

# DISABILITY CAFÉ

**Graduate Recruiter's Disability Café**  
Wednesday 21<sup>st</sup> September, 2011

CAFÉS • SEMINARS • FORUMS

*for open discussion*

## Introduction & Context

# DISABILITY CAFÉ

On 21 September 2011, My Plus Consulting hosted more than 40 delegates for a Graduate Recruiter's Disability Café focused on how to better market graduate opportunities to students with disabilities. Specifically, it drew upon the research that My Plus had carried out on behalf of Lloyds Banking Group.

**Ama Afrifa-Kyei**, Diversity & Inclusion Manager, Deloitte, opened the Café by welcoming the delegates and speaking about how Deloitte were progressing their disability agenda.

**Helen Cooke**, Director of My Plus Consulting, then introduced the research that had been undertaken which was going to be the focus of the event.

Expert facilitator **Catherine Hennessey** of Meeting Magic went on to cover the process by which the café would be facilitated. The delegates were also introduced to **Doug Cameron** of Grasshopper Design who would be creating a graphic recording of all discussions and conversations.



## Introduction & Context

# DISABILITY CAFÉ



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## Our Speakers...

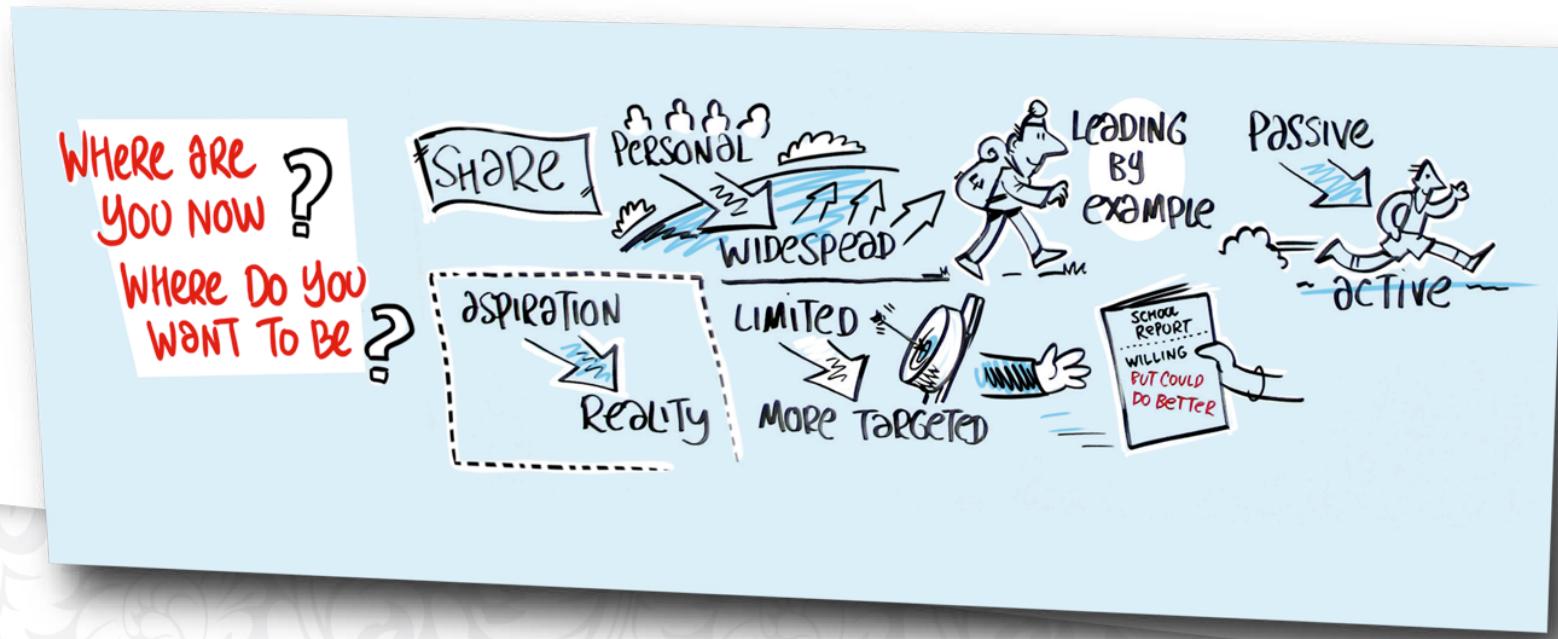
# DISABILITY CAFÉ

### Getting Started....

Catherine Hennessy, the facilitator, started the delegates thinking about the afternoon's subject by asking them to write down on the white table cloths two words:

