

RAISING THE BAR 2009 ~ November 5, 2009

Beyond Traditional Job Development

with Denise Bissonnette

"Today, the challenges and opportunities of the job developer are greater than ever, and the need for our services is felt more acutely by those we serve.

Never has there been a greater need for job developers to take an intelligent, business-minded, proactive and revolutionary approach to creating employment opportunities in our local communities."



Denise Bissonnette is an internationally renowned writer, trainer and keynote speaker. For over two decades, she has inspired people and organizations throughout North America to look beyond traditional concepts of career development and to craft livelihoods rooted in the individual "genius" of each person. Her work is a rich tapestry of her talents as a poet, writer, storyteller, teacher and career developer.



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For Complete information on Denise's work
and publications, please visit:
www.diversityworld.com

SAMPLE PROPOSALS

EMPLOYMENT PROPOSAL FOR A "FULL-TIME AUTO-MECHANIC"

Samantha Travis
1424 Windswept Avenue., Apt. #2
Carson, CA 95032
(304) 354-6654

BENEFIT:

With a fleet of 30 cars, your business is currently paying the rate of \$35-\$40 per hour to have and outside auto mechanic maintain and perform simple repairs on your automobiles. I propose that you hire a full-time auto mechanic to perform the same work for one third the present hourly rate. An added benefit of having an auto-mechanic on duty will be appreciated by your outside salespeople who will not have to wait for repairs from "the shop" or call a towing company to have a battery recharged, tires changed, or minor repairs.

QUALIFICATIONS:

Samantha Travis is an ambitious and hard-working auto-mechanic who finished in the top third of her class this fall from the Carson College Auto-Mechanics Training Course. She has worked on and off for several years in a family-owned gas station, and enjoys working with cars and contact with the public. Samantha looks forward to becoming a part of a team where she can utilize her fine-tuned mechanical abilities.

EMPLOYMENT CONDITIONS: 40 hours a week, \$12 per hour

REFERENCES

Deborah Callohan, Manager
Union 76 Station, Carson
(304) 654-3324

Gerald Smith, Instructor
Carson College
(304) 656-7435

Robert Wright, Counselor
Carson College Employment Project
(304) 654-7654

EMPLOYMENT PROPOSAL FOR A “CUSTOMER RELATIONS REPRESENTATIVE”

RATIONALE: Increase your profits by improving the rate of customers who keep their appointments by having a staff person who will primarily serve the following functions:

- (a) Organize customer files and create a customer information bank;
- (b) Contact customers prior to scheduled appointments;
- (c) Keep customers informed of special sales and events and keep an up-to-date file on each customer;
- and,
- (d) Serve as a customer advocate by inviting feedback about ways to improve and/or expand services.

WHO: Marcia Williams is an independent self-starter who recently graduated from clerical skills training at Altmont Adult School. She offers keen organizational abilities, excellent communication skills and a highly cooperative and cheerful attitude.

HOW: Marcia needs access to a basic data-entry computer system, a filing cabinet and a telephone. She can work 20-30 hours per week, afternoons or evenings, depending on the needs of your business.

CONDITIONS: Marcia will provide these services for \$8.00 an hour for the first three months. If after this period of time you find her work to be as profitable as we expect, she will continue as a regular employee for \$10.00 an hour.

EMPLOYMENT PROPOSAL FOR A
"PAINTER'S ASSISTANT"

BENEFIT:

Your business could save money and increase profits by hiring an assistant to do prep work and clean-up at \$8.00 an hour which your professional painters are presently doing at \$16.00 an hour!

SKILLS AND QUALIFICATIONS:

My name is Thomas Lee and I bring hard work and determination to every endeavor. Having worked at a variety of summer jobs during the last three years of high school, I have also proven to be a quick learner. (Please see attached application for references.)

I aspire to become a professional painter and would like to learn my trade with your company. I spoke with someone at your company who informed me that you do not have an assistant on staff at this time. Having researched other businesses like yours, I can give you the names of others who find such a person to be of tremendous value to their painting crews.

I would appreciate a personal interview to discuss this proposal. I will contact you again early next week to schedule an appointment at your convenience. Thank you in advance for your time and consideration in the matter.

Sincerely,

Thomas Lee

EMPLOYMENT PROPOSAL FOR "SECURITY SERVICES"

BENEFIT:

Given recent media attention about the high incidence of car theft and burglary in our community, I propose that you reduce customer fear (thus raising your occupancy rate) by adding nighttime security services on your premises. Your business will also be recognized for being one of the first in the hospitality industry in our community to take residents' need for greater security seriously.

SUMMARY OF EXPERIENCE:

I served eighteen years in the military in a variety of positions which required me to make on-the-spot decisions, exercise good judgement and handle high stress situations. I have basic mechanical abilities and could serve as maintenance person as well as security guard. I am good with people and would enjoy making myself available to meet the need of your guests. As a member of this community, I have always appreciated your hotel and would be proud to be a part of your team.

I would like to work full-time and am available on weekends as well as week nights. I would like to discuss salary and benefits with you in person.

I will call you on Friday to discuss this proposal in more detail. Please feel free to contact the people who are on the list of references that I have attached. Thank you for your attention in this matter.

