

# Job Development Clinic

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LSU Health Science Center- Human  
Development Center  
[www.hdc.lsuhscc.edu/employment](http://www.hdc.lsuhscc.edu/employment)



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**LSU Health**  
NEW ORLEANS

# Job Development Clinic Agenda

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- **What is Job Development**
- **Vocational Themes**
- **Resumes/Portfolios**
- **Employer Meetings**
- **Job Development Do's and Don'ts**
- **Introductions (“Elevator Speeches”)**
- **Marketing Tools**
- **Assessing Employers Needs & Concerns**



## **Supported Employment**

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[https://www.youtube.com/watch?v=3\\_qNXAfwWIA](https://www.youtube.com/watch?v=3_qNXAfwWIA) - Walgreens

<https://www.youtube.com/watch?v=CRHnlyJI0dg> - Tim Hortons



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# WHAT IS JOB DEVELOPMENT?

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# What is Job Development?

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- Job development is more than just job placement...
- Job Development is the employment services that get people into jobs quickly:
  - Jobs that match skills, preferences, interests and support needs
  - Jobs that they choose and want
  - Jobs in real work settings for real pay
  - Jobs with pre-and post employment supports
- The employment services should also address what employers want and need.



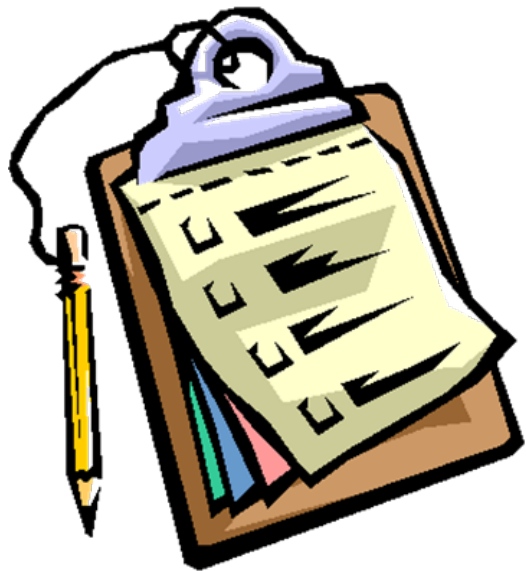
# Job Developer Duties

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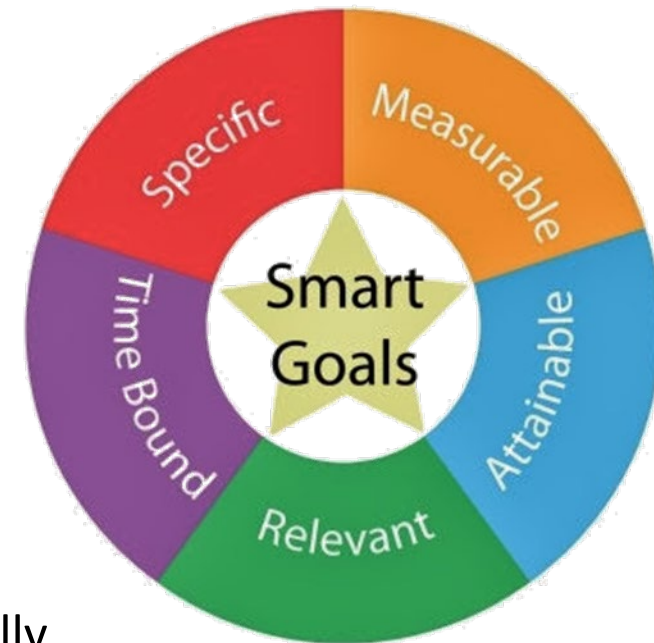
1. Contact potential employers
2. Develop job leads
3. Capitalize on strength of job seeker
4. Assist with resume, applications & cover letter
5. Identify employer needs
6. Negotiate with employers
7. Secure job match for job seeker



