

Participants, Families, & Community Communicating About Change

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“Times They are a Changing”

- How to communicate the new reality?
- How to blame it on the system, just the right amount?
- How do we communicate how we are embracing the new reality?
- The Value of Work and Community Integration

The System Why

- The ADA
- Olmstead
- Employment First
- WIOA
- The Able Act

“The Why”

- The average family loses \$700,000 in projected income supporting a person with a disability
- Money is important to people trying to “lead an every day life”
- New SSA Work Incentives
- The Able ACT
- We are not throwing people away

“The Why” ₂

- Helping People Escape Poverty
- “Does all really mean all”
- Retiring with a bigger Social Security check

How Do People Know Us?

- What are we known for in the community?
- Great Employment Services?
- Day Programs?
- Residential Services?
- Fund Raising?
- Possibly rebranding employment services?

How is this going to Work?

- Present a Plan that highlights how we are going to get better at helping people attain and maintain individualized employment
- Not how we are going to quickly close programs and leave people with nothing to do

Identifying Your Stakeholders

Identifying Your Stakeholders

- As a leader in your organization, you need to identify and consider all of your stakeholders.

Invested vs Impacted

Invested Stakeholders

Those investing resources

- **Funding Sources:** Government; Grants; Endowments; Donors
- **Employees,** whether compensated or volunteer. The best invest a lot of passion in their work.
- **Partners:** Suppliers, joint ventures and contracted parties who invest something in your organization. Whether it is components of your products or services that help you succeed, partners have a stake in the organization.

Impacted Stakeholders

Those that are impacted by your decisions and actions

- People you serve and their families
- Families of those you employ
- Community: physical and logical. Physical - community surrounding you and logical - the associations in the field- EMPLOYERS
- Social Cause: how you impact social causes creates stakeholder groups

Non-Profit Stakeholders



Stakeholder Mapping

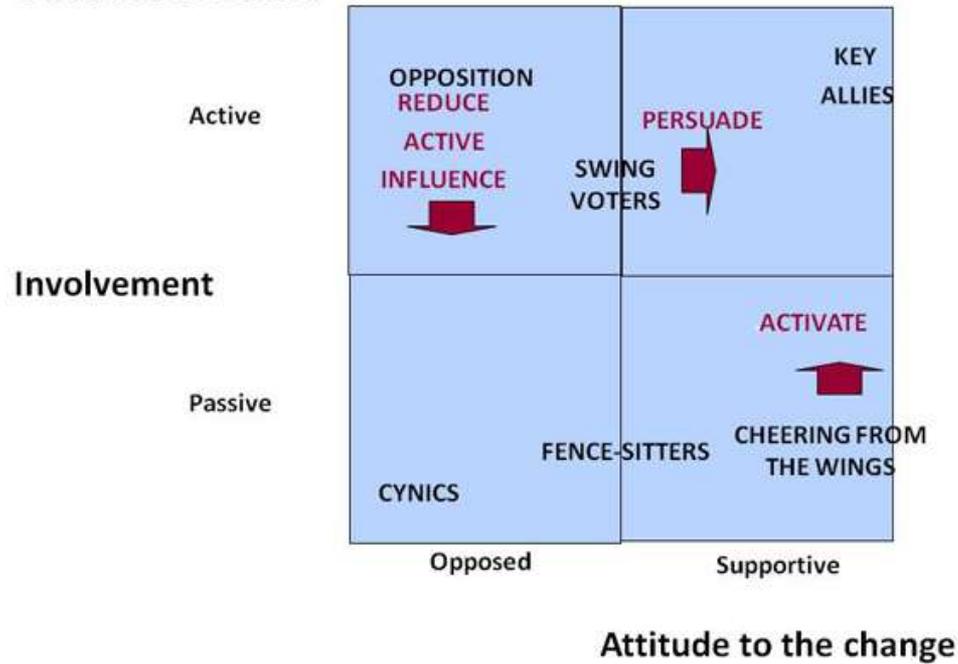


Stakeholder Mapping 2



A stakeholder map can help you visualise the stakeholders

STAKEHOLDER MAP



Small Group Exercise

Top Three Targets:

For the purposes of your transformation efforts, who are the top three targets that you need to reach? [These are your “essential partners”]

Messaging Strategy

Creating your Messaging Strategy

- The messaging strategy is how you as a leader talk to all people. The message should be consistent and transparent and used as a tool to build trust.

Ask yourself first, What is motivating us to change?

- The message created around this must be consistent throughout the organization, including how employees communicate.

