

CUSTOMIZED EMPLOYMENT

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Making It Work Conference

What is Customized Employment



"Individualizing the employment relationship between employees and employers in ways that meet the needs of both..." Department of US Labour

History of Customized Employment

- Elements of customized employment have been used for years by successful employment specialists
- Foundation in U.S. to assist with transitioning individuals out of sheltered workshops
- Demonstration project in BC with CLBC
- Response to high levels of unemployment in the sector
- WorkBC

Competitive vs Customized



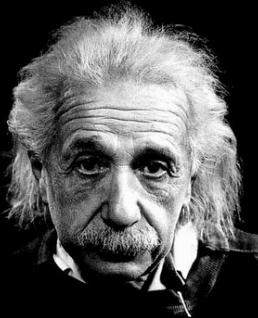
Competition



Collaboration

“Everything should be made
as simple as possible,
but not simpler.”

Albert Einstein





- We may have adopted the language of Customized Employment and slowly the methods but our human nature is always looking for shortcuts
- Do we want our surgeon to take a shortcut?
- Employment is important and Customized Employment IS the shortcut!
- Major deviations will have negative impacts on outcomes

Four Major Components

1. Discovery
2. Job Development
3. Job Training and Orientation Support
4. Employment Sustainability and Enhancement

1. Discovery

The primary purpose of Discovery is to answer the question:

“Who is this Individual?”



Competitive vs Customized

Assessments	Discovery of Personal Genius
Conducted in sterile setting	Home and community visits
Person feels like they are being tested	Interview personal networks
Limited choices	Find themes
Limited outcomes	Test/Observe themes
May focus on limitation	Work experiences
	Lists of 20

Discovery

- A seven stage structured process that is used to showcase skills and tasks that a person can perform that will lend to fulfilling a business need
- Activities are performed in real life environments using situational assessments, job tastings, work experiences
- The goal is to find three overarching themes in the person's life

7 Elements of a Staging Document

1. Home and Neighbourhood Observation
2. Interviewing Others
3. Skills and Ecological Fit
4. Review
5. Vocational Themes
6. Descriptive Narrative
7. Career Development Plan

Themes

A theme is not a job description. They are large umbrella topics that represent an accumulation of many jobs, environments, skills/task sets, and interests.



Documentation

- A detailed report (vocational profile or staging record) should be created citing evidence-based recommendations for going where the career makes sense.
 - Skills, abilities, interests, passions
 - Ideal conditions of employment
 - Contributions
 - Business Development Plan

Graphic Resume

- Also known as a Representational Portfolio
- Visual showcase of the individual's skills and interests
- Showcases the individual in the light of ability
- Used as a tool by the individual and job developer to start a conversation with employer.



2. Job Development

Competitive	Customized
Help Wanted	Hiring 24/7
Using traditional means of job seeking	Job creation
Chasing smoke stacks	Economic development
Scarcity of help wanted ads	Unlimited ways to make a living
Job search	Lists of twenty
Online applications	Informational interviews
Comparative / resumes	Negotiated / Portfolios

Job Development

- ☐ List of twenty non-redundant businesses that attach to the theme (total 60)
- ☐ This method forces you into uncharted business territory
- ☐ Forces you to be creative
- ☐ Find more success in small business as not many big box businesses will be listed



Investigate Don't Sell

- ☐ Informational Interviews
- ☐ Use employer as career expert
- ☐ Keep it conversational
- ☐ Short work experience
- ☐ Task analysis
- ☐ Site Analysis
- ☐ Negotiation



Competitive vs Customized

Smooth Talking	Smooth Listening
Telling selling	Active Listening
Convincing	"Magic Wand" – probe to uncover need
Pressure sales	Win-Win offer solutions
Brochures	Relationship
"networking"	Leveraging Social and Economic Capital

Investigate rather than sell

"Alex" Historical National Geographic Specialist



"Pam" Corporate Travel Manifest
Verification

Social Capital & Relationship Mapping



Meet: "Richard," ultimate
Canucks fan turned fan
mail assistant!

Work Experience or "Job Tasting"

"Erica" Quality Control Specialist



3.Job Training and Orientation Support

<u>Competitive</u>	<u>Customized</u>
Train & Place	Place & Train
Based on a career or dream job	Follows discovery results
Essential skills required in reading and writing...	Current skills, abilities, talents are exploited
Learning does not always apply to work setting	Reduces the process of un-teaching and re-teaching
\$\$ spent before position is secured	No \$\$ required for "getting ready" for employment
Limited employment based on certificates etc.	Employment options are plentiful

3.Job Training and Orientation Support

- This stage requires a thorough job analysis. This must be conducted prior to the job seeker's first day on the job
- Further task analysis may be required once the job seeker begins and needs further support. Universal design may be implemented with adaptations or accommodations
- Orientation support may be required (job coaching) directly-on the job and indirectly-off the worksite
- Engagement with co-workers and other natural supports needs to be fostered

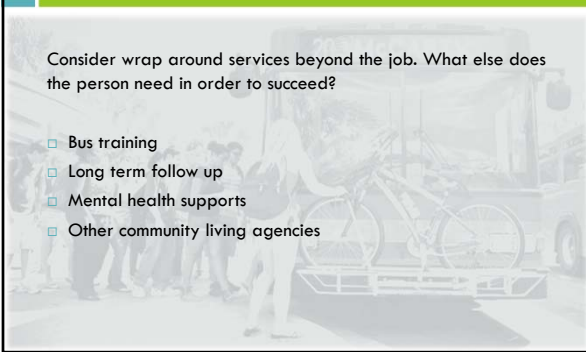
4. Employment Sustainability and Enhancement

- Requires on-going and long term support for the employer and client
- Consider creating Business Leadership Networks
- Avenues for employers to continually engage with your services
 - Informational interviews
 - Workshops
 - Networking clubs
 - Recognition through newsletters, appreciation events etc

Wrap Around Services

Consider wrap around services beyond the job. What else does the person need in order to succeed?

- Bus training
- Long term follow up
- Mental health supports
- Other community living agencies



Customized Self-Employment

- Pilot Project getting ready to launch in the Upper Fraser Valley



Competitive vs Customized

Entrepreneurship	Self-employment
Looking to increase business	Looking to make money out of interests or hobbies
Must have knowledge in all aspects of the business	May require a "business incubator" to maintain business

Final Thoughts



"It costs the same to get a bad job as it does to get a good job" Cary Griffin

Resources

- Marc Gold Associates www.marcgold.com
- Griffin-Hammis Associates www.griffinhammis.com
- Paul Wehman www.worksupport.com
- CLBC www.communitylivingbc.ca
- Employment for All www.employmentforall.ca
- Employnet www.bcemploynet.org

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