



PARTNERING WITH EMPLOYERS

SEEK TO UNDERSTAND / BUILD RELATIONSHIPS / ADD VALUE



ENTRY

- Do your research!
- Clearly identify and understand the specific businesses you want to reach.
- Consider other community agencies already working with that business.
- Get introduced, attend networking events, connect on social media.



UNDERSTANDING THE EMPLOYERS NEEDS

- Be curious. Ask for time to sit down and better understand their needs.
- Build trust by going into their site and experiencing the environment and culture.
- Ask “why?” what are their pain points?
- Understand their current hiring practices.



PROVIDING A SOLUTION

- Work in partnership with the employer to identify workforce solutions.
- Understand how to partner locally to provide additional resources to employers.
- Identify a point of contact for the partnership.



FOLLOW THROUGH

- What steps are involved in the solutions you’ve agreed on?
- Set realistic expectations.
- Identify each partner’s responsibilities.
- What is the monitoring process for the solution you’re providing?



FOLLOW UP

- What was the outcome?
- What improvements can be made? You may need to go back to understanding the employer’s needs.
- Find ways to continuously add value to the partnership.
- Share success stories.
- Support employers on social media.

BE THE ADVOCATE YOU WOULD WANT!

peckham.org | cagreen@peckham.org