

**Customized
Employment 2.0:**
*Principles to
practice*

CoP #2
Oct. 9, 2023
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TransCen

MEANINGFUL WORK + COMMUNITY INCLUSION

Customized Employment

Not looking for jobs, it's about creating opportunities

Positive Personal Profiles: Insights, Big ah-ha's & any challenges?

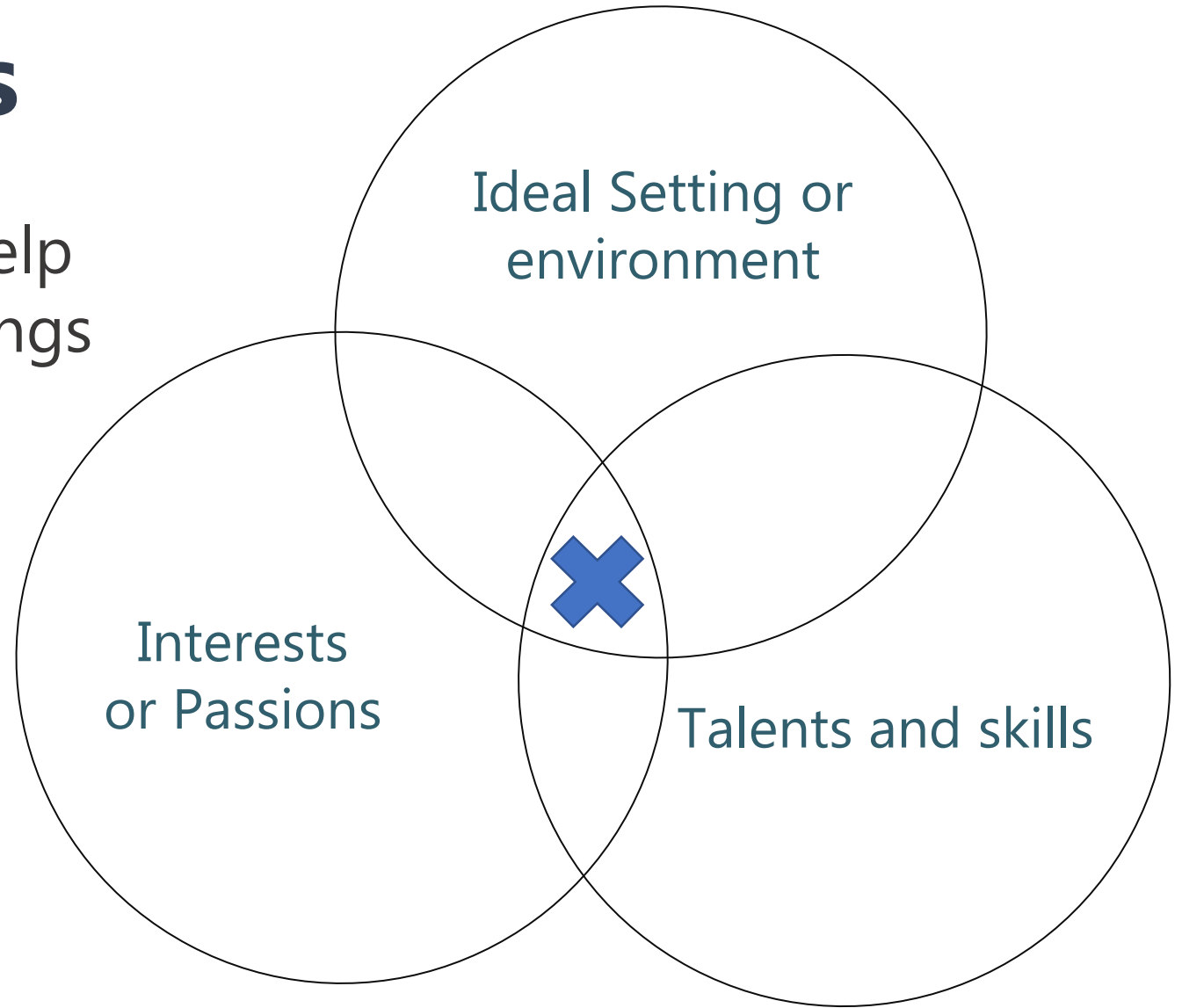


What did you learn doing the
PPP?

