



Customized Employment: An Overview

Laura Owens
November 30, 2017
Will begin at 2pm EST



Captioning

Real-time captioning is being provided; open the window by selecting the "CC" icon in the AUDIO & VIDEO panel

- You can move and re-size the captioning window.
- Within the window you change the font size, and save the transcript



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About Your Hosts...



- Mission Statement: Improving lives of people with disabilities through meaningful work and community inclusion.

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Listening to the Webinar

Online:

- Please make sure to adjust the volume on your speakers, headphones, PC, and within the webinar platform.
- Control the audio broadcast via the AUDIO & VIDEO panel
- If you have sound quality difficulties, please go through the AUDIO WIZARD by selecting the microphone icon within the AUDIO & VIDEO panel



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Listening to the Webinar (cont.)

- To connect by telephone:



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Submitting Questions

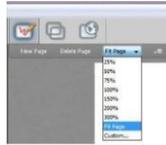
- **In the webinar platform:**
 - Questions will be addressed near the end of the presentation.
 - You may type and submit questions in the CHAT feature or press Control-M and enter text in the CHAT area; your questions and comments will only be visible by session moderators
 - If you are connected via a mobile device you may submit questions in the CHAT area within the app

• Questions may also be emailed to: inquiries@transcen.org

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Customizing Your View

- Resize the whiteboard where the presentation slides are shown to make it smaller or larger by choosing from the drop down menu located above and to the left of the whiteboard; the default is "fit page"



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Customize Your View continued

- Resize and reposition the CHAT, PARTICIPANT, and AUDIO & VIDEO panels by using your mouse to detach, reposition, stretch or shrink
 - Each panel may be detached using the ☰ icon in the upper right corner of each panel

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Technical Assistance

- If you experience technical difficulties
- Use the CHAT panel to let us know
 - E-mail inquiries@transcen.org
 - Call 301-217-0124

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Archive

- This webinar is being recorded and can be accessed within a few weeks
- You will receive an email with information on accessing the archive

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Requests for Certificate of Participation

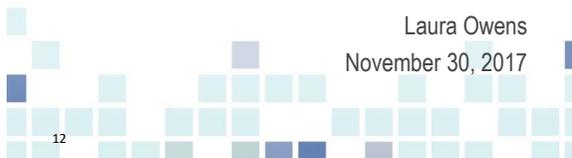
- Please consult the reminder email you received about this session for instructions on obtaining a certificate of participation for this webinar.
- **You will need to listen for the continuing education code which will be announced at the conclusion of this session.**
- Requests for certificate of participation must be received no later than **12 pm EDT on Friday December, 1st.**

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Who Are We?

- Rehabilitation Research and Training Center (RRTC) on VR Practices and Youth
- Addresses the gaps between knowledge and practice to improve employment outcomes for youth and young adults with disabilities
- Investigates problems, develops solutions and designs strategies through translating research into useable practices

<http://vrpracticesandyouth.org/>

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Learning Objectives

1. Understand the essential elements of customized employment
2. Identify customized employment strategies
3. Recognize the critical role of vocational rehabilitation services to support both the job seeker and business

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ODEP Defines Customized Employment

- “A flexible process designed to personalize the employment relationship between a job candidate and an employer in a way that meets the needs of both”
- “Customized employment is based on individual’s match between the strengths, conditions and interests of the job candidates and the identified business needs of an employer” (ODEP, 2012)

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Customized Employment Strategies

- Customized employment should not be the “new model” for job seekers with disabilities, but should expand the universally accepted practice recognizing the power of community and promoting relationships
- Customized employment gives power back to individuals, families, employers and community stakeholders fostering flexibility, individuality, unique strengths and desires, and builds partnerships with the community

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Customized Employment Basics

- Presumption of employment
 - No “job readiness”
 - No “realistic”
- Seeks to individualize the relationship between the job seeker and the employer.
- Primary components of Customized Employment process :
 - Non traditional assessment or what is referred to as job seeker exploration or discovery – the foundation for customized employment
 - Development of an individual profile (Positive Personal Profile)
 - Negotiation/Customization/Re-assignment of tasks focusing on strengths and assets of the job seeker

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Customized Employment: Essential Elements

- Negotiation of job duties
- Individualization (a job for one person)
- Negotiated pay of at least minimum wage
- Businesses in the community or businesses owned by the individual
- Facilitates mutually beneficial voluntary employment relationship
- Job development “agents” represent job seekers

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Customized Employment: Essential Elements (cont.)

