

# EFD Proposal



## EFD tailored Masterclass for incoming Work Choice providers: meeting the needs and expectations of employers

Department for Work and Pensions

Employers' Forum on Disability

Prepared by  
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# Choosing EFD to create and deliver your tailored training

Employers' Forum on Disability is the world's leading business led organisation working for the mutual benefit of business and people with disabilities. EFD's events team run a comprehensive programme of practical and solutions based events designed to help you raise awareness of the business, legal and ethical cases for addressing disability, to engage colleagues and to ensure that your processes and procedures are barrier free.

By choosing EFD to organise a tailored event for your organisation, you will benefit from EFD's extensive knowledge, as well as our events team's expertise and wealth of contacts. We pride ourselves on the quality and content of our events and strive to ensure that your experience of working with us is hassle free and is of the best possible value to your organisation.

Our familiarity with workplace disability issues, in both the private and public sectors, allows us to readily understand your training requirements and offer a suitable training event that meets your needs. We source speakers from our network of disability experts, some of whom are disabled speakers highly skilled in communicating both their own experience, and the barriers faced by disabled people, at work and in the wider community.

**“The LSC commissioned EFD to deliver a tailored, high level course for HR Managers, with a specific focus on reasonable adjustments, redeployment and mental health. The delivery and content of the course more than exceeded our expectations. The combination of legal and practical knowledge was superb and the confidence it has given our HR Managers will prove invaluable to the entire organisation.”**

**Suzy Mahoney  
HR Consultant  
Legal Services Commission**

# About us



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## Building disability confident business

Employers' Forum on Disability (EFD) is the world's leading employers organisation focused on disability as it affects business. We make it easier to employ and do business with disabled people.

We are supported by a growing number of members from UK business, multinational corporations, SMEs and the public sector and are widely recognised as setting the standard for disability best practice.

## What we do

We have almost two decades' experience in delivering training and events that make it easier to share best practice on disability. We help you to become more disability confident by running a variety of practical, interactive and engaging events throughout the UK.

## Our approach

We bring together the best trainers and experts appropriate to the needs of different audiences. We want to make sure that you have the most up-to-date knowledge, stay ahead of the game and make real change on disability in your organisation.

We influence, inspire and challenge assumptions at all levels - whether it be front of house staff, line managers or senior executives.

Our in-house training is a cost effective option for any organisation with a number of staff requiring specific disability related training. We want to ensure that as many people as possible can access our valuable advice and training to help us support our vision of a society where disabled people can participate fully as employees and customers.

We use a variety of different EFD resources to inform our events and provide further learning for participants. We have a number of publications and briefings as well as current advice from our in-house disability advisers and legal experts.

## Reasonable adjustments

We want our events and training to be accessible to everyone. Please let us know if delegates have any specific requirements e.g. materials in alternative formats or additional breaks during the day. We are happy to talk to you about any reasonable adjustments that may be required. We will also let you know if our trainers require any reasonable adjustments from you.

# In-house training proposal



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This document has been produced following a meeting with Tony Burns; Andy Wilson, Department of work and pensions (DWP) and Susan Scott-Parker; Phoebe White, Employers' forum on disability (EFD) and a subsequent telephone conference with Andy Wilson; Mandy Melland, DWP and Phoebe White, EFD.

## Context

As part of the transition from WORKSTEP to Work choice, DWP will be asking incoming providers (some of whom will be new providers and some not) to conduct one to one discussions with current employers. These conversations will perhaps review the current level of support received and the associated financial incentives (June/July 2010).

DWP are coming to the end of a tendering process for incoming providers and has set up a sub-group of providers to consult on the transition. These incoming providers will begin on their contacts with existing employers June/July 2010 and the Work Choice programme commences October 2010.

This proposal represents, in part, EFD's recommendation for an effective communication strategy to employers.

## Challenge

DWP want to ensure a smooth transition for individuals currently on the WORKSTEP programme whilst also supporting incoming providers with communicating the change to employers ensuring a slick and smooth impression of Work Choice is created with employers. This communication may include some 'difficult' conversations around financing placements for individuals.

EFD's assistance has been sought for two reasons: firstly, a training on employer perspectives for the incoming providers which forms the basis for this proposal; secondly, an event to engage employers, which will form a second proposal.

## Ultimate outcome for training

To provide an environment for incoming providers to discuss and start to answer questions, concerns, expectations and hopes around the transition to Work choice.

For participants to be better able to negotiate within the needs and expectations of the employer and of the journey employers' take through 'engage equip deliver'

# Approach



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It is EFD's recommendation that training incoming providers form an integral part of a communication strategy to employers about transition, as it is through these relationships and the negotiations within, that employers will form a lasting opinion of the Work choice programme. The following is a suggested course outline and objectives.

EFD recommend a second design phase, which would take a collaborative approach with DWP's provider sub-group to clarify expectation and need.

It is also our recommendation that this training be provided regionally to ensure participant numbers for each event are kept to 15-20 maximum. This will ensure participants have adequate time to discuss each topic and any matters arising whilst also ensuring that learning is gained at a local level, adding the extra benefit to participants of sharing successes between them and developing regional networks to the benefit of disabled people.

We suggest one event in some or all of the following regions: Wales, London, Midlands, North West, Yorkshire and North East and Scotland.

## Objectives

To ensure incoming providers have the opportunity to learn and discuss employers' perspectives in attracting, recruiting and retaining disabled employees ensuring service user demand for supported employment provision in the future

To equip participants in justifying appropriate investment in disability recruitment and better using the employer language in promoting the business rationale around transition and incentives with employers

To ensure a clean communication strategy is implemented by incoming providers of Work choice contracts, which sit in line with a disability confident approach with employers ensuring minimal impact to the individual

To share the employer perspective for incoming providers by including existing employers' and EFD member case histories into the design of the programme

To better know how to utilise the support of DWP and EFD in creating sustainable and positive work placements for disabled people

## Methodology

The course(s) will be highly interactive where open discussion will be encouraged ensuring maximum learning can be gained. There will be a mix of presented sessions, real employer case study input, group work on scenarios and one to one sessions. The course(s) should also include a brief pre-work questionnaire, exploring participant knowledge and perceptions in advance.

