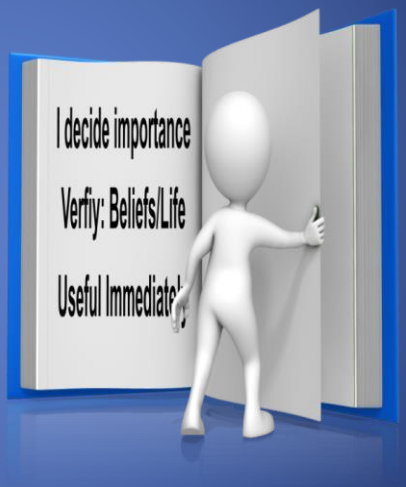
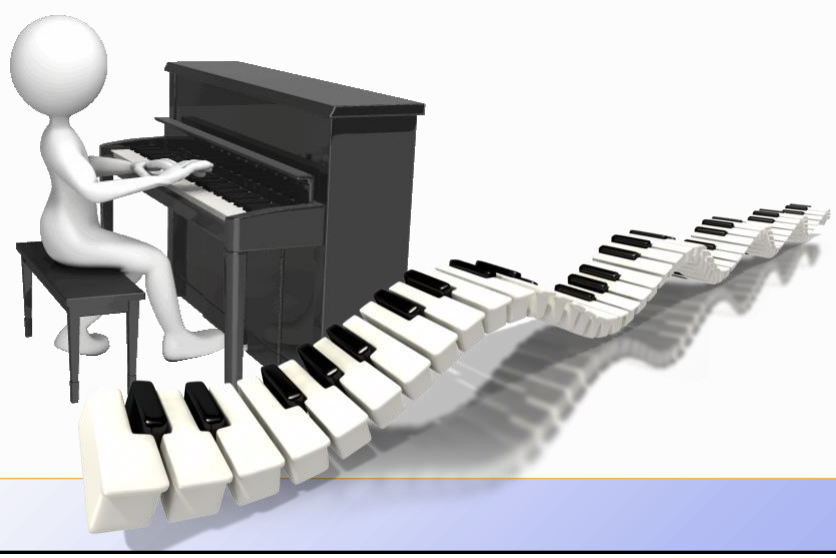
# Case Management
## Part 2
Jodie Sue Kelly

## How Adults Learn

- Rely on others to decide what is important
- Accept the information at face value
- Expect what they are learning to be useful in their long term future
- Have little or no experience upon which to draw
- Have little ability to serve as a knowledgeable resource to the teacher



## Active Learning Requires "Doing"



# Who Are You?

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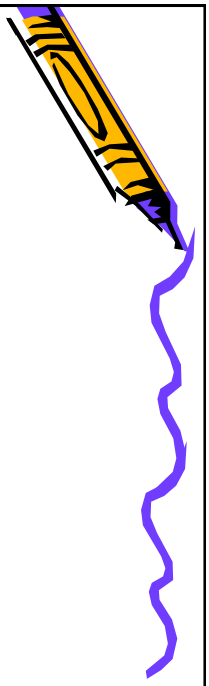

**SA A D SD It is maddening when the court lets guilty criminals go free.**
**SA A D SD You love to listen people talk about themselves.**
**SA A D SD You are a fairly private person.**
**SA A D SD You have no big regrets about your past.**
**SA A D SD You like to talk a lot.**
**SA A D SD You are somewhat of a thrill seeker.**
**SA A D SD You like to be in the middle of large crowds.**
**SA A D SD Other people's feelings are their own business.**
**SA A D SD You have to give up on some things you start.**
**SA A D SD You would rather not get involved in other people's problems.**

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SA A D SD You know when people are in a bad mood, even if they don't show it.