# Core Competencies of Successful Job Developers



- Positive Attitude
- SMART (written) goals and objectives
- Follows daily, weekly, monthly plan consistently
- Self motivated
- Researches employers
- Listens and asks questions effectively
- Develops rapport
- Gets commitment
- Solves problems creatively
- Doesn't take "no" as failure, doesn't take things personally
- Follows-up
- Debriefs (and learns from experiences)



# What Employers Are Looking For

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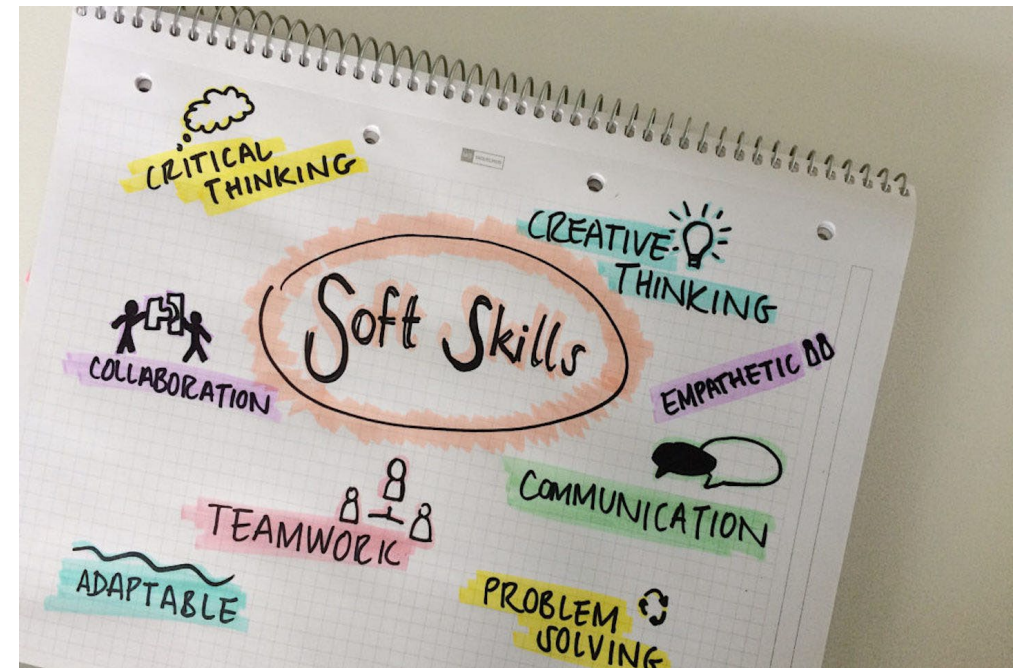
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# Skills Employers Want

- “Soft Skills”

- Attendance
- Punctuality
- Flexibility
- Personality
- Teamwork
- Work Ethic
- Open to Learning
- Ability to Follow Directions

