

# Customized Job Development

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## QUALITY VS QUALIFIED

MNTAT.Org

# Job Development

- **Myth of the Labor Market**
- **Employers are Always Hiring**
- **Broken Windows Theory and the Image of People with Disabilities & CRPs**
- **Why Customized Employment is Different**
- **Avoid the Dream Job Trap**

# Guiding Values

- **Zero Exclusion**
- **Partial Participation**
- **Zero Instructional Inference**
- **Interdependence**
- **Self-Determination** (Freedom, Support, Authority, Responsibility)
- **Contribution**

**Least  
Complexity**

**Least Secure**

**Lowest Pay**

**Most Abundant**

**Most Abundant Jobs**

**Iceberg Effect:  
Jobs Behind Jobs**

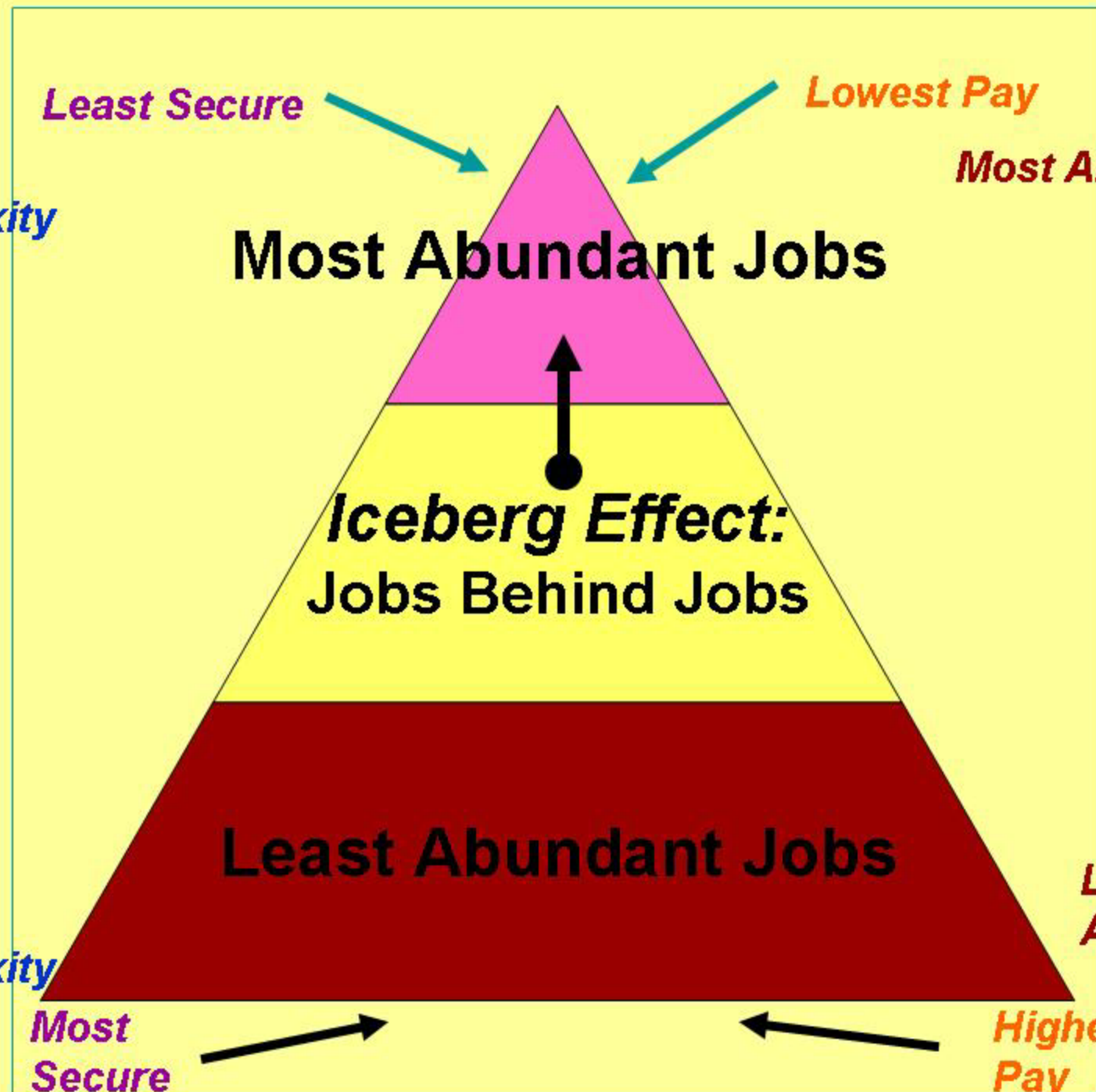
**Least Abundant Jobs**

**Most  
Complexity**

**Most  
Secure**

**Highest  
Pay**

**Least  
Abundant**



# Examples

- **Mellowny**
- **Joseph**
- **Rona**
- **Kip**

# Vocational Profile Guides the Process

- ⦿ **Heather wants to:**
- ⦿ **Work Outside & Inside**
- ⦿ **Work Alone & with others**
- ⦿ **Do Gardening & Clerical**
- ⦿ **Travel**
- ⦿ **Be around Wealthy People**

# Job Analysis

- **Core Routines**
- **Episodic Routines**
- **Work Related Routines**
- **Culture of the Company**

Callahan & Garner

# Job Analysis

- ⦿ **Review Job Analysis Record (JAR)**
- ⦿ **Stealth Information Gathering**
- ⦿ **Video Taping**
- ⦿ **Team/Family/Individual Analysis**

# Vocational Themes

- **Derived from Discovery**
- **Keep us from Thinking in “Job Descriptions”**
- **One Idea is Not Enough**
- **There are unlimited ways to make a Living**
- **Conditions of Employment & Skills**
- **“Cleaning” Vs “Cleanliness”**  
**Example**

# Vocational Themes

- **Informational Interviews refine Themes**
- **Info Interviews reveal Skills and Tasks found in various workplaces**
- **Info Interviews reveal the Conditions of Employment**
- **Info Interviews allow you to Warm Up Job Development**

# Vocational Themes

- ⦿ Remember that: CE relies on a mutually beneficial negotiation
- ⦿ Employers are ALWAYS hiring
- ⦿ Filling out Applications & Doing Interviews is NOT CE
- ⦿ Negotiation is not asking “Are you hiring? Can I get an application?”