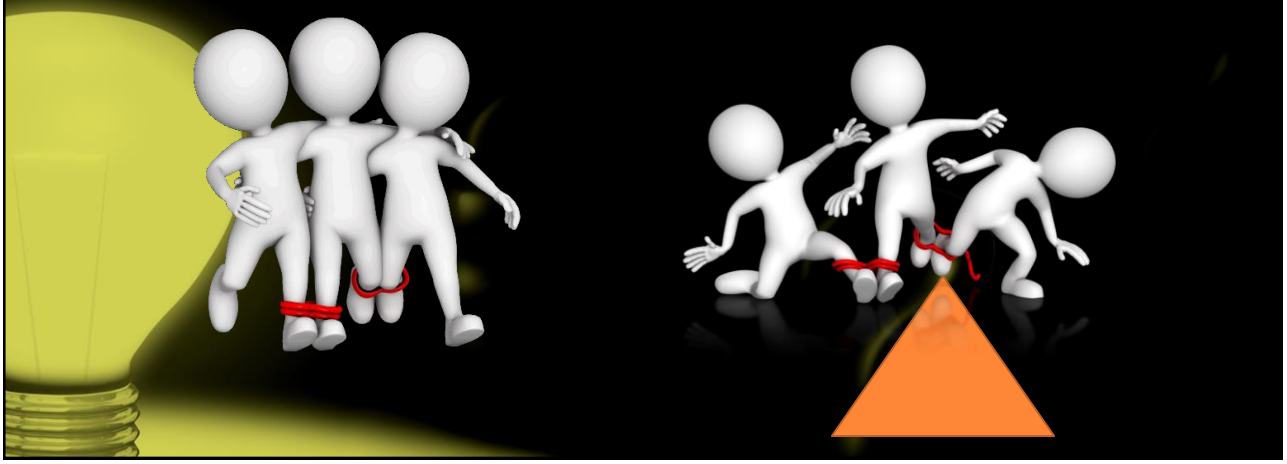
SA A D SD You can wait patiently for a long time.

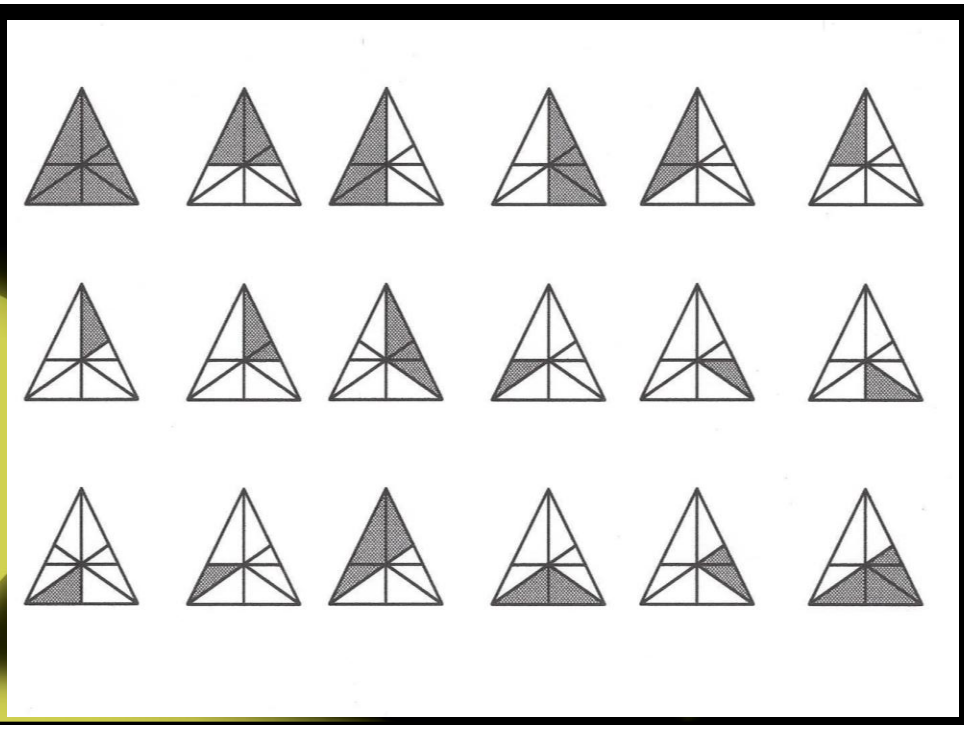
SA A D SD You are unsure of what to say when you meet someone.