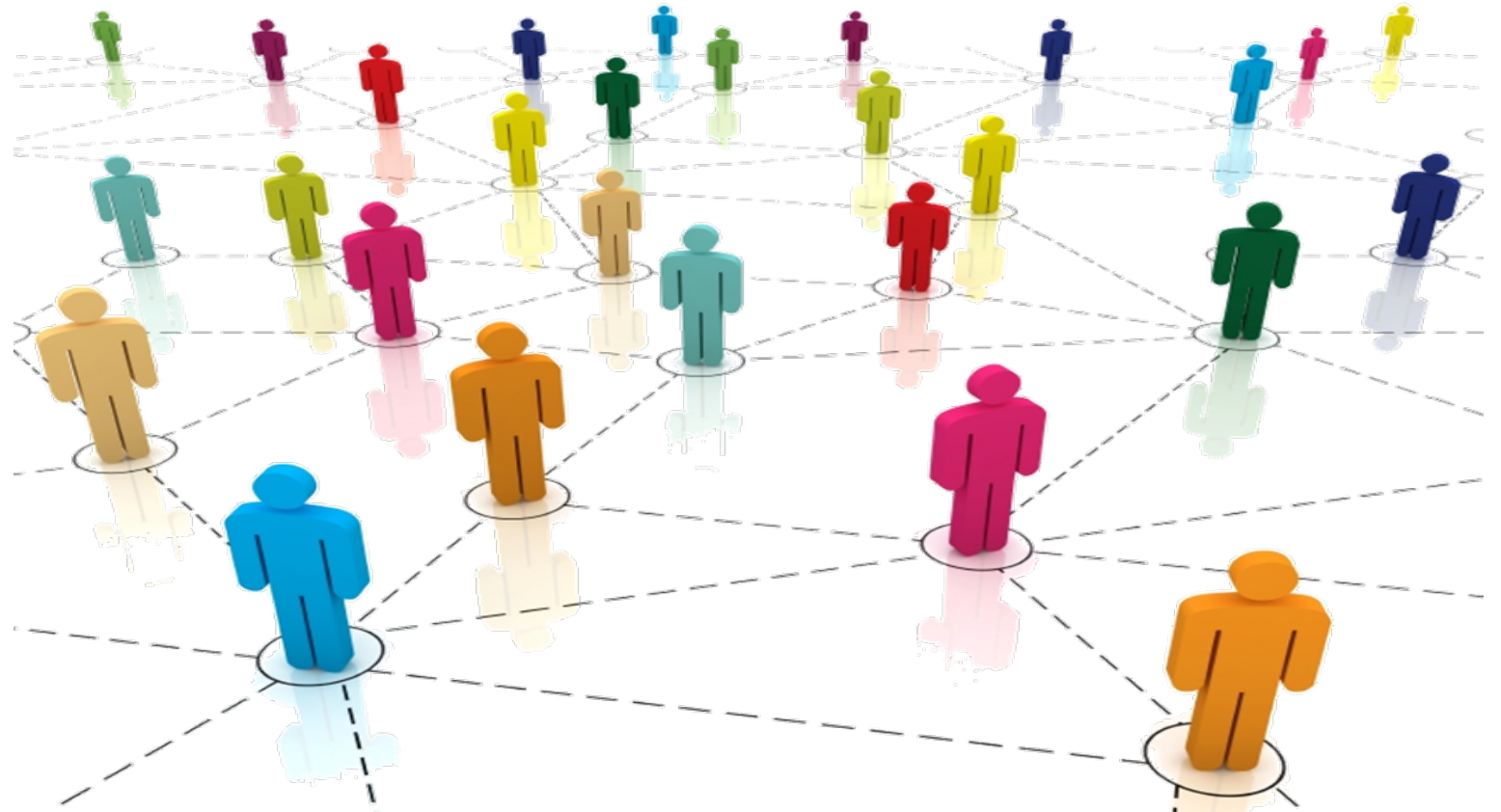


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# Finding Employers

- Family
- Friends
- Community
- Church
- Places you go
  - Grocery
  - Gym
  - Dry Cleaner
  - Hair Salon
  - Nail Salon



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# Finding the Right Job

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# Use Job Seeker's Assessment

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- Translate information learned in **Community Based Assessment** into vocational profile for Job Seeker
  - Type of job
  - Job location
  - Business type (i.e., industry or sector)
  - Size of employer
  - Proximity to public transportation
  - Income expectation (effects on benefits)
  - Skills, interests,
  - Environment
  - Social Interaction



# Find Vocational Themes

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- Vocational themes are **broad areas** that represent the consumer's preferences related to jobs, environments (work cultures), skills, and interests.
- Vocational themes are not job titles/descriptions, they represent many jobs.
  - Agriculture
  - Customer Service
  - Retail
  - Food Service
  - Animals





# Case Study: Ben

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Ben is a young adult who recently exited his public school special education program and who is now receiving services from a local employment service program. He is friendly, helpful and gets along with many different kinds of people. He has a longstanding interest in arts and crafts and is very good at creating drawings and three-dimensional arrangements. He also enjoys working with computers and has taken a couple of graphic design classes. He lives near a major commercial artery in a suburban neighborhood.