- ⦿ The Want Ads are meaningless

# Vocational Themes

- ⦿ Remember:
- ⦿ Stay away from retail with some exceptions
- ⦿ Artisanal businesses are abundant & under-capitalized
- ⦿ People come together over shared interests & skills
- ⦿ People teach other's their skills based on mutual interests

# Lists of Twenty

- **For Each Theme Create a List Of 20**
- **Non-Duplicative**
- **Accessible**
- **Where skills, Interests & tasks are a likely match**
- **Where the Ideal Conditions are more likely**
- **Stretch your collective brain**

# Lists of Twenty

- **Do a quick Zip Code search for businesses**
- **Pomona, CA: 150K population; 2000 businesses with DUNS numbers**
- **Florence, MT: 900 Population; 145 businesses with DUNS numbers**
- **Rochester, MN: 100K population; 2552 businesses with DUNS numbers**

# Lists of Twenty

- ① **Select a Couple Businesses for Info Interviews**
- ② **Ask the owner for other related companies in their supply chain; competitors, customer companies...**
- ③ **The Lists Grow; you'll never get to all of them...**

# Job Analysis: Getting in the Door

- ⦿ **Go Where the Career Makes Sense**
- ⦿ **Examples: Public Swimming Pool, Tavern, Video Arcade**

# Job Analysis: Activity

- ⦿ **Informational Interviews**
- ⦿ **Job Analysis Observation**
- ⦿ ***(2 hours plus Reporting)***

# Job Analysis: Activity

- ⦿ **Informational Interviews:**
- ⦿ **History, Products & Services**
- ⦿ **Recruitment & Retention, Training**
- ⦿ **Role of Technology now and in the Future**
- ⦿ **Competition, Growth, Concerns**

# Job Analysis: Activity

- **Informational Interviews:**  
**Culture of the Company -**  
*Dress, Humor, Orientation, Formal & Informal Power, Role of Technology, Customer Service Clues, Social relationships, Formality, Bureaucracy, Team Work, Natural Support ....*

# Job Analysis: Activity

- **Informational Interviews:**

*Tour and Observe:*

*Work Processes*

*Natural People & Means*

*Specific Jobs being Performed (Core  
& Episodic Routines Especially)*

*Record Observations!*

# Resource Ownership

- ⦿ **Exploitability**
- ⦿ **Weaving the Resource Discussion into Job Development**
- ⦿ **Naive Job Development (*Colombo Method; Deepening the Pain*)**