- One that describes their current marketing activity to disabled students; and
- One that describes how they would like their current marketing activity to be.

Many words and phrases were captured however probably the best description drew upon words from an old school report: "willing, but could do better".



## Our Speakers...

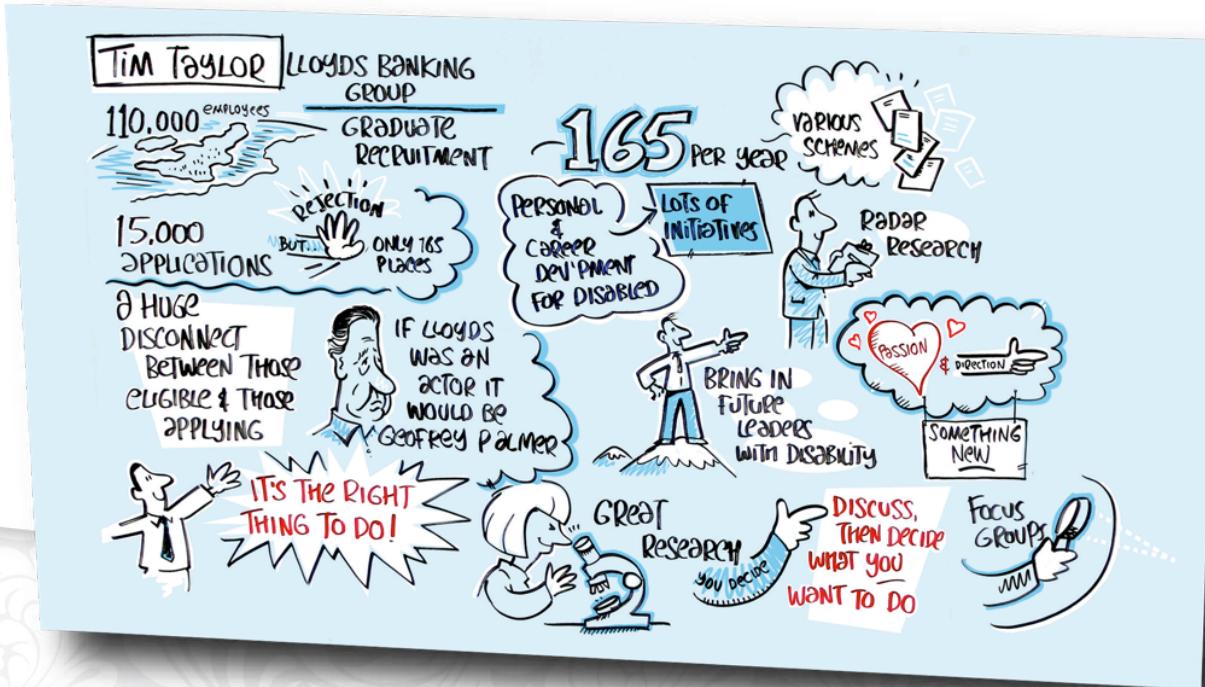
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### Lloyds Banking Group

Tim Taylor, Manager of Diversity and Inclusion at Lloyds Banking Group, started by providing some context and background as to why LBG had decided to undertake such an extensive piece of research into how disabled students search for graduates roles.

He spoke candidly about the mismatch between the 9.5% of students who had declared a disability at university and the 0.9% of applicants to LBG's graduate scheme who had done so.

Lloyds Banking Group realised that they were missing out on talent and wished to understand how to realistically address this.