Given this information, identify three vocational themes which would be appropriate for Ben.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_





# Case Study: Ben

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A franchise arts and crafts store was located within easy commuting distance from his home, and he expressed an interest in working there. His employment specialist learned of a job opening for a clerk at the store, which was having problems finding good employees in a tight labor market. Knowing that Ben would have difficulty with the traditional oral job interview due to a communication disability, she helped the store manager set up a series of common tasks so that Ben could perform them as part of a working interview. When the employer saw that Ben could perform the main tasks, he hired him.

In fact, he asked the employment specialist to help the store standardize the working interview procedure as part of its recruitment and hiring system. In a region where there are many individuals for whom English is a second language, substituting sample task performance for oral interviews became an effective method for screening applicants.



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# Making It Happen

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In order for the employment specialist to help Ben get the job, and in order to identify ways in which her expertise could indeed add value to the employer's operation, she drew upon specific knowledge and skills common to people in the employment service field:

- **First**, she had to know the job seeker well, including Ben's interests and his needs for specific accommodations.
- **Second**, she had to get to know the employer's operation and job tasks. She made at least three trips to visit the store to talk to the manager and observe the stock clerk's job. Instead of asking the manager if he would consider hiring a person with a disability, she took the time to inquire as to his needs and how they accomplished the work in the store.
- **Third**, she needed to have the ability to analyze how the jobs got done so she could devise ways in which Ben could be interviewed.
- **Fourth**, she needed to display the diplomacy and rapport necessary to recommend alternatives to the store manager.
- **And finally**, she needed to have the willingness to put in the extra time to help the employer, after Ben was hired, to devise the alternative interviewing strategy that was eventually adopted for other applicants. Even though this might be seen by some as outside of her usual job responsibilities, she saw it as a way to go the extra mile for a valued customer.



# Tips for developing the resume

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- Maximize the content of your resume...skills, strengths and abilities
- Use keywords that are reflected in the job opening
- Tailor each resume to each job opening
- Keep it short and simple
- Highlight education and/or training programs
- Including References will benefit you greatly



# Resume portfolios

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- Resume
- Letters of Recommendation/Reference
- Certificates
- Photos
- Video
- Awards/Accomplishments
- Unique Skills/Abilities
- Hobbies/Interests



# Developing A Relationship with Employers

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What Do You Do / Ask For On The:

- Initial Meeting
- First Date
- Second Date
- Third Date
- Engagement
- Marriage
- 5 Years Later



*Demystifying Job Development: Field-Based Approaches to Job Development for People with Disabilities (Hoff, Gandolfo, Gold, & Jordan, ICI, 2001)*



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# Purposes of Employer Meetings

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- Introduction to you and your agency and SE
- Learn about the employer
- Provide information (e.g., Tax Credit)
- Strengthen relationship
- Advocate for a client
- Client Interview
- Follow along



***Remind yourself of purpose  
before each meeting***



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# Employer Meetings

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- Introduce Yourself
- Make a connection
- Be a solver, not a seller
- Ask for Next Step
- Make next appointment
- Get referrals
- Listen
- Say Thank You
- Practice



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# Job Development Do's and Don'ts

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# Job Development Tips

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## • Do's:

- Meet with person who has the hiring power
- Be prepared, learn as much as you can about the employer
- Focus on client's strengths and abilities
- Start with friendly rapport
- Dress and act professionally
- Speak Clearly and Concisely
- Have Enthusiasm
- Meet Face-to-Face
- Make eye contact, shake hands, smile, nod in agreement
- Use references and success stories
- Listen
- Leave your Business Card
- Make next appointment
- Follow up

## • Don'ts:

- Force-fit placements
- Use labels or diagnosis
- Use jargon or acronyms
- Expect a job right away
- Get discouraged
- Promise "two-for-one"
- Take too much time
- Beg or ask for charity





# Job Development Examples

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# Develop Your Introduction

A photograph of a closed elevator door with a metallic finish. The text "Are you ready... ???" is superimposed on the door in a bright green, sans-serif font.