# Resource Ownership: Concerns

- **Buying Jobs**
- **Liability**
- **Ownership**
- **Funding**
- **Employer Agreements**
- **Examples**

# Paid Work Experience

- ⦿ **Building on Discovery & the Portfolio**
- ⦿ **Using your Board & Network**
- ⦿ **Setting Time Limits**
- ⦿ **Engaging VR, WIA, DD/MH, LEAs, SSA, Families**

# Paid Work Experience: DOL

- ⦿ **No Displacement of other Workers**
- ⦿ **No Material Benefit to Employer**
- ⦿ **Direct Supervision by Employer or Rehab Personnel**
- ⦿ **Time Limited Written Training Plan**
- ⦿ **No Guarantee of Employment**

# Big Sign Syndrome

- **37,000,000 Businesses in the U.S.**
- **Only 17,000 have 500+ Employees**
- **Harder to Carve & Create in a Corporate Environment**
- **In Small Biz the Owner/Manager Makes Decisions**
- **Under-Capitalized Opportunities**
- **Easy to Get In**
- **Observe the Back-Office Operations**

# Interest-Based Negotiation

- ① **Competitive Employment Fails for a Reason**
- ① **Big Win/little win strategy**
- ① **Moving from Smooth Talker to Smooth Listener**
- ① **Relationship Selling**

# Interest-Based Negotiation Tools

- **Managing Behavior During Negotiation:**

**Change Cycle (*Contentment, Denial, Anger, Depression, Confusion, Renewal*)**

**Handling Objections: *Feel, Felt, Found***  
**Left Hand/Right Hand Analysis**

# Interest-Based Negotiation

- ① **Try Another Way** (*Ropes Exercise or Highest paper Tower*)
- ① **Video Examples:** *Defending Your Life, Dude Where's My Car, Letterman @ McDonald's*

# Job Carving & Creation

- ⦿ **Partial Participation**
- ⦿ **Intersecting Tasks (from Job Analyses)**
- ⦿ **Worksite Inventories: *Examples from Botanical Gardens, Welding Shop, et al***
- ⦿ **Video Review**
- ⦿ **Getting Beyond the Job Description**

# Job Carving & Creation

- **Carving & Creation Activity: 2 Hours**
- **Teams Visit local Businesses**
- **Inventory Work Tasks**
- **Observe Shared Tasks & Natural Supports**
- **Observe Culture**
- **Design New Jobs**

# Sales & Opportunity Building

- Relationship Charting Exercise
- Organizational Networking (*Values*)
- Personal Networking (*Informal & Formal Associational Life*)
- Going Where the Career Makes Sense (*Building the Community Calendar*)

# Job Development Tools

- ① Warm Calls
- ① Leave Behinds
- ① Fact Sheets
- ① Portfolios & Picture Books
- ① Resumes
- ① Testimonials

# Job Development & Sales

- ① **Video Review (*Car Sales*)**
- ① **Feature/Benefit Chart Exercise**

# Job Development & Sales

- ⦿ Preparation is Crucial
- ⦿ Show you Care
- ⦿ Prospect Continuously
- ⦿ Listening is more Useful than Talking
- ⦿ Allow Employers to say No
- ⦿ Stay in touch; Follow-up
- ⦿ Be a Gracious Guest
- ⦿ Be on time, Be Professional, Be Concise
- ⦿ Ask for Referrals
- ⦿ Keep your Promises

# Job Development & Sales

- **Closing the Deal:**

*Know when to Ask for the Job*

*Know when to Quit Talking*

*When an Employment Agreement  
makes Sense*

*Know who is training Whom*

*When do we start?*

# Natural Supports

- **Mark Twain's Theory**
- **Natural Means**
- **Natural People**
- **Natural Methods**
- **Accommodations, Circumventions, Modifications**

# Natural Supports

- **Try Another Way**
- **Supporting Natural Trainers & Supervisors**
- **Revering Corporate Culture (*Toby's Story; Parts Delivery Example*)**
- **Video Review of Natural Trainer**

# Active Employer Councils

- ⦿ **Not your Father's BAC**
- ⦿ **Making Membership a Priority**
- ⦿ **Employer Engagement**
- ⦿ **Consumer Direction**
- ⦿ **Staffing & Funding**
- ⦿ **Agenda Review**
- ⦿ **Public Relations**
- ⦿ **Outcomes Management**

# Person Centered/Business Centered Job Development

- **Review of Key Topics**
- **Issues and Answers**
- **Next Steps**
- **Suggested Activities & Reading**
- **Adjourn**