SA A D SD You like to take frequent breaks when working on something difficult.

SA A D SD There are some people you really can't stand.

# Team Work Versus A Lack Of Team Work!





# Employer's Point of View

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# The Way Employers Find New Hires Has Changed Dramatically

**1997: Internet 2.1%**
**2012: Career Site: 41.5%**

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# What method is number one?

**1997: Employee Referrals 19.7%**
**2012: Employee Referrals 24.5%**

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Needs

Services

3 Scripts

Lots of people are out of work
Lots of people are applying for jobs
Lots of people are willing to take jobs below their skill level and salary requirements just to have a job.
Employers are inundated with applicants.

During Periods of High Unemployment, how is “we can refer more workers” a benefit?

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# Basis of A Sale

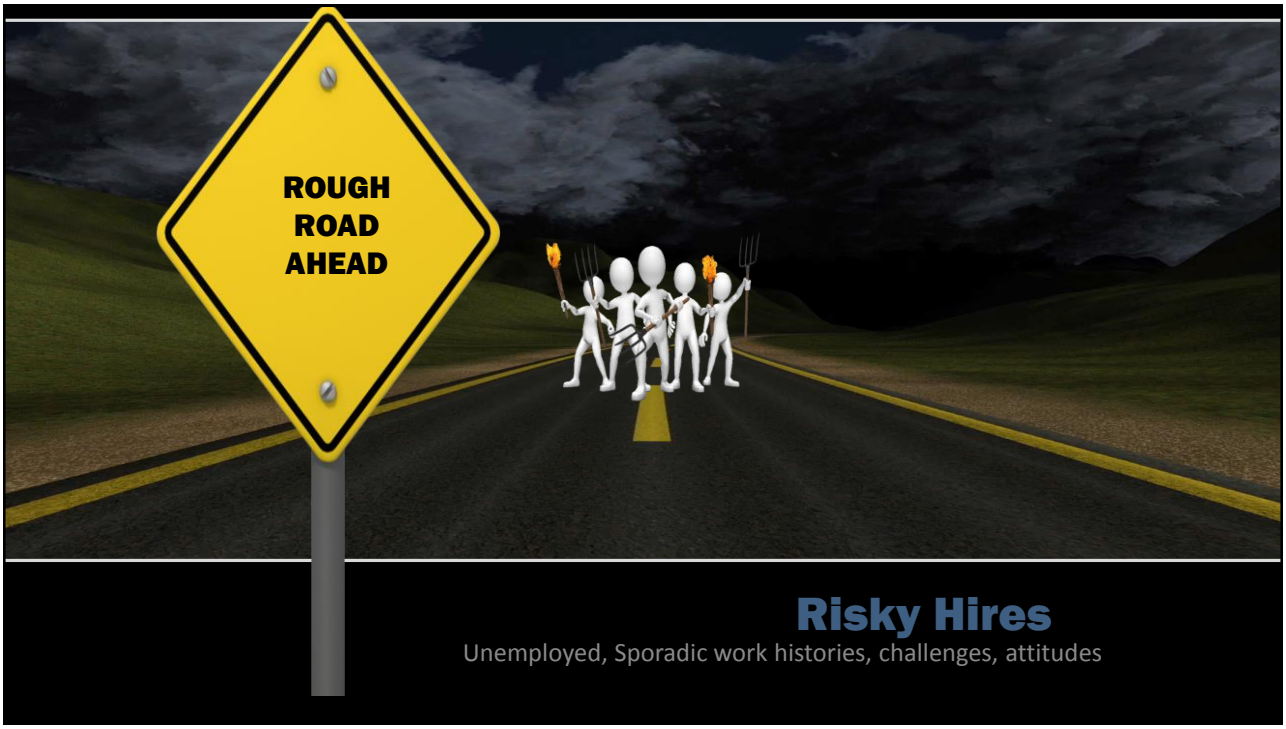
**All Sales are Based on the Solutions to Problems.**

