

HOW TO SELL IT INTO YOUR COMPANY



Identify and share the reasons why this is beneficial for your **business needs**. For example, are you expanding and have a skills shortage, or are there social value commitments or contractual requirements driving this? Make your business motivations clear.



Understand what motivates your team - look at **core company culture and values** and how this sits in line with those.



Explain the **concept** and how to ensure **success**. Be clear on policy. For example, are you excluding any offenses? Consider working with a specialist partner on **risk management** and **guidelines**.

SHARING THE BUSINESS CASE



Share key statistics on the **business benefits**. 90% of businesses who employ people with convictions said they are reliable, good at their job and trustworthy.



Collaboration is key. Working with **specialist partners** delivers the best outcomes.



Involve key people from the company in the decision making, attend networking events and speak to other companies who have already hired from this talent pool.



Celebrate your success. Share your knowledge and experiences with other potential employers.