

Developing a Comprehensive Approach to Effective Job Development

ONLINE WORKSHOP

September 2025

Learn more: www.JobDevelopment.org

WORKSHOP

AGENDA

SECTION 1

9:00am-10:30am

Workshop Introduction | Examination of Learning Outcomes

Organizing Your Job Development Activities / Employer Outreach

- Developing a matrix to match client skills and employment goals with local employers
- Utilizing local labour market information for interpreting employer expectations
- Developing an employer outreach strategy maximizing recurring connections
- Effectively discussing employer supports and financial benefits

BREAK

SECTION 2

10:40am-12:00pm

Preparing Clients and Students for Independent Job Search

- Helping individuals understand the value of job search marketing tools
- Utilizing role-playing for the purposes of better engaging employers
- 10 strategies for effectively connecting with employers

Success in Recruitment and Retention

- Statistical benefits of hiring from under-represented groups such as women, youth, mature workers, Indigenous Canadians, immigrants and those with disabilities
- Effective talking points

12:00pm-1:00pm

BREAK

SECTION 3

1:00pm-2:00pm

Setting Targets for Employer Engagement

- Identifying the areas of greatest benefit in achieving employment and placement outcomes
- Establishing a daily routine
- Keeping score and reporting back

Establishing Subject Matter Expertise

- Developing a working knowledge of D.E.I. (*Diversity, Equity and Inclusion*)
- Creating a recruitment and retention toolkit for employers
- Assisting employers in developing career plans for staff

BREAK

SECTION 4

2:00pm-3:00pm

Principals of Placement and Monitoring

- Setting employers and candidates up for success
- Establishing a framework that supports dialogue and conflict resolution
- Moving beyond placement to establish a relationship of mutual benefit

Building Leading Career Development Organizations

- Establishing subject matter expertise on a community-wide basis
- Utilizing employer feedback to enhance and develop new career development services
- Job development in good economic times and bad

Final Thoughts / Next Steps / Questions and Answers

Canadian Job Development Network

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