## Our Speakers...

# DISABILITY CAFÉ

### My Plus Consulting

Helen Cooke, Founder & Director of My Plus Consulting, shared the results from the research that had taken place earlier this year.

Helen firstly concentrated on the Routes to Market used by disabled students to search for graduate jobs. 5 key areas were covered: Careers Services, Disability Managers, Careers Events, Websites and Specialist Recruitment Companies.

Perhaps the most surprising piece of information was that 91% of respondents sought advice from their Disability Manager about searching for graduate jobs.



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## Our Speakers...

# DISABILITY CAFÉ

### Routes to Market

Following this presentation the delegates were asked to consider the following question:

- Taking into consideration what the students have told you in this research, what are the key marketing activities that will ensure you better engage this group of individuals?

Tables of delegates shared thoughts on how they could better develop their marketing activities. They also considered what other activities and relationships they should consider to better engage with this group of students.

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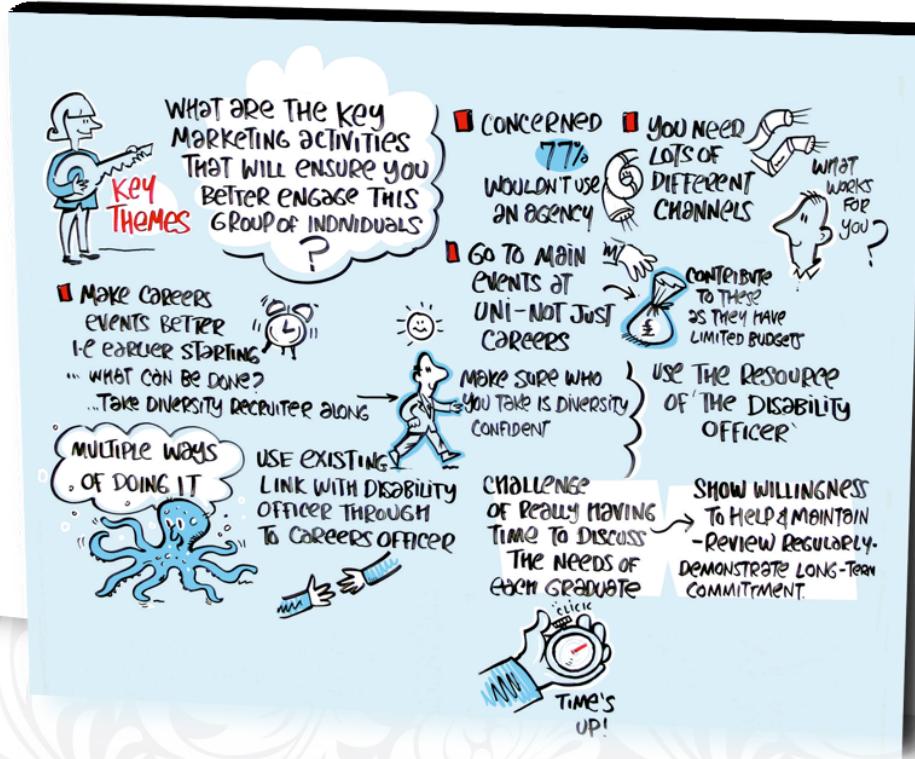
## Our Speakers...

# DISABILITY CAFÉ

### My Plus Consulting

After the break Helen Cooke spoke again, this time drawing on the research results to help the delegates better understand this group of students. Helen said that by only understanding their target market would employer be able to effectively engage with them.

5 key areas were again covered; these were: Confidence, Disclosure, Adjustments, Messages and Mitigating Circumstances.



## Our Guest Speakers...

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### **Understanding your target market.**

Following this presentation the delegates were again asked to consider a question. The question they were asked was:

- The concerns that the students have raised are a barrier to disabled applicants applying to your roles.
- What do you need to start doing to genuinely address these very real concerns?

Tables of delegates again shared their thoughts on how they could realistically address these concerns and in doing so encourage more applications from disabled students.

# DISABILITY CAFÉ



KEY THEMES  
WHAT DO YOU NEED  
TO START DOING TO  
ADDRESS THE VERY  
REAL CONCERNs?