Are you ready... ???



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“Ms. Alexander, I’m Jackie Keller with Working Results. I place people in entry positions in the hospitality industry. I know some of the difficulties companies like yours have keeping good employees. I’m calling to see if I might help, especially at the start of tourist season.

...

I do know the agency you’re using. Our services are free, too. You have quite a few banquets this time of year, don’t you? What is your ideal employee for those functions?

...

Hmmm, someone who shows up? Well, I can help there. I work with our people even after they are employed, so if there is a problem, you call me and I’ll help your employee work it out. What do you think keeps your people from getting to work?



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“Ms. Jackson? I’m Marla Strong with Working Results. How are you? Busy, I’ll bet, with those three conferences coming up. I’m calling to find what your needs are related to staffing your new facility.

...

I see. Great! TW Associates is a good agency. I should tell you that Working Results sends people who have proven customer service skills and are willing to work flexible hours. What are other requirements for those positions?

...

I know exactly what you mean. I’ve heard it from other employers and it’s something I can help with. First of all, we try our best not to send someone who uses drugs, but to make certain, we pay for the initial drug screening. That can save you money. And if problems develop with someone I’ve sent you, you just call me and I’ll help work it out. We offer other services too, but first, may I make an appointment to hear more about your specific needs?”



“Ms. Eng? Hello, this is Marc LeFleur, with Working Results. I’m calling to introduce myself. I work for an employment agency who provides job placement services for a wide range of industries including the hospitality and food service industry. Have you heard of us?”

...

No? Well Working Results main goal is filling the needs of employers like you. As a matter of fact, I’ve read that your company wants to become an employer of choice for the area, and I’m calling to find out what that means at Hotel du Lac.

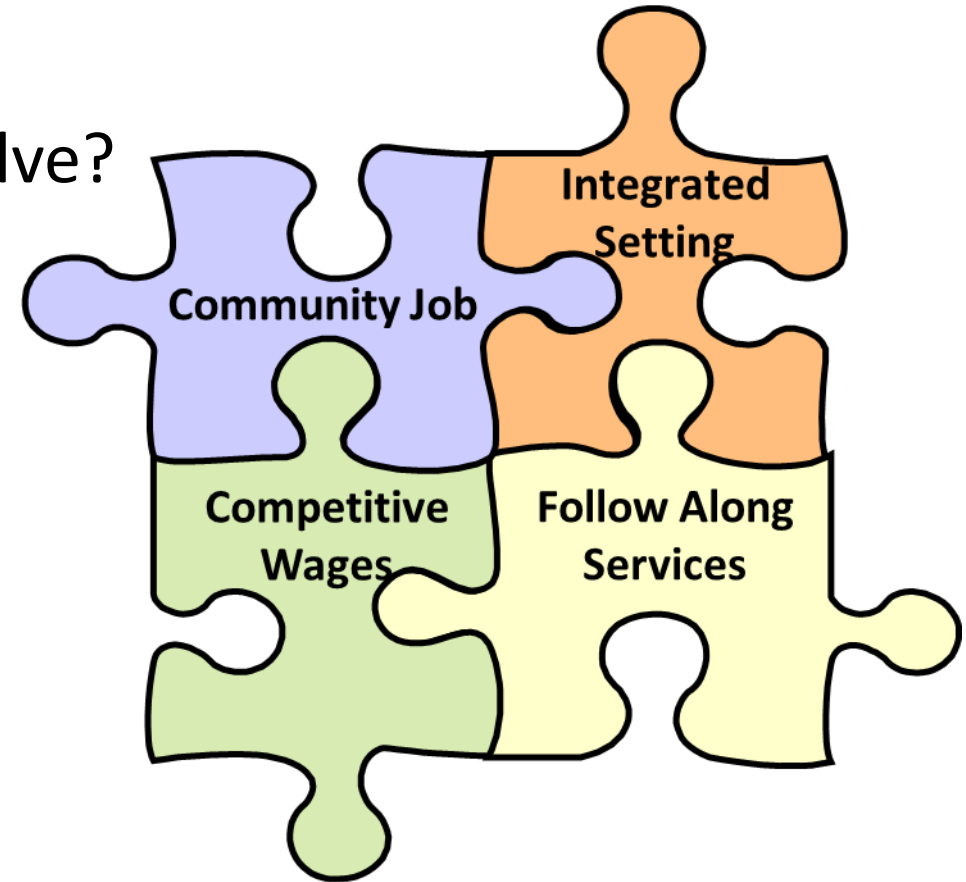
...

