

HOW TO SELL IT INTO YOUR COMPANY

Identify the reasons as to why this talent pool would be beneficial to your **business needs**. Are you expanding and have skills shortages? Do you want to increase staff retention? Reduce recruitment costs? Make your business motivation clear.

Understand what motivates your team. Look at core company culture and values. What **support schemes** will better help manage perceived risk and integrate candidates into your business?

Explain the **concept** and how to ensure **success**. Think about **where** and **how** you want to recruit. Inside prisons or within the community? Be clear on company **policy**. Are you excluding any offences?

WHY EMPLOY AN EX-OFFENDER?

Show the **business benefits**. Offer key statistics: 81% of businesses that employ ex-offenders say they have helped their business.

Collaboration is key. Who do we want to work with to benefit from their expertise and make sure that this is a success? Highlight **specialist partners**. This results in the best outcome.

Network. Attend employer events. Consult a business mentor. Chat with an employer in your sector who already hires from this talent pool to gain insight into what worked best for them.

Celebrate. Lead by example. Share your success and knowledge. 65% of organisations that promote their efforts to hire ex-offenders report a positive impact on their corporate reputation.