**If the employer doesn't have the problem related to a solution you are selling then you won't make a placement.**

**Solution: We have ready supply of workers.**

**Situation: Employers have applicants lined up out the door.**

***Eek! Above are not a match.***




## Risky Hires

Unemployed, Sporadic work histories, challenges, attitudes

# What Can We Offer That Has High Value to the Employers?

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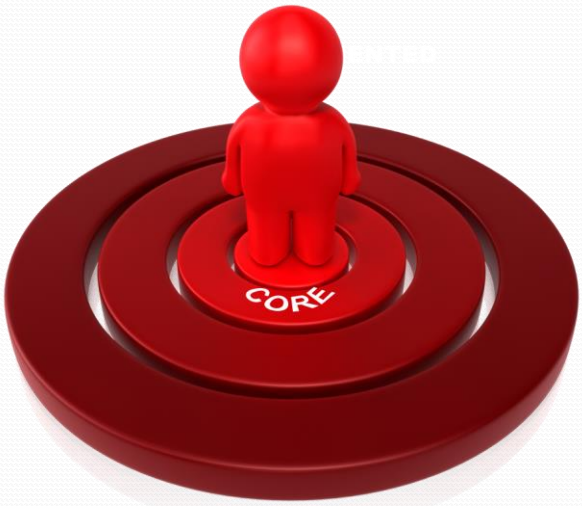
# Attributes of a Service

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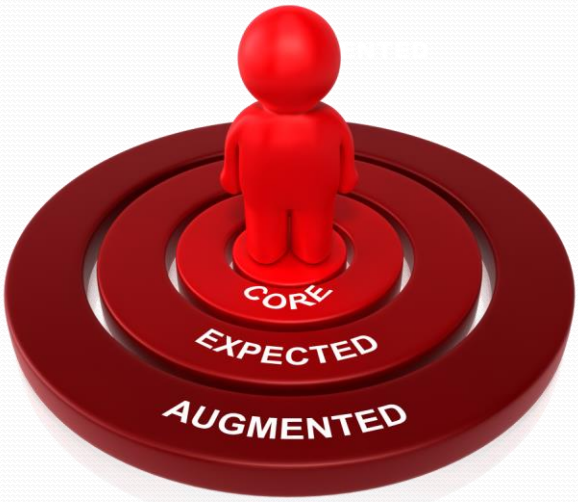
# Attributes of a Service

21

# Attributes of a Service

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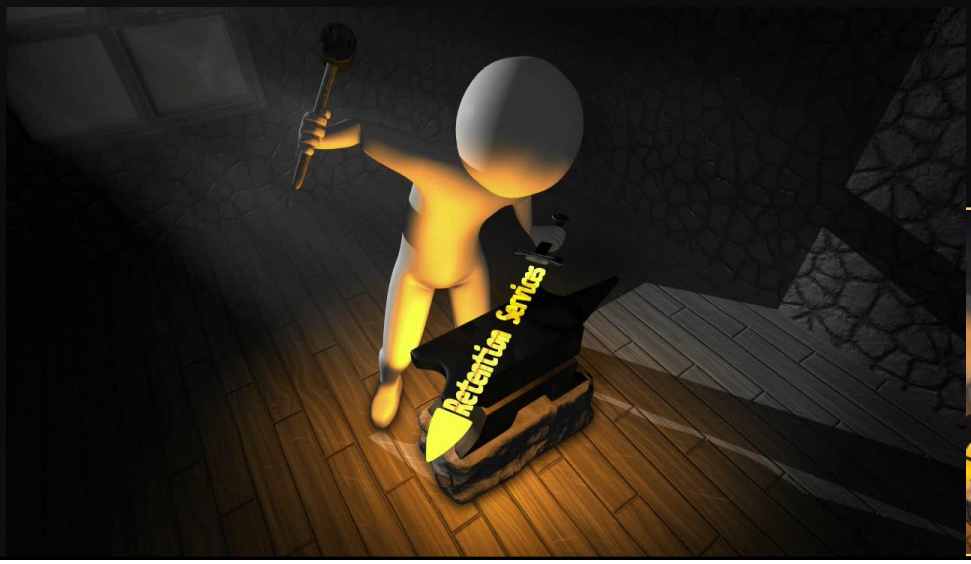
## Labor Exchange versus Employee Retention




How much does it cost companies to lose employeees? CBS news.