- SUPPORT IS AVAILABLE/  
BUT WE DON'T COMPROMISE  
ON STANDARDS } OPEN ABOUT  
■ DIVERSITY RECruITER  
-EXPERT ROLE USAGE & HOW  
■ USING THE RIGHT LANGUAGE .. MORE EXPLICIT & CLEAER  
■ A Real TIME SURVEY &  
FEEDBACK FOLLOW-UP  
■ MORE OPPORTUNITIES TO DISCLOSE  
MAKING SURE 'DOOR IS OPEN'  
■ TREAT People AS People  
MERIT WITH SUPPORT  
'WORK LIFE BALANCE' - SHOWS CARE  
INSPIRE CONFIDENCE FOR THE GRADS  
IN THE ORGANISATIONS  
■ POINT OF CONTACT FOR ANY CONCERNs  
-FEEL SAFE

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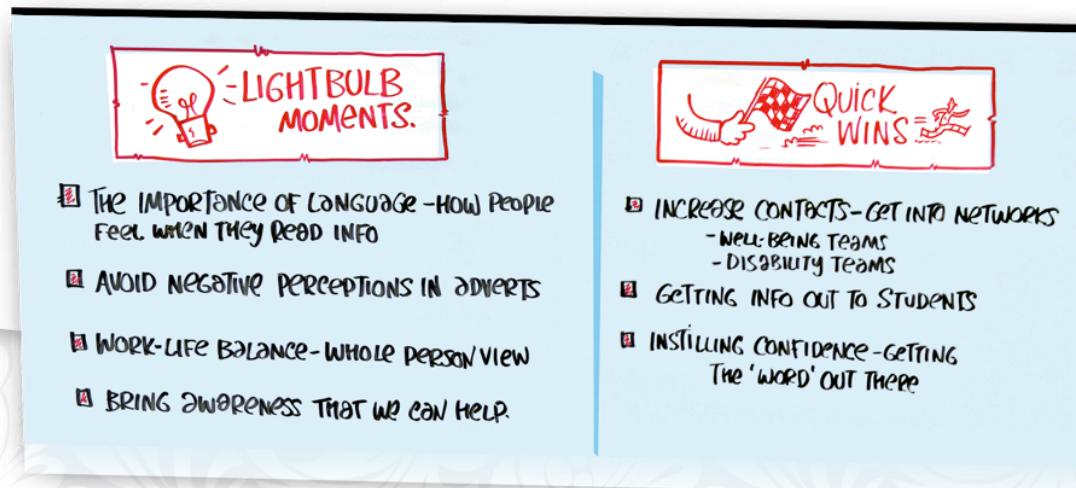
## Insights

# DISABILITY CAFÉ

During the final part of the Café, Helen Cooke took the participants through the graphic recording of the afternoon so far reminding them of the presentations they had heard, the key questions they had been asked, and the conversations that had taken place.

The participants were then asked for their insights:

- **What have been your 'light bulb' moments?**
- **What are the 'quick wins' for you to implement straight away?**
- **What have you heard that you want to implement but may take a little longer?**
- **What will it take to make it happen?**



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Lightbulb moments....



- HOW DO YOU MAKE IT REALLY PERSONAL?
- HUGE OPPORTUNITY FOR ORGN CHANGE
  - EDUCATION OF UPPER ESCHALONS



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## Contact Details

# DISABILITY CAFÉ

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## Next steps....

# DISABILITY CAFÉ

The full results from the research into how disabled students search for graduate jobs will be available mid-November. Further information about this will be sent out nearer the time.

3 further cafes for graduate recruiters will be held during 2012; there will also be a number of breakfast seminars for members of the Graduate Recruiter's Disability Café Club. Again, further information & dates will be sent out shortly.

For those wishing to join the Graduate Recruiter's Disability Café Club you are invited to offset the cost of this Café against membership should you wish to do so. Please contact Helen Cooke for more information. [Helen@myplusconsulting.com](mailto:Helen@myplusconsulting.com). This offer is open until the 31<sup>st</sup> October, 2011.



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