



How Small Businesses Can Help Jobseekers Dos and Don'ts

Dos

- Be a reference and respond quickly and well for them. Establish credibility then speak to:
 - Their character and work ethic
 - Their skills - YES YOU DO!
 - Their dependability
- Ask if there are any concerns you can speak to.
- Encourage them when they are positive. ("I really respect how you are handling this.")
- Connect them with appropriate networking possibilities.
 - Offer to pay for the lunch or coffee if necessary. (Buy them a \$25 gift certificate to Panera Bread, Dunkin Donuts, Starbucks...for them to use.)
- Encourage. Acknowledge that it is a very difficult economy.
- Encourage them not to make assumptions about themselves that are negative or regretful (If only I had...) – Emphasize often - THIS IS NOT THEIR FAULT.
- Listen - without judgment
 - "I respect how you are going about this."
 - "I can't imagine how hard this is, but I support you."
 - "I know you - you're solid. I trust you to keep on trying. You'll figure it out. Let me now how to help."
- Ask how you can help - call regularly - let them know you are thinking about them, believe in them, and are ready to help however you can.
- Offer to help them find volunteer work in their field - to keep their skills and references fresh.
- Offer to help them get professional career help. Offer to pay for some of it (not all).
- Help them tweak their unique selling proposition - offer to do interviewing practice. (They give you the questions - or do an I-search.)
- Offer to buy them an interviewing suit. Navy blue, grey, or black, white shirt or blouse, tad of red, dress shoes.
- Offer the use of a computer with Internet connectivity.
- If they get in a funk:
 - Express concern, don't nag or scold.
 - "I'm concerned about you. Is there anything I can do?"

Don'ts

- Don't say: I know what you're going through.
- Don't offer to edit their résumé unless you are qualified to do so.
- Don't criticize. ...Instead - indicate concern.
- Don't give false hope.
 - Wild goose chases - if you aren't sure - say so. If they need to "buy" their lunch - offer to do so if you set up the connection. "I'd like to underwrite this lunch."

EVERY DAY

- Encourage a jobseeker – Your support is critical to helping them get through this.
- Build your business and get the point where you can hire someone –We are the heart of this economic recovery!
- Encourage a small business owner – We need each other too.