Sincerely,

Henry Miller

BEYOND TRADITIONAL JOB DEVELOPMENT TRAINING WORKBOOK

RESOURCES AND OPPORTUNITIES FOR PARTNERSHIPS

WHAT THE JOB DEVELOPER HAS TO OFFER THE EMPLOYER

Primary Resources

Qualified applicants
Financial incentives
On-the-job training
Education and training of potential employees
Pre-screening of applicants
Education or training opportunities for staff
Job coaching
Ongoing support services
Quick response to need

Secondary Resources

Expertise and insight on:

Looking at an applicant's skills as cost-saving or money making ventures
Occupations across industries
Job accommodations
Job sharing options
Operations of other businesses including hiring, training, recruitment, and supervisory methods.
Assessment and evaluation techniques
Interviewing methods
Job and task analysis methods
Building "natural supports" in the work environment for people with special needs

Knowledge of and access to information about target populations

Knowledge of and access to other community resources and support systems

Perspective and objectivity
References for applicants

Community recognition

WHAT THE EMPLOYER HAS TO OFFER THE JOB DEVELOPER

Primary Resources

Employment opportunities
Job interviews
Training opportunities
Informational interviews
Work experience opportunities
Job shadowing opportunities
Apprenticeship opportunities
Mentorship of job seeker

Secondary Resources

Expertise and insight about:

The industry
Occupations in
The field
The business
Related industries

Feedback and advice about:

Marketing materials
Approaching businesses
Placing an applicant

Opportunities to:

Tour a business
Set up tour for applicants
Sit on advisory board
Speak to class
Offer feedback on resumes
Review course curriculum
Send monthly job listing
Refer to other employers
Inform about company or industry functions
Speak to them in person
Respond to a letter
Attend a function
Receive and respond to monthly applicant listing

BEYOND TRADITIONAL JOB DEVELOPMENT TRAINING WORKBOOK

SUMMARY OF PARADIGM DIFFERENCES

TRADITIONAL JOB DEVELOPMENT

Sees a limited job market

Views the corporate world as impenetrable, inhuman

Sees organizations as static institutions

Expects organizations to make sense

Focuses on the decision to hire, wants to talk to the decision maker

Recognizes employers as experts in hiring

Defines a job by the duties and minimum qualification

Works to give applicants the best edge against competing job seekers

Seeks openings in the open job market

Responds to job orders for existing positions

Utilizes resumes

Sees scarcity of identified employment opportunities

Hears, "We're not hiring."

Reacts to the shims of employers

ENTREPRENUERIAL JOB DEVELOPMENT

Sees a world of possibility

Views the corporate world as a frame for approachable, human systems

Sees organizations as ever-changing processes

Expects the unexpected from the people who make up the organization

Focuses on the need to hire, the screening and recruitment process, and the decision to hire; will talk to anybody

Recognizes employers as experts in the business they are running but possible amateurs at hiring

Defines a job by the results produced or needs met

Works to remove applicants from competition with other job seekers

Seeks opportunities in the hidden job market

Proposes to create new employment

Utilizes employment proposals and resumes

Sees abundance of as of yet unidentified employment opportunities

Hears, "We're not hiring yet."

Proacts to the needs of the business community

ASSETS AND STRENGTHS: A LIST OF QUESTIONS

Excerpt from CROSSROADS: MOTIVATION AND SELF-ESTEEM FOR EMPLOYMENT PREPARATION AND JOB RETENTION

1. I make a good friend because I am...
2. One of the things I do best is...
3. An event in my life in which I showed great strength was...
4. My being here today shows that I am...
5. One of the many things I have learned with age is...
6. Ever since I was a child I have been able to...
7. If I were to receive an award, it would be for...
8. I have always appreciated my knack for...
9. A positive belief that I hold to be true is...
10. My home shows that I am very...
11. People will like having me as a co-worker because I...
12. As I get older I feel more and more qualified to...
13. One of my best personal qualities is...
14. The kind of situation in which I show my truest colors is...
15. What my best friend likes most about me is...
16. Something I find absorbing is...
17. Something I find absorbing is...
18. The greatest battle I have ever won was...
19. One of my greatest accomplishments in the past ten years was...
20. My family has always appreciated me for my...
21. The skill that I am most proud to have is...
22. My teachers always liked me for my...
23. A project or undertaking that I have been most proud of is...

BEYOND TRADITIONAL JOB DEVELOPMENT TRAINING WORKBOOK

24. One of the greatest lessons that the school of life has taught me is...
25. I have always been thankful that I am...
26. An employer would be lucky to have me as an employee because I...
27. With age I have developed my ability to...
28. A difficult situation that I handled very well was...
29. One of the greatest things I have to offer an employer is...
30. My last employer appreciated me for me...
31. I am willing to take a strong stand on...
32. One of the most thrilling things I have ever experiences was...
33. People can always count on me to...
34. As a child what I most wanted to give to the world was...
35. One of the things I enjoy spending time thinking about is...
36. One of the things I enjoy learning about is...
37. Things I enjoy making are:
38. I believe that I am here on this earth to...
39. My creativity is expressed through my...
40. Something that I am passionate about is...
41. A time when I was deeply committed to something was...
42. I am very decisive when it comes to...
43. Something that I find very beautiful is...
44. I am really inspired by...
45. I get easily excited about...
46. Something I find very motivating is...
47. Something that I find very compelling is...
48. I am very enthusiastic about...

PARTNERSHIP PARADIGM OF JOB DEVELOPMENT

SALES PARADIGM OF JOB DEVELOPMENT	PARTNERSHