

SUCCESS STORY

GOODWILL

Finding a Good Fit for the Jobseeker and Employer

EARN is another resource or tool available to help put people to work.

- Lisa Norman, Goodwill Industries of Southeastern Wisconsin

Key Lessons Learned



Facilitate successful hires by ensuring the job is a good match between employer and jobseeker, and follow-up after the hire.

Use EARN to help build links with employers.

Organization Background

Goodwill Industries of Southeastern Wisconsin has been providing its services since 1919, and is the largest of more than 170 Goodwill organizations in North America. More than 3,300 Goodwill employees work in over 40 locations throughout 23 counties in southeastern Wisconsin and metropolitan Chicago. As a non-profit organization they have been pursuing and achieving their mission by operating diverse businesses: participant programs and services, retail and salvage sales, industrial subcontracts and laundry, and service contracts with the government.

Throughout 19 years of working with Goodwill, Lisa Norman has built up a large network of employers and resources that benefit her clients in reaching their

employment goals. Lisa works with people with disabilities and others with work barriers who are referred from the Wisconsin Department of Vocational Rehabilitation, Welfare to Work programs, Veteran's Administration and other organizations helping them to develop the job skills necessary to achieve their employment goals. To learn more about Goodwill Industries of Southeastern Wisconsin, please visit:

www.goodwillsew.com.

Finding a Good Fit

The mission of Goodwill Industries of Southeastern Wisconsin is to put people to work and the staff is diligent when finding a good fit between an employer, a job opening and client. Once the job starts, Lisa follows up with the client and employer for 90 days. This attention to detail helps her build relationships with employers that lead to future opportunities for other clients.

When asked about what helps lead to successful outcomes, Lisa states that it is important that the employer and job candidate be well-matched and that there be follow-up. For employers who have not

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recruited or hired people with disabilities, she finds many are interested in hearing about potential tax incentives, Goodwill services, and seeing evidence of positive outcomes from other employers.

Finding Increased Opportunities Through EARN

In addition to contacting employers who currently work with Goodwill, Lisa and her colleagues work to develop new contacts. "EARN is another resource or tool available to help put people to work," Lisa states. Recently, EARN sent her a job opportunity that matched the skills and goals of a jobseeker she had been working with since June 2004. After receiving the posting for an entry-level computer programmer, Lisa contacted the jobseeker who was interested in applying for the position. She immediately contacted EARN who reviewed the job and her candidate's qualifications with her over the phone.

EARN concurred with Lisa that her client was an excellent candidate for the position. Lisa was given the necessary information to submit his application. EARN then called the employer to tell them about the candidate and let the employer know to expect the candidate's resume. Within several days, the employer followed up with Lisa and the candidate, stating he was being strongly considered

for the job and wanted to schedule an interview.

As part of Goodwill's services, Lisa had been preparing her jobseeker on how to sell himself at the interview. The interview was a success and the candidate started his new job the following month. Lisa said the whole process went quickly and smoothly and that EARN has helped her build a link to a new employer.

Share Your Story

If you have a success story you would like to share, please email us at:

earn@earnworks.com.

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