How Much Employee Turnover Really Costs you. Inc. com

Small Business: Analyze Employee Turnover Costs: Monster.com

There Are Significant Business Costs to Replacing Employees… American Progress

The Cost Of Employee Turnover The Small Business Advisor

The Costs of Employee Turnover Entrepreneur .com

Employee Turnover i Detrimental to Profitability – Refresher.com

Identifying Addressing Employee Turnover Issues. bizfiling

Here's How to Kill Employee Turnover Before it Kills You. *FastCompany.com*

**Business Articles on The Web**

Leaders Care About Increasing Employee Retention

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# Nursing Facilities

Turnover rate for all nursing facility employees **was 35 percent**.

The turnover rate for Certified Nurse Assistants was **43 percent.**

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# Pest Control

"Turnover is **a real, true problem** that we deal with all of the time in this industry," Gene White, the director of education and training for Rose Exterminator Co., Troy, Mich., recently said as he spoke at the Purdue Pest Control Conference.

"**Being down a technician or two is a major problem. It's something that hurts the bottom line**," he continued.

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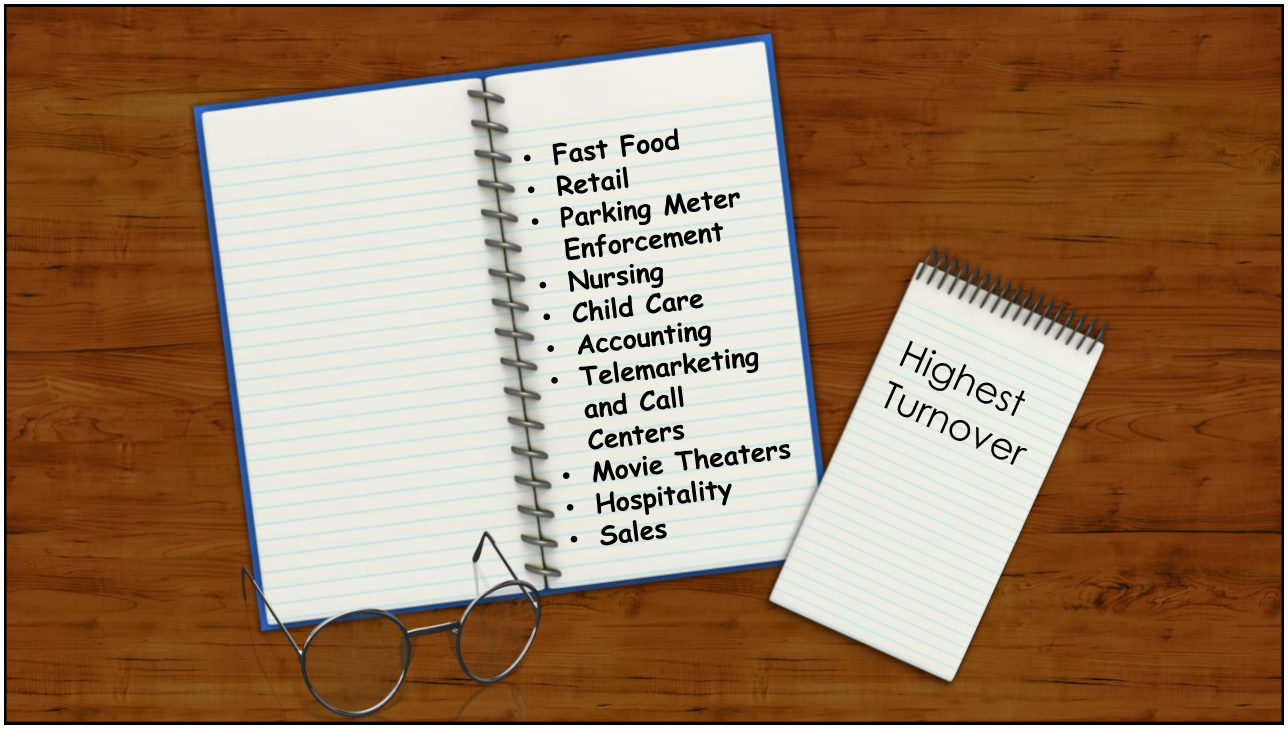
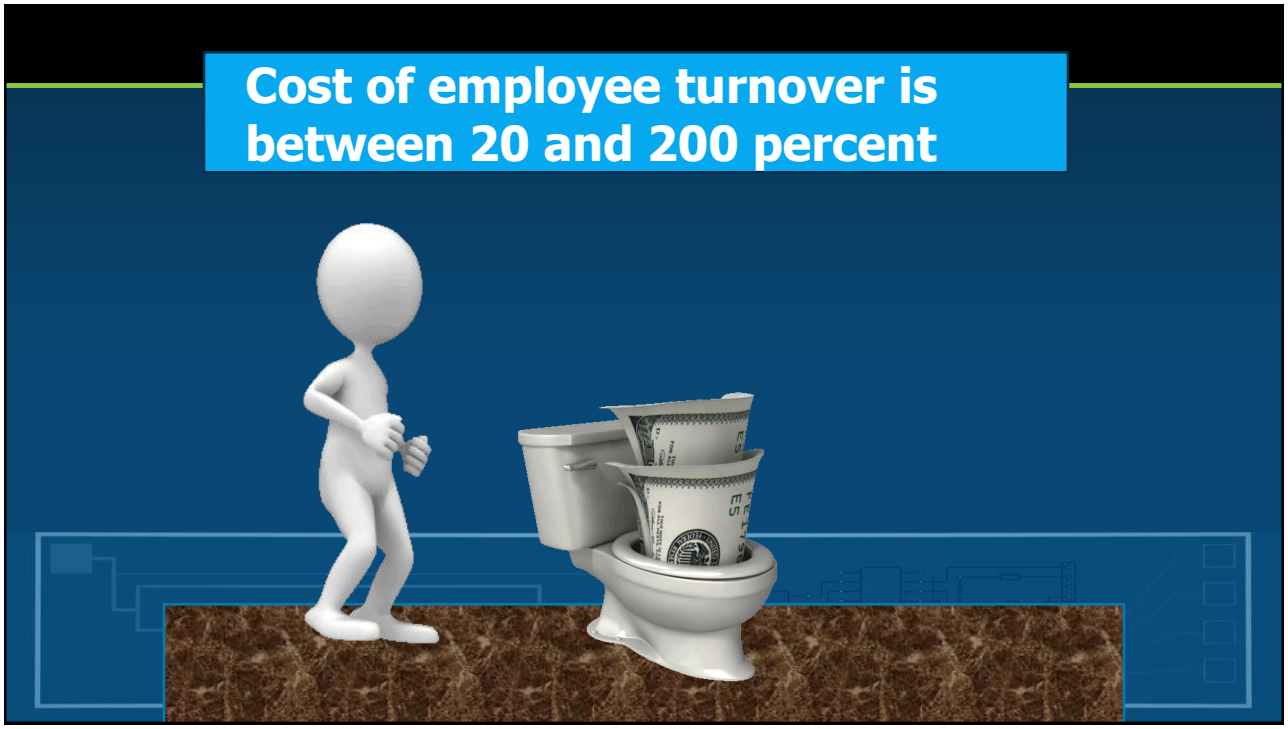
**In its most recent edition of the Trucking Activity Report, the ATA reported that the turnover rate for over-the-road truckers hit 79 percent in the second quarter of 2011, marking the third straight quarter of increased turnover rates in the driver market.**