- Presumption of employment
- Self-employment chosen by individual
- Used to assist job seekers with disabilities who have not been or unlikely to be successful with traditional demand-side employment strategies

Source: WINTAC, 2017 (<http://www.wintac.org/topic-areas/resources-and-strategies-competitive-integrated-employment/resources#resc-ce>)

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Discovery Essential Elements

- Determine strengths, needs and interests
 - Qualitative approach
 - Interviews
 - Observations (multiple settings)
 - Job shadows
 - Descriptive versus evaluative
 - Asset versus deficit
 - Sufficient time - ongoing

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Most valuable
assessment strategies?

Spend time with the
job seeker in a
variety of settings

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Building a Positive Personal Profile

- Dreams and goals
- Talents
- Skills and knowledge
- Learning styles
- Interests
- Personality traits (quirks included)
- Temperament
- Values
- Environmental preferences
- Dislikes
- Work experiences
- Support system
- Challenges
- Solutions (accommodations)

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Building a Positive Personal Profile

- Believe in the job seeker
- Focus on skills – not deficits
- No prerequisites
- Everyone is “job ready”
- Look for “rays of light”
- What will employer value about the job seeker?

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Meet Mathew

What the file said:

- Developmentally disabled
- “Failed” at several work placements
- Does not get along with children
- “Behavior outbursts”
- Moves slowly
- Limited academic skills

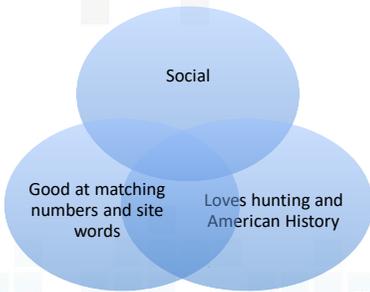
What we said:

- Great knowledge on American History and Our Presidents
- Very outgoing and social
- Likes to meet new people
- Loves variety and learning new things
- Can match numbers and use site words
- Loves hunting and camping

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What Are Good Jobs For Mathew? What Employer Would Value Him?

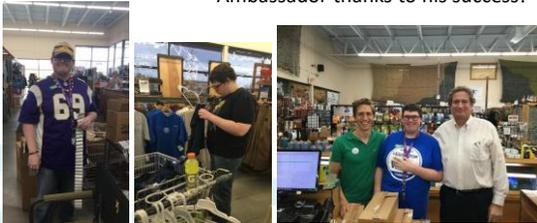


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Mathew recently celebrated his 1 year anniversary with Sherper's with a raise and additional hours! He is also an Employment First Ambassador thanks to his success!



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Why Was Mathew Successful?

- Job matched not only his skills but also his interest and personality
- Mathew has skills (attributes) the employer valued and a passion for what the business represents and what they are selling
- The Job developer found an employment setting, a supportive manager/staff, and a position that utilized Mathew's skills and also minimized his disabilities

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Job Development Versus Job Placement

- Job placement: looking at the opportunities that already exist in the community and putting job seekers in direct competition with other job seekers
- Job development: looking for the unique skills and abilities of job seekers to shape and develop employment through negotiations with business

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Essential Elements of Job Development

- Avoid using job openings and typical personnel processes
- Use all connections and networks
- Develop strategies for assisting employers to identify areas of need
- Emphasize informational relationships with employers
- Customize job descriptions
- Negotiate a support plan