Yes, well I think I could help you with that goal. For example, I can build your retention rates. I can also send people who work together well and will fit into that learning community you envision. Listen, I’d like to learn more about your ideas. May I make an appointment to stop by next week at your convenience?”

# Developing Your Intro

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- Who are your customers?
- What are the problems you are trying to solve?
- What are the services you offer?
- What are the benefits?
- What sets you apart?
- What is the alternative?



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# What are the benefits of SE?

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- More diverse workforce
- Pre-screened job applicants
- Reduced hiring time and costs
- Lower job turnover
- Increased employment outcomes
- Efficient training assistance
- Improved workplace
- Diversified workplace
- Increased customer satisfaction
- (Work opportunity tax credit)





# What is your unique advantage?

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- Reduce the time and cost of hiring process
- Pre-screen job candidates
- Provide superior customer service
- Use person-centered planning
- Train until job skills are learned
- Provide long-term follow-along support
- Continue support for lifetime of employment
- Provide on-the-job training using a job coach



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# Introductions

“Hello, my name is [Name]  
and I work at [Agency Name].  
We work with [Customers]  
who are trying to [Problem to solve].  
We provide [Service]  
that enables [Customer]  
to [Benefit] and [Benefit].  
What sets us apart is [Unique Advantage].”



# Exercise: Introduction

Given the above group exercises, spend 10 minutes to come up with your introduction to use with employers in 3-4 sentences, 50-150 words. Take another 15 minutes to practice your pitch with your partner in your assigned breakroom.

## EXAMPLE:

*“My name is Alice and I’m an employment specialist at ABC Center. We work with people with disabilities to help them find employment. Part of my job is to find out about local hiring trends. Could I take a few minutes of your time to ask you about your business.”*



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MARKETING



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# Marketing Tools

## Business Cards

1. Agency Flyers
2. Agency Brochures
3. Agency Website
4. Testimonials
5. Other Employers
6. Photos or Videos
7. Tax Credits



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# Agency Characteristics

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- How Your Agency is Different
  - Agency Size
  - Region Served
  - Stability of Agency
  - Other Services Provided
  - Staff Qualifications and Experience
  - Types of Disabilities Served
  - Agency Location and Accessibility
- Client Success Rate
  - Types of Jobs Obtained
  - Amount of Time to Obtain Job
  - Average Hours and Wages
  - What Happens if Client Loses Job
  - Transportation for Client
  - Job Coach Duties
  - Length and Extent of Support Provided





# Addressing the Needs and Concerns of the Employers

The Largest Employers in Each State



Sources: CareerOneStop & CNN Money



# Benefits of SE



- Dedicated employees
- Diversity
- Improved community image
- Personal satisfaction
- Connect with significant market segment
- Increased customer loyalty
- Improved employee morale
- Recruit qualified candidates
- Expand talent pool
- Reduce employee turnover
- Reduce cost of hiring and training new employees
- Increase productivity
- Create more efficient business process



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# Assessing Employers' Needs And Concerns

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- Listen First
- Ask About Current and Future Employment Needs
- Ask About Previous Experience with People with Disabilities
- Ask About Previous Experience with SE Agencies
- Describe Ideal/Troublesome Employee
- Talk To Human Resources, Managers and Front Line Employees
- Identify Gaps and Inefficiencies

Demystifying Job Development: Field-Based Approaches to Job Development for People with Disabilities (Hoff, Gandolfo, Gold, & Jordan, ICI, 2001)



