



# Case Scenario

## FOR GROUP DISCUSSION

### MODULE 1, LESSON 1

## RELUCTANT COLLEAGUE

### Introduction

For many VR staff, the shift to serving dual customers seems like a stretch, and many have had a hard time understanding the priority. While employer services is becoming more common in VR agencies, you may still have some opportunities to provide education and information to co-workers who do not see employers as a VR priority.

### Scenario

*Let's practice discussing this idea with a reluctant colleague.*

*You've been getting to know a business owner, and she has a job opening you think would be perfect for a job seeker working with one of your colleagues, Mark.*

### Part 1:

**Mark:** Hey, I heard you had a job lead for me, can you tell me more about it?

**Peter:** So, I've been working with a business owner named Barbara, and she has a job opening I think would be perfect for Claudia.

**Mark:** Yep, Claudia. We're definitely still trying to find the right job match for her.

**Peter:** Perfect. I've been spending a lot of time with Barbara, learning more about her business and the work culture there.

**Mark:** Peter, how do you have all this time to be spending with employers? I'm trying to find the perfect job for Claudia, and that takes a lot of time. Should you be spending so much time focusing on the employer instead of on jobseekers? That doesn't feel right to me. I don't think that aligns with our mission.

**Let's Pause Here:** Mark just expressed his discomfort with focusing on both the employer and the jobseeker. Have you ever heard similar concerns? How do you think Peter should respond?

## **Part 2:**

*Mark has just expressed his discomfort with serving both the jobseeker and the employer. Let's practice addressing his concerns.*

**Mark:** Spending so much time focusing on the employer instead of the jobseeker doesn't feel right to me. I don't think that aligns with our mission.

**Peter:** This approach is different than what we are used to, but serving employers, as well, helps to find better job matches for the people we work with.

**Mark:** That sounds nice, Peter, but we've got enough on our plate, as it is.

**Peter:** You are right, Mark! But we need to remember that VR's mission is to make quality job matches and employer engagement is a key part of that.

**Mark:** I guess so...

**Peter:** Look, I got to know Barbara, and because of that, we now may have a great job match for Claudia. So, this is a win-win for Claudia, Barbara, and VR!

**Mark:** Well, I guess employer engagement can benefit everyone.

## **Questions for Discussion:**

1. What kinds of comments or interactions have staff experienced or heard about that reflect co-workers' reluctance to accept VR providing employer engagement services?
2. What strategies and approaches can be brainstormed to address reluctance from co-workers? What can support buy-in from all agency staff re. the dual-customer approach?