Source: WINTAC, 2017 (<http://www.wintac.org/topic-areas/resources-and-strategies-competitive-integrated-employment/resources#resc-ce>)

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Shift in Focus

Traditional Approach

- Sees limited job market
- Hears "We do not have any jobs open"
- Identifies jobs through existing positions

Customized Approach

- Sees job possibilities everywhere
- Hears "We do not have any jobs open NOW"
- Identifies jobs through creativity, observation, proposals & relationships

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Networking

- Not a sales call...it's about connecting & developing relationships
- Go where employers are (business groups, activities, etc.)
- 24/7 effort – everyone's job!
- Networking opportunities can happen anywhere, anytime
- Networking is a two-way street
- Have an "elevator speech", ask good questions, be interested and follow up



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Informational Interviews

- Foot in the door
- Low pressure
- Chance to make a great first impression
- Start of working relationship
- Uncover possible opportunities

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Make the Request Easy to Say "Yes" to!



"I work with individuals interested in your industry. Would it be possible for me to come see what you do and talk to you about the skills needed to work in this field so I can better counsel the job seekers I work with?"

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Be on the Lookout For...



- ✓ Possible ways to improve work flow
- ✓ Employees bogged down with important yet non-essential tasks
- ✓ Core staff who struggle to manage their work loads
- ✓ Unhappy Customers
- ✓ Duties that might be performed in a different way – but will yield excellent outcomes
- ✓ Degree of flexibility of the workplace
- ✓ Seasonal fluctuations

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Customized Employment is...

Employment where job tasks are **reassigned** from an existing job, **restructured** from one or more existing jobs, or **created** to match the skills and accommodation needs of the job seeker and...

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Customized Employment approach **MUST** help the employer's operation in some specific way

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Seven Steps to Negotiating Employment

1. Recap visit or meeting
2. Present what you saw; identify where assistance might be needed
3. Outline how your candidate can help the business
4. Present potential employer benefits
5. Clarify your role in the process
6. Make the "ask"
7. Reiterate the potential employer benefits

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Meet Ivan – Positive Personal Profile

- Loves all sports – Brewers, Packers, Bucks (baseball, football, basketball)
- Easy to work with
- Happy
- Full of potential
- Independent
- Sweet
- A great spirit
- Determined
- Close knit family
- Very persistent
- Funny/ humorous
- Friendly
- Jokes
- Caring
- Hard worker
- Very smart
- Good listener
- Champion bean bag tosser

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Marquette University Student Recreation Complex Needed Help!

- Five full sized basketball courts
- About 2000 students and alumni used the facility every day
- Courts were filthy – especially in the winter
- Janitorial staff had to clean them constantly – which no one liked to do

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What We Did...

- **Informational Interview** - refined task list based on observed needs
- **Compared task list** with Ivan's **Positive Personal Profile** to determine match
- Set up **"working interview"**
- Presented **employment proposal** to Marquette
- **Negotiated terms** of employment

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Employment Proposal

- Ivan's Skills
- Loves sports - especially Marquette
- Persistent
- Hard worker
- Funny
- Easy to work with
- Refined Task List
- Clean five courts during high peak time
- Adapting the wet mop so Ivan could drag it behind him
- Pick up extra basketballs left behind and returning them to desk

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"Human Zamboni"



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Things to Remember...

- Listen to your job seekers!
- Don't expect them to stay in jobs they don't like
- Focus on skills – not deficits
- Be strategic in approaching targeted companies
- Become an expert at infiltrating the Hidden Job Market

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Things to Remember...

- Employers are always looking for employees who are interested in their business and willing to learn
- Get to know employers and determine how can you help their company
- Present your candidate's relevant skills & assets, in a professional manner

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WORK

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COMMUNITY
INCLUSION

THANK YOU!
TransCen, Inc.

Offering web-based and in-person training for state agencies, school districts, provider organizations, and others, based on our work supporting individuals with disabilities in employment and the community.

For more information, contact us at info@transcen.org or visit our website at www.transcen.org

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