



BOSMA

Center for Visionary Solutions



What is Business Development?

“the activity of pursuing strategic opportunities for a particular business or organization, for example by cultivating partnerships or other commercial relationships, or identifying new markets for its products or services.” Google Dictionary





Why is Business Development Important?

It can help break down barriers and stereotypes with employing individuals with disabilities.



Why is Business Development Important?

Business Development leads to stronger community partnerships for Employment Service providers, leading to better opportunities for individuals with disabilities.

Traditional Business Development

Cold Calling



Warm Leads



Networking



Traditional Networking

- Job Fairs
- Conferences
- Social Media



Creative Business Development

What we have tried:

- Employment Advisory Board
- Engaged Employer Education Series
- Reverse Job Fair
- Podcast





Employment Advisory Board

Cost: \$0

Effort: Minimal

Pros: Companies can come to you

Cons: In person meetings can create barriers for some employers

Feedback: Positive

Sustainability: Up to 2-3 years

Engaged Employer Education Series

Virtual networking and training event

Cost: \$0

Effort: Moderate

Pros: Can be done during normal work hours

Cons: Content tends to need repeated for newcomers

Sustainability: 2-3 years



Reverse Job Fair

Cost: \$0-\$1000

Effort: Maximum

Pros: Great way to get clients in front of employers

Cons: Takes a lot of planning

Sustainability: 3+ years





Podcast

Cost: \$0-\$1000+

Effort: Minimum-Moderate

Pros: Larger audience reach

Cons: Can be time consuming

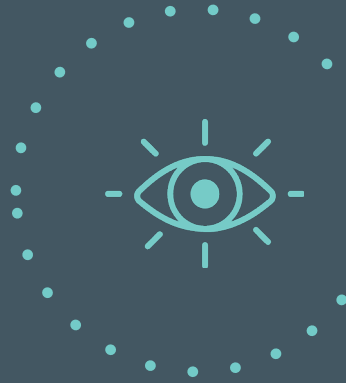
Feedback: Positive

Sustainability: Depends on your topics and audience

Other ideas to get you started

What could work for you?

- Eventbrite
- Accommodations Trainings for Employers
- Open House events
- Meet your neighbors
- Use VR, as a resource to spread the word.



Questions?

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