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# Typical Employer Concerns

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- Need to make a profit, not a social agency
- Takes too much time
- Needs extra supervision
- Won't fit in
- Not a good team player
- Safety concerns for employee and others
- Lack of social skills
- Lower productivity and quality
- Won't follow instructions and complete work
- Negative experience with SE in the past



# Addressing Employers' Concerns

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- **Ten Employment Myths**

Many employers misunderstand the Americans with Disabilities Act and are reluctant to hire people with disabilities because of unfounded myths. This seventeen-minute video responds to concerns expressed by employers, explaining the ADA in common sense terms and dispelling myths about this often overlooked pool of well-qualified employees.

- <http://www.ada.gov/videogallery.htm#>
  - (QuickTime with Audio Description)



# Responding To Objections

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- Active Listening
- Repeating /Clarifying
- Acknowledging Concern
- Offering Information
- Gaining Agreement



Demystifying Job Development: Field-Based Approaches to Job Development for People with Disabilities (Hoff, Gandolfo, Gold, & Jordan, ICI, 2001)



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# Employer Concerns

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- Employer needs to make a profit, business is not a social agency
- Employer believes employees with disabilities will take too much time to train
- Employer believes employees with disabilities won't fit in with others
- Employer has safety & liability concerns for the employee with disability and/or for others in the workplace
- Employer has had a negative experience with SE in the past
- Employer believes employees with disabilities will need extra supervision
- Employer believes employees with disabilities will not be good team players, will lack social skills
- Employer believes employee with a disability will not be able to follow instructions and complete their work
- Employer mistakenly expects lower productivity and quality from employee with a disability
- Employer has a preconceived negative image of persons with disabilities



# Example

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“ I’m glad you brought this up. I understand why you *feel* your cost of liability insurance will increase. Many other businesses that I have worked with have *felt* the same way, *but* what they *found* is that Worker’s Comp and liability insurance did not increase. In fact, safety records for people with disabilities, according to several studies including one by DuPont, are actually as good or better than those for people without disabilities.”



Employer Concerns	Responses
Employer needs to <u>make a profit</u> , business is not a social agency	Industry reports consistently rate workers with disabilities as average or above average in performance, quality and quantity of work, flexibility to demands, attendance and safety. Leading to increased profits for the company
Employer believes employees with disabilities will <u>take too much time</u> to train	Potential employees that we provide will meet the qualifications of the job in which you are trying to fill.
Employer believes employees with disabilities <u>won't fit in</u> with others	Customers surveyed said they would prefer to be patrons at businesses/companies that do hire people with disabilities. Disability friendly companies have an opportunity to build lucrative and loyal customers from people with disabilities, and their families and friends
Employer <u>has safety &amp; liability concerns</u> for the employee with disability and/or for others in the workplace	Employers already make accommodations daily for ALL employees. Examples include: scheduling flexibility, allowances in dress code rules, or providing a comfortable chair. Workplace accommodations not only are low cost, but also positively impact the workplace in many ways. Insurance rates are based on the relative hazard of the job and the accident history of the workplace, and not on whether workers have disabilities.
Employer has <u>had a negative experience</u> with SE in the past	Not every person is a good match for each job. Listen to issue and suggest your work around. Employees with disabilities should be held accountable to the same job standards as any other employee. Managers should be confident that their supervisory skills will work equally with all employees – with and without disabilities.
Employer believes employees with disabilities will <u>need extra supervision</u>	Studies have shown that employees with disabilities rated average or better in job performance compared to employees without disabilities, and require no additional supervision
Employer believes employees with disabilities will <u>not be good team players</u> , <u>will lack social skills</u>	Working alongside an individual who has overcome major challenges in their life and managed their disability on the job raises morale, creating a positive working environment for everyone.
Employer believes employee with a disability will <u>not be able to follow instructions</u> and complete their work	Every person is not right for every job, but many employers don't realize that people with disabilities represent a diverse labor pool with a wide range of backgrounds and experience, capable of meeting or exceeding performance standards
Employer mistakenly <u>expects lower productivity and quality</u> from employee with a disability	Managing employees with disabilities is really no different than managing any other employee: provide them with the tools and procedures they need to get their job done and then evaluate and reward them based on performance to expected standards. Disability awareness training and other learning experiences can help to alleviate this concern.
Employer has a <u>preconceived negative image</u> of persons with disabilities	Working alongside an individual who has overcome major challenges in their life and managed their disability on the job raises morale, creating a positive working environment for everyone.

