



Pitching SEQF with confidence

Write your own pitch about the Supported Employment Quality Framework. One clear message, one concrete request, tailored to your listener. You don't need to explain the whole framework: show why it matters to *them* and what you want *them* to do.

1 Define your audience & goal

Who are you speaking to, what matters to them, and what can they decide? Choose the change you want and a feasible next step. **Adapt your emphasis, not your facts.**



Policymakers

How could shared quality standards support consistency at national level?



Funders

How can providers demonstrate credibility and show progress over time?



Service providers

How can teams learn together and bring more structure to improvement?



Employers

How can SE services and the support offered be explained more clearly?

2 Know what you want to say about SEQF

Supported Employment (SE) helps people with disabilities or other barriers find and keep paid work in the open labour market, with tailored support for the person and employer. SE is the support approach; **SEQF helps assess and develop its quality**. Self-assessment is not automatic certification.

Why it matters - pick the benefits that fit your pitch



Continuous development

SEQF challenges organisations to reach a higher level, clarifies agendas and structures meetings, a living process, shared learning with everybody involved.



Common language

Helps staff understand what SE is and is not, promotes SE, explains services to employers and supports standardisation at national level.



Visible progress

Makes progress visible over time, benchmarks services and strengthens credibility. Ultimate aim: more people with disabilities in real, paid jobs.

3 Sharpen your core message

Use a simple **message house**: one core message, two supporting arguments, evidence for each. Select the benefits above that make your request stronger.

CORE MESSAGE — ONE SENTENCE	
"We ask [decision-maker] to [specific action involving SEQF], so that [relevant goal]."	
ARGUMENT 1 "SEQF [benefit]. For [audience] this matters because [reason]."	ARGUMENT 2 "...as shown by [verified example]."
Evidence · verified examples · sources	

4 Write your pitch in four parts

Target length: **90 seconds to two minutes.**

HOOK Earn attention Start with a question, brief true story or checked figure, before explaining. <i>"How can we show that employment support keeps getting better?"</i>	PROBLEM Name the challenge One challenge in your listener's words. Who is affected, why it matters. No long analysis, no general claims.
SOLUTION SEQF in 2 sentences Choose 1–2 benefits, say what they change in practice, add a checked example with source, year and context.	ASK One specific action Within your listener's authority. Then pause and listen. <i>"Could we meet next month to explore SEQF as a quality reference for [programme]?"</i>

5 How do we get started

Replace every field and use your own spoken language. Match the request to your organisation's agreed position and your listener's role.

FILL-IN PITCH TEMPLATE

"How can *[region/sector]* achieve *[shared goal]*? In *[context]*, *[specific problem]* leads to *[consequence]*.

The Supported Employment Quality Framework helps organisations assess and continuously develop the quality of their services. Through *[chosen benefit: shared learning / clearer structure / benchmarking]*, it helps *[practical change relevant to your listener]*. In *[organisation]*, *[verified example and source]* shows *[progress]*.

That is why we ask *[decision-maker]* to *[specific action]*. Could we agree *[next step]* with *[responsible person]* by *[date]*?"

6 Practise, respond & follow up



Practise aloud

- Record your pitch.
- Remove unnatural wording.
- Ask a colleague to repeat your message and request.
- Short active sentences.
- Look at your listener.
- Pause after the hook and the ask.



Handle objections

- Acknowledge the concern.
- Explain the relevance.
- Give one example, return to your ask.
- If you don't know — say so and follow up.



Follow up

- Confirm who will do what and by when.
- Send promised evidence and use the questions you receive to improve your pitch.

ACKNOWLEDGE → **EXPLAIN RELEVANCE** → **ONE EXAMPLE** → **RETURN TO ASK**

"We already deliver good services."

"SEQF builds on that. It challenges us to keep improving. *[Example]* shows *[progress]*. Could we agree *[next step]*?"



Keep claims credible. The supplied benefit notes contain no outcome data. National standardisation is a *potential contribution*, and more people entering paid work is an *aim*, not an automatic result. Support claims with evidence from your own context. Include source, year and context for examples; ask permission before using an identifiable personal story.