Creating your Messaging Strategy 2

- Message should be pre-emptive and focus on the benefits
- Message should be informational and focus on facts
- Message needs to be credible and decrease perception of risk

Strategy For Sharing Your Message

- Decide which channels will be most effective- HOW
- Determine your audience and how and when they will best receive information- WHO & WHEN
- Make it relevant to that stakeholder group
- Anticipate concerns and questions
- Seek mutual understanding and identify mutually beneficial solutions.
- Focus on the future: Emphasize what can be done by sharing data and success stories

Small Group Exercise

Identify key messages for each targeted stakeholder group.



Strategy Options

- Community Conversations
- Focus Groups
- Open Forums
- Business Networking International

World Café Process

- 5-8 participants sit at café style tables with already established questions
- Every café table has a host who remains at the table
- People travel to various tables engaging in conversations lasting for about 15-20 minutes
- People listen and share insights and ideas

World Café Process 2

- When the first round is completed everyone (but the host) travels to a new café table
- Travelers begin to synthesize their discoveries and sometimes a deeper question emerges
- At the end, members share collective discoveries and insights as a whole group in a town meeting called “Harvesting”
- The result is a sense of the larger whole, new possibilities for action emerge.

Why A World Cafe?

- Provides a vehicle for launching community-wide efforts
- Identifies new (undiscovered) allies
- Uncovers untapped resources and opportunities
- Focuses on local assets and community pride, rather than deficits
- Generates creative ideas from a broad spectrum of community members on ways to overcome barriers, begin new initiatives and develop partnerships
- Develops a list of “first steps” that moves participants from discussion to action

Focus Group

A focus group is a way to reach out to stakeholders and those of potential interest for feedback and comment. Organizations generally use focus groups in planning, marketing, or evaluation, either to improve some specific product or service or, more globally, during the development of strategic plans or mission statements

Why A Focus Group

- Gather opinions, beliefs, and attitudes about issues of interest to your organization
- Test your assumptions
- Encourage discussion about a particular topic
- Build excitement from a combination of participants' comments
- Provide an opportunity for others to learn more about a topic or issue.

Public Forum

An open forum is a venue in which people can gather to find out about a specific issue, reach a resolution on a controversial subject, or interact with members of their communities. Often, officials and representatives are present to answer questions from the public, facilitate the discussion, and provide information which people may find valuable or useful.

Why A Public Forum

- Give people of diverse backgrounds a chance to express their views
- As a first step toward understanding the community's needs and resources
- They can offer your group valuable insights into the community
- They can provide a database for guiding and explaining actions
- They can help link your group with people who are able and willing to help
- They can provide the group with feedback

Communicating the Change

Communications with Individuals and Families

- Explain the changing landscape and Employment First legislation which may have prompted a change
- Explain why community integration and employment is the better choice
- Allow individuals and families to express their hopes and fears
- Describe what employment services will look like – Be clear about what will and won't change- explain how this is going to work
- Keep open and regular communication

Communicating with Individuals and Families

- We are going to get better at helping people get good jobs?
- We are going to help more people get jobs?
- Who is interested in getting a job?

Strategies for Individuals and Families

- Introduce families to others whose child is employed in the community
- Start a peer support group
- Share success stories often
- Begin Person Centered Planning and Futures Planning, if not already being done.

Communicating with staff

- Why?
- Because it is the right thing to do!!
- The system made me do it!!!
- New EXCITING opportunities for those who are interested
- How will this effect my job?

Small Group Exercise: You Pick

- Share a challenging communication issue you have had with parents/family members and clients. What feedback can the group provide?
- How can we best listen to our stakeholders during the transformation process?
- How can we empower these stakeholders as part of the transformation process?
- How can we generate excitement and enthusiasm?

Employer Engagement

WHAT DO YOU NEED TO KNOW?

Two Worlds

HUMAN SERVICES



BUSINESS



Employer Engagement Strategies

- Know your networks and the networks of those around you-Who do you already have relationships with?
- How will your staff approach employers-Prepare them
- Employers want to hear their ROI
- Consider developing an "Active Employer Council"

Developing an Active Employer Council

- Use your Board of Directors to help find small businesses
- Use an agency's list of accounts payable
- Invite small businesses that you work with now to connect with other businesses
- Help these small businesses connect and expand commerce.

What do Employers say about Customized Employment?

- Saved them money
- Improved morale
- More Efficient
- Helped meet goals
- “Employees they could count on”

Final Thoughts

Begin Planning early

Actively involve families and other stakeholders

Engage business community

Capitalize on Community Involvement

Draw in other formal support systems and agencies