## Call Centers

Turnover for In Bound and Customer Support: **33 Percent**


• Fast Food
• Retail
• Parking Meter Enforcement
• Nursing
• Child Care
• Accounting
• Telemarketing and Call Centers
• Movie Theaters
• Hospitality
• Sales
Highest Turnover


Cost of employee turnover is between 20 and 200 percent

## How is turnover costly to the bottom line?

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## Types of Turnover

**Functional and Dysfunctional**

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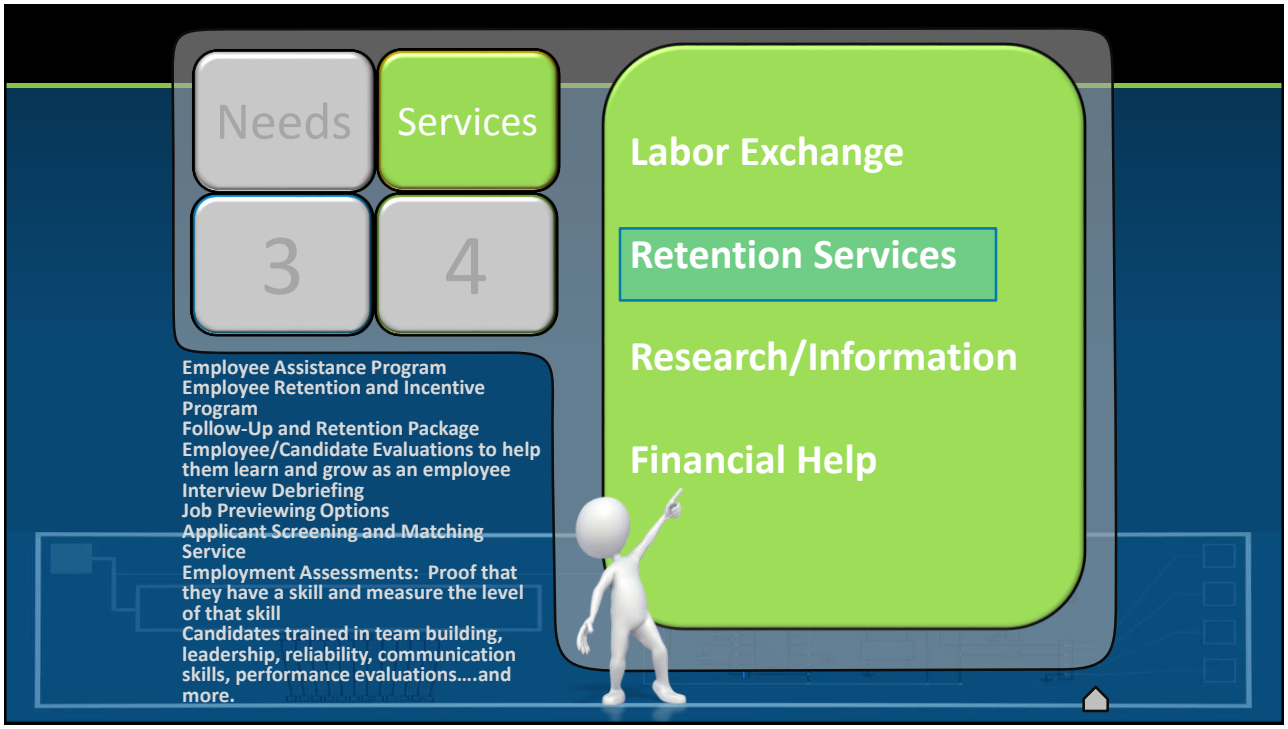
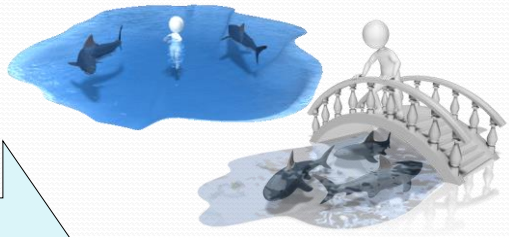