# Exercise: Addressing Employers' Concerns

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Participants will have the opportunity to practice potential job development situations. Each person will have an opportunity to role play the employer and the job developer.

- Break up into pairs. Each person will be given note cards with potential employer concerns.
- Each pair will role play both roles. The first person will role play the job developer, using their prepared introduction. The second person will role play the employer and raise concerns based on the note cards.
- The pair will then switch roles and act out the scenario based on the second set of note cards.
- The pair should then discuss the situations, noting any changes to their responses based on the role play and reach consensus on best way of handling each scenario.





# Sweeteners

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- Situational Assessment
- On The Job Training (VR Or Other Funding Sources)
- WOTC Or Other Tax Credits
- Initial Job Coaching
- Employer Or Co-worker Stipend
- Temporary Work Assignment
- Pre-screened Applicants
- Reduced Hiring Costs
- Promise Supervision
- Promise Productivity (Job Will Get Done)
- On-going Support
- Reduced Turnover Rate





# Job Match Analysis

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- Before accepting/agreeing to the placement for an individual, make sure that:
  - There is informed choice – that the individual actually had a choice
  - There is reliable transportation
  - The wage and hours are sufficient to meet the individual's needs
  - The individual understands how working will affect his or her benefits
  - The provider has identified sufficient supports and strategies that the individual will need to be successful
  - There is an clear understanding that the individual will receive long term support for as long as s/he is employed



# Job Placement Considerations

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- Individuals in supported employment typically need some “tailoring” of job duties or negotiations with the employer – if the placement is a “off-the-shelf” type of job without any special accommodations then make sure that the position “fits” the individual



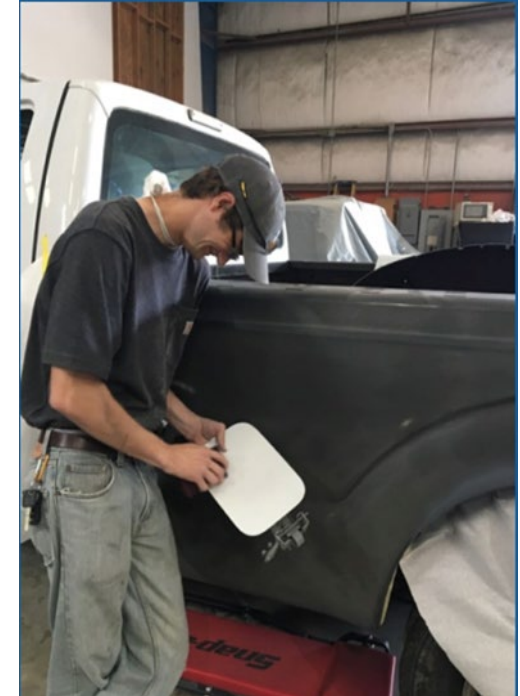
# Michael

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Michael obtained full time employment with State Machinery Equipment Sales & Rentals, and is responsible for performing maintenance on the heavy equipment rentals. As part of his job, Michael travels independently to different construction sites to test out the machinery.

A few months into the job Michael experienced a seizure and could not get back on the road until there was evidence that he was seizure free for 3 months.

The employer was terrified of losing Michael as an employee and wanted to find solutions to maintain his employment. His supervisor reached out to his job developer to ask for guidance on adjusting Michael's responsibilities. With the help of the job developer, the employer was able to identify work tasks for Michael while completing the 3 month seizure free interval.



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# Questions/ Comments?

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