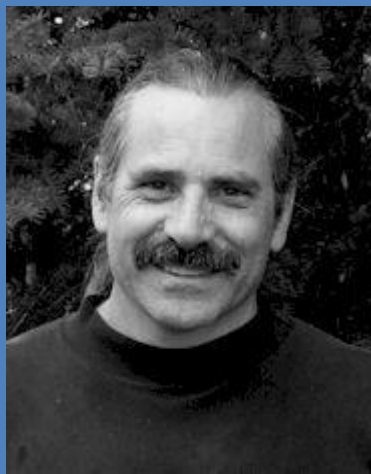


The Alberta Association of Supported Employment is Proud to Present

AN EXCITING ONE -DAY SEMINAR:

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NEW FOUNDATIONS FOR WORKFORCE INCLUSION



ABOUT THE PRESENTER

Rob McInnes – *As a human services professional, Rob’s career has focused broadly on issues of workforce diversity and more specifically on issues of employment and disability. Rob’s work has been marked by passion and leadership in the quest for greater workforce inclusion for people with disabilities. Currently a Partner with Diversity World, Rob has been active both in the social services realm and the corporate sector. He has formerly served as the CEO of two direct service organizations for people with disabilities, as Executive Director of the Canadian Council on Rehabilitation and Work, as the Coordinator for California Business Leadership Network, and as a Diversity Consultant with IBM. His monthly newsletter, inclusionRX, is enjoyed by thousands of subscribers throughout North America.*

Wednesday October 6, 2010, 8am – 4pm

Delta Edmonton South

DISABILITY AND EMPLOYMENT REVISITED

FUNDAMENTALLY, OUR WORK IS ROOTED IN TWO REALMS – IN THE LIFE EXPERIENCE OF PEOPLE WITH DISABILITIES AND IN THE INCOME-PRODUCING ACTIVITY THAT WE CALL WORK. WHILE WE ARE FOCUSED ON HELPING PEOPLE WITH DISABILITIES FIND THEIR PLACE IN THE WORLD OF WORK, WE LIVE AT A TIME WHEN BOTH OF THOSE REALMS ARE EVOLVING AND UNDERGOING CHANGE. TO KEEP OUR SERVICES AND PROGRAMS MOST EFFECTIVE, WE NEED TO UNDERSTAND AND KEEP IN STEP WITH THOSE CHANGES. THIS SESSION WILL EXAMINE HOW THE SOCIAL PERCEPTION OF WHAT IT MEANS TO “HAVE A DISABILITY” IS CHANGING, HOW THAT CHANGING PERCEPTION WILL ENHANCE WORKFORCE PARTICIPATION, AND HOW WORK IS LOOKING MORE AND MORE LIKE A HOPSCOTCH COURSE THAN A “CAREER PATH”.

Attendees will learn:

- How our collective understanding of disability is evolving and how that new understanding is likely to increase workforce inclusion.
- How economic inclusion and productivity demand a new vision of citizenship and a new social contract with people who have disabilities.
- How the new reality of a work life is a patchwork of many different jobs rather than a linear career path.
- How self employment can be an effective career component for people with disabilities.

THE BUSINESS CASE AND BEYOND

Being the bridge between job seekers with disabilities and local employers, we need to be well-equipped to engage and interact with our business communities. This isn't always an easy task for those of us with roots in human services. This session will explore some basic knowledge and strategies for working more effectively, and more comfortably, with employers.

Attendees will learn:

- The classic “Business Case” reasons for employing people with disabilities.
- Factors beyond the Business Case that motivate employers to hire folks with disabilities.
- The most effective approach to changing employer attitudes and beliefs about people with disabilities.
- Additional ways, beyond hiring, to engage employers and their Resources to enhance the employment of people with disabilities.

INNOVATION, BEST PRACTICE AND EXEMPLARY STRATEGIES

Business pays serious attention to “best practices”. Most successful companies remain attentive and alert to strategies, methods and approaches that other companies prove to be successful – which they can then adopt and adapt to better their own company. In the field of human services, we seem to be less diligent in seeking exemplary practices that we can emulate. While many exemplary programs will be mentioned throughout the day, several outstanding and cutting edge programs will be highlighted in this final session.

Attendees will learn:

- About several different organizations that have won acclaim through innovative practices they have developed to increase employment opportunities for people with disabilities.

Don't Miss It