# “Masterclass for incoming providers of Work choice programme: meeting needs and expectations of employers” (draft)

delivered by Kate Headley, The Clear Company and Tracey Abbott, EFD



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SESSION	ACTIVITY
AM	<p>Welcome and introduction</p> <ul style="list-style-type: none"> <li>• Aims, objectives and expectation setting</li> <li>• Brief intro on EFD and why EFD experience is relevant in communicating the employer perspective, Introducing Realising Potential, Disability Confidence and the Engage Equip Deliver employment process that has worked for EFD in engaging with employers over the past 20 years</li> </ul>
	<p>Employer Perspective – recruitment and implementing adjustments</p> <ul style="list-style-type: none"> <li>• An EFD Gold member organisation speaking of their experience- what works and what doesn't with regards to the supply chain of candidates to employers</li> </ul>
	<p>Exploring the role of intermediary</p> <ul style="list-style-type: none"> <li>• Group activity</li> </ul>
	<p>A new approach – understanding the barriers</p> <ul style="list-style-type: none"> <li>• The business rationale for disability confidence and justifying appropriate investment</li> </ul>
	<p>The EFD employer toolkit</p> <ul style="list-style-type: none"> <li>• Making it easier for employers to the benefit of disabled people</li> <li>• Exploring the role of employer as a 'valued customer' (group activity)</li> </ul>
PM	<p>Employer Perspective – retention and development</p> <ul style="list-style-type: none"> <li>• An EFD Gold member organisation speaking of their experience of employing disabled people long term</li> </ul>
	<p>Offering a seamless service</p> <ul style="list-style-type: none"> <li>• Available tools and support to enable process</li> <li>• How to avoid 'placement erosion' – interactive session</li> </ul>
	<p>Debate and action planning – interactive session</p> <ul style="list-style-type: none"> <li>• Topic defined by participants on the day</li> </ul> <p>Suggested topics, could include:</p> <ul style="list-style-type: none"> <li>• 'Recruitment that Works' projects and creating valuable placements for users with high support needs through effective employer engagement</li> <li>• Managing service user expectation, ensuring service users demand provider services</li> </ul>
	<p>Round up key learning points</p>

# Biography



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## Kate Headley

**Director, The Clear Company, [www.linkedin.com/in/kateheadley](http://www.linkedin.com/in/kateheadley)**

Kate is a qualified HR professional who has followed an early career in the private sector (Marks & Spencer) and the public sector (Manchester City Council) with 15 years specialising in recruitment and diversity. Best known for her passion and expertise in the development of inclusive recruitment processes and best practice in recruitment, Kate now leads her own consultancy, The Clear Company, specialising in work in this field.

Kate is recognised as one of the leading auditors of recruitment best practice in the UK. Using her expertise, Clear delivers external reviews of recruitment best practice to both public and private sector organisations as well as developing and implementing bespoke recruitment tool kits, best practice guides and recruitment masterclasses.

Kate is also an expert advisor to members of the Employers' Forum on Disability and is currently retained by the DWP to facilitate the development of an employer-led strategy for the recruitment and retention of disabled talent in the UK.

## Tracey Abbott

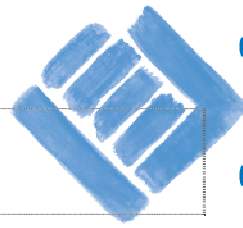
**Recruitment Advisor, EFD**

Tracey is the EFDs' Recruitment Advisor, which is a new post created to help the membership increase the uptake of disabled candidates.

She has over two decades experience in IT recruitment, managing accounts and running sales teams. Voted by her peers onto the board of APSCo for two years running she is well known by the recruitment industry and the contractor community.

Disabled herself Tracey has a keen interest in spreading the word and making a difference in the processes involved in getting disabled talent onboard

# Our gold members



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- Abbey
- Accenture
- Allianz
- AstraZeneca Plc
- B&Q plc
- Barclays Plc
- BBC
- British Airways Plc
- British Telecommunications PLC
- BSkyB (British Sky Broadcasting Ltd)
- BUPA
- Cisco Systems
- Department for Transport
- Department for Work and Pensions
- Ernst & Young
- GlaxoSmithKline
- Goldman Sachs International
- HM Revenue & Customs
- Home Office
- InterContinental Hotels Group plc
- ITV plc
- JGP
- Jobcentre Plus
- KPMG LLP
- Land Securities Group
- Learning and Skills Council
- Lloyds Banking Group
- McDonald's Restaurants Ltd
- Microlink PC (UK) Ltd
- Ministry of Defence
- Mitie
- Motability Operations
- National Offender Management Service
- NHS Employers
- NHS Scotland
- Nomura
- Oracle
- PricewaterhouseCoopers
- Rockpools
- Royal Bank of Scotland Group
- Royal Mail Group plc
- Sainsbury PLC
- Serious Organised Crime Agency
- Tesco Stores Ltd
- Transport for London
- UBS
- Unum

# Further information



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For more information visit our website <http://www.efd.org.uk>

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EFD is committed to ensuring that all its products and services are as accessible as possible to everyone, including disabled people. If you wish to discuss anything with regard to accessibility or if you require this guide in an alternative format please contact us.

EFD provides you with all the tools you need to recruit and retain disabled employees and do business with disabled customers.

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Registered in England no: 2603700  
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