Resource Book for Trainers of ES Personnel – Session 8

Format(s) most appropriate for this session

Presentation, Problem solving exercise, guest speaker

Estimated time to complete the session

2.5 hours

Brief Session Outline

1. Exercise to warm up and review key messages of day three
2. Overview of session
3. Definition of disability as resulting from the environment, not the person.- **Caitlin**
4. Overcoming obstacles - the concept of “reasonable adjustment” (including how this goal is being pursued in other countries). Adjustment and joint problem-solving with PWD.- **Caitlin**
5. Presentation on key issues for consideration when making adjustments for different kinds of disabilities.- **Caitlin**
6. Examples from other countries- HK Selective Placement examples.
7. Problem solving exercise – small groups select a case (recorded on a card) at random which portrays a PWD job seeker and a job opportunity. What adjustments might be required? Who might assist? .- **Caitlin and Tony**



4.4 Job and Work Analysis

Primary Learning Objective

- ◇ Participants will be able to **explain** the importance of job and work analysis and the benefits for disabled jobseekers in particular.
- ◇ Participants will be able to **define** job and work analysis and **explain** the difference.
- ◇ Participants will be able to **outline** the steps involved in job and work analysis.
- ◇ Participants can **apply** this knowledge to be able to advise employers.

Links to ILO documents/resources: Assisting PWD in Finding Employment – Resource Book for Trainers of ES Personnel – Session 8, Office of Disability Employment Policy Website and Fact Sheets.

Format(s) most appropriate for this session

Presentation, discussion, group work

Estimated time to complete the session

1 hour 30 minutes

Brief Session Outline

1. Presentation on job analysis and work analysis and the difference between them.-
Caitlin
2. Outline the steps to be followed to conduct a job analysis.- **Caitlin**
3. Outline the steps to be followed to conduct a work analysis.- **Caitlin**
4. Demonstrate an example of how work analysis can create new jobs, and an example of how it can modify a job to make it appropriate for a person with a disability.-
Caitlin
5. Review session



Day 5: Session Plan

5.1 Job Coaching, On-the-Job Training and other workplace support

Primary Learning Objective

- ◇ Participants will be able to **define job coaching, on the job training, work trials** and other workplace support (e.g. mentoring), and **outline their benefits** for employers and people with disabilities
- ◇ Participants will be able to **identify the steps** to be followed in implementing these approaches.
- ◇ Participants can **apply** this knowledge in their **dealings with employers** including the delivery of **employer awareness workshops**.

Links to ILO documents/resources: Assisting PWD in Finding Employment – Resource Book for Trainers of ES Personnel – Session 9

Format(s) most appropriate for this session

Presentation, small group work, real life examples

Estimated time to complete the session

2 hours

Brief Session Outline

1. Presentation about supported employment programs in different countries- **Caitlin**
2. In small groups, participants identify the benefits of various approaches to supported employment for employers and for jobseekers with disabilities.
3. Report back and discussion
4. Presentation on the steps to establish a job coaching program- **Caitlin**
5. In groups, participants identify the difficulties in implementing a job coaching program in participants' provinces/regions. Whole group discussion on ways to overcome these difficulties.
6. Review and summarise



5.2 Monitoring and evaluating performance

Primary Learning Objective

- ◇ Participants will **understand** the **importance** of **monitoring and evaluation** and **techniques** for carrying it out effectively.
- ◇ Participants will **review** and **critically examine** current approach used by the employment services to evaluate performance.
- ◇ Participants will be **briefed** on the post-course assignment to be undertaken before the follow-up course in November.

Links to ILO documents/resources: Placement of Job Seekers with Disabilities – Elements of an Effective Service (Chapter 4)

Format(s) most appropriate for this session

Presentation and discussion

Estimated time to complete the session

1 hour 30 minutes

Brief Session Outline

1. Why is monitoring and evaluation important? - **Tony**
2. How is it carried out? - **Tony**
3. Who is involved? - **Tony**
4. How are outcomes used? - **Tony**
5. Syndicate exercise – strengths and weaknesses of current practices in employment services; strategies to improve.
6. Introduction of post course assignment. - **Tony**



5.3 Action Planning – The Next Steps

Primary Learning Objective

- ◇ Participants will apply their learning from the course to **complete an action plan** for improving employment service outcomes for people with disabilities in their province/region.
- ◇ This will include planning for Employer Awareness Seminars
- ◇ This will take into account specific goals, objectives, actions, people responsible, target dates, budgets and other resources needed (including partners).

Links to ILO documents/resources: Action planning matrix.

Format(s) most appropriate for this session

Presentation and discussion

Estimated time to complete the session

1 hour 30 minutes

Brief Session Outline

7. Link back to session 2.4
8. In groups (by province) or individually complete an Action Plan matrix to improving employment service outcomes for people with disabilities in their province/region over the next 3 months.- **Tony and Caitlin**
9. Presentations and feedback



5.4 Course wrap up and evaluation

Primary Learning Objective

- ◇ Reinforce key learnings from the course as a whole
- ◇ Evaluate course content and delivery.

Links to ILO documents/resources:

Format(s) most appropriate for this session

Presentation and questionnaire

Estimated time to complete the session

1 hour

Brief Session Outline

1. Presentation of key lessons learned in the week
2. Completion of evaluation questionnaire.