*Has a black belt in karate.
Loves to bake bread.
Born in Costa Rica, knows Spanish.
Has a cat named Mittens and a
snake named Bobo.
Takes care of the poultry.
Plays the piano.
Loves fast, expensive cars.*

Venn Diagrams

Use Venn diagrams to help target employment settings



Targeting Businesses based on Your Discovery– Using Venn Diagrams



What businesses or Employers are you targeting for your job seeker?

Finding and Connecting with Employers

Getting in the door and learning about the business

How Do You Get in the Door

- Do not lead with “disability”
- A good opening line...
 - “I work with job seekers interested in your industry. My Friend, Mary Smith, said you are an expert in the field and might be able to help me.”
- Make your initial request easy...
 - “Can I come and see what you do and talk to you about the skills sets needed to work in this field.”
- Elevator Speech for your organization.
 - “Who are you with? What does your organization do from the perspective of an employer?” (Do NOT sell disability)



What's Your Elevator Speech?

What do you say
when someone asks, "what do you do?"



Effective Elevator Speeches

- 1. Are Short.** An elevator speech is NOT a sales pitch. Think 3 to 4 sentences!
- 2. Use Everyday Language.** Avoid our jargon or sounding like a salesman
- 3. Start a Conversation.** Ask a question of your listener. A successful elevator speech is when the other person says "Interesting. Tell me more."

Use Positive Language and Business Terminology

- Look at your agency's branding & website
- No social service lingo or acronyms
- "Candidates" vs. "clients/consumers"
- "Systematic , routine tasks", "entry level" vs. "easy, menial jobs" or "repetitive work"
- "Recruit and screen candidates" vs. "job development"
- Business tools and principles (i.e. Lean, Six Sigma)
- "Orientation and training" vs. job coaching
- Tools vs. accommodations



What's your *Elevator Speech*?

You are in an office building—riding to the 10th floor. You are talking with folks and one of them says “**What do you do?**” You have 6 floors left to tell your story, start a conversation and make a connection.

What will you say?

10 Things to Remember:

1. **DO NOT SELL DISABILITY**
2. You get only one chance to make a big impression. Use it!
3. Who is your audience? An employer? A job seeker/family member? A funding partner? Look for a way to connect or hook them. What will interest them most about what you do?
4. If you don't know your audience- keep it open, make it exciting. Hook them. Make them want to know more. “I make dreams come true and change lives. What do you do?”
5. Be brief. Keep it short- 3 to 4 sentences max. You are starting a conversation, not delivering a monologue
6. Leave them wanting to know more.
7. No social service lingo or jargon. Never use acronyms or mention government agencies.
8. End with a question- Keep the conversation going. “And what do you do?” Is a good one!
9. Make it your own words- if it sounds like a script or a sales pitch you will scare people.
10. Develop a couple key phrases—practice these in front of mirror until they roll off your tongue.

What's your Elevator Speech?



Ways to Connect

Informational interviews, job shadows, PIP



Maddie's Job Shadow



Getting in the door



How are you and your team going to connect with your targeted employers?

Customized Employment 2.0: Community of Practice #3

Identifying needs: Put on your “lean-goggles”
Monday, November 13th , 3:00-4:00

The third CoP will address what people learned during their conversations with employers and their ideas for customizing a position that would benefit that business. We will identify any “waste” observed and ideas for improving workflow or a customer’s experience. Our discussion will focus on: creating task lists, cost savings analysis and features/advantages/benefits. Participants will leave with valuable ideas for marketing their job seeker and proposing a customized position to the employer they targeted.

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About TransCen

TransCen, Inc. is a national organization offering web-based and in-person training for state agencies, school districts, provider organizations, and others interested in meaningful work and community inclusion for individuals with disabilities.

Learn more about our work: www.transcen.org

Contact us at inquiries@transcen.org for more information!

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