

Marketing Your One Stops

Give and you will receive ten fold: What does your One Stop look like five years from now?

Even though One-Stops have been around for a few years there are still many employers, employed and unemployed who are not aware of all the services that we can provide. A vision of a One Stop that I would see is that anyone in your region that is either out of work, is coming into establish a company or already has a company, would immediately think of your One-Stop as the place to go for employment. This is not going to happen unless we do more to get the employers into our offices. One the ways that we can do this is to offer employers more then just connections with workers. Many of the business that we work with are not large companies. Offer them seminars; your One-Stop could be their training department. Here a few ideas of workshops that you could offer at a low cost to the One-Stop, by using your in house trainers:

1. Customer Services: This can help with the employer's bottom line.
2. Employee Retention: This is not just our problem this is a problem that many companies are experiencing and costing them lots of money. Also it might be of help to some of our at risk clients that we have at the employer's business.
3. Sexual Harassment: Many employers are not aware that they are libel and can be sued if one employee harasses another employee. By providing the information they can avoid law suits.
4. Interviewing Techniques: A lot of employers do not know how to interview employees and often hire the wrong person.

These are just a few things that will help employers recognize you as the place to go. What other things do you offer employers to become the leader in employment in your region? Let me know and I will pass them on.