**Higher the Risk, the More Services You Have to Provide to Reduce the Risk.**

## Matching Candidates to Jobs :

- Attracting candidates who fit the criteria of the job
- Developing an interview process that confirms whether the candidate meets criteria
- Selecting the right candidate



- Job Retention Certification
- Job Analysis
- Job Matching
- Interviewee Commitment
- Interview Debriefing
- Job Previewing Assistance
- Wage Analysis

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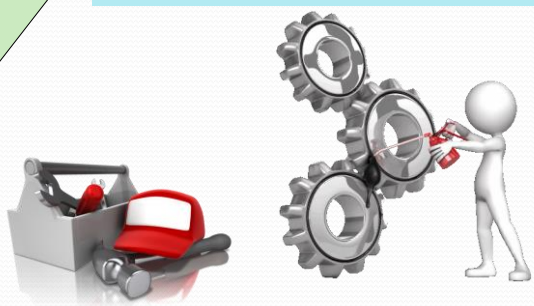
## Services After Hire

- **Training and Improving Employees**
- **Clearly defining the way supervisors are expected to interact with employees**
- **Rewarding Employees**
- **A formalized orientation to start the worker out on the right foot.**

- ❑ **Orientation Design**
- ❑ **Employee Assistance Program**
- ❑ **Periodic Follow-along**
- ❑ **Job Coaching**
- ❑ **Additional Training**



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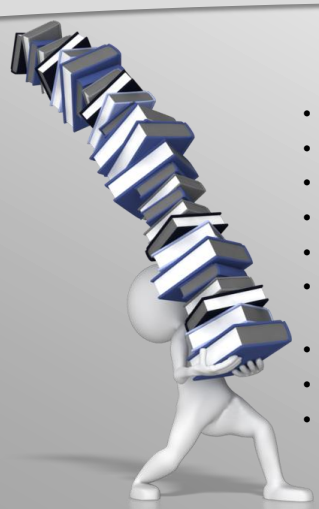
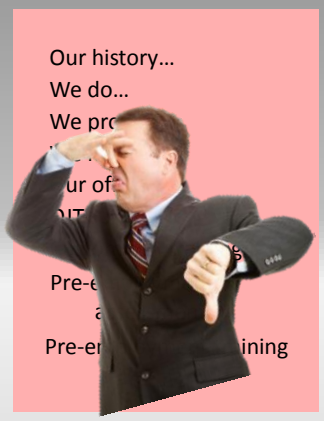
## Marketing Materials



- Brochure
- Mini-resumes
- Business card
- Placement rates
- Lists of other employers
- Success stories (employer point of view)
- Statistics
- Retention numbers
- Testimonials
- Photographs
- Job Ready Guidelines
- List of skills youth possess
- Business References
- Sample contracts
- Website Listing Full of Benefits
- Phone scripts
- Direct mail letters

# Speak to the Customer



**What will interest him?**

Applicants must be between 16-21 years old, low income and have one or more of the following barriers to employment or education:

Deficient in basic literacy skills
Ex-offender
Documented disability
High school drop out
Homeless/runaway
Pregnant/parenting youth
Foster care
Needs additional assistance

## Build a Relationship to Reduce Risk

- Host a tour of the worksite.
- Agree to speak at a workshop.
- Critique your curriculum on work habits and attitudes.
- Judge an "interview competition" among clients or a "human relations decision making problem.
- Provide information about industry trends.
- Conduct informational interviews with youth.
- Help you to outline career pathways

- Serve on an "advisory council.
- Refer you to another employer.
- Be put on a mailing list for work ready candidates.
- Participate in a career day event.
- Act as a mentor.
- Attend a "minute resume breakfast session

**Your Ideas:**

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