

**ESBLN** Eastern Shore Business Leadership Network  
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**Good Advice:** Robin Hall began her human resources career in 1984 with Perdue, Inc. Robin moved to K & L Microwave in 1997 where she is responsible for recruitment & retention, policy & procedure development, enforcement and safety. She is certified as a Senior Professional in HR through the Society of HR Management. Read Robin's recent article about a relatively undiscovered labor pool.

*Recruitment Strategy—Hiring people with disABILITIES*

*In today's ever-changing business climate, one challenge remains constant among all large, medium and small businesses—the need to fill jobs! However, finding qualified workers who possess the skills, knowledge and ABILITIES as well as the “right” work ethic is often times difficult and frustrating. As a hiring manager with recruitment responsibility, wouldn't be wonderful to have a magic wand that would make this perfect employee appear.*

*The answer is not to go on a hiring spree, but to thoughtfully evaluate staffing needs and win the talent war by creating flexible and non-traditional selection and hiring processes.*

*1<sup>st</sup>: You must fully understand the type of employee(s) you need and what skills and knowledge your employees need to succeed at your business.*

*2<sup>nd</sup>: It is important at this point to think beyond traditional employee groups from which you have always hired. Of course, graduating students and workers with experience in your industry is one place to draw from. However, with the ever-shrinking market and with an increasingly competitive economic environment, you need to draw people in from outside your traditional pools...Hiring people with disABILITIES.*

*3<sup>rd</sup>: You must now determine how you will reach the people in this targeted group and let them know of the opportunities at your business. You must be prepared to expand beyond your traditional recruiting techniques. Visiting schools that train people with disABILITIES and networking with directors and other officials of local agencies offering services to people with disABILITIES will help you expand beyond traditional techniques. Most agencies and schools have job coaches that will come into the business and evaluate your process and work skills necessary to a successful hire.*

*Tapping into this non-traditional labor pool is pocked with hidden benefits beyond the scope of simply filling job vacancies. What you and your business will receive is (a) a dedicated, focused employee, (b) a fresh set of eyes looking at your work processes and introducing alternative and often innovative changes that streamline and remove unnecessary work steps and (c) a potential benefit in terms of higher productivity, retention and better overall employee morale.*

*Recruitment for your business does not have to be difficult or frustrating. It can and should be rewarding and successful.*

*You can avoid costly hiring mistakes by being creative and targeting non-traditional recruitment strategies. You can find employees with the skills and knowledge needed to be successful in your business—hire employees with disABILITIES and watch the positive results.*

For more information, including tax incentives, contact Division of Occupational Rehabilitation Services, (410) 548-7025 or [www.dors.state.md.us](http://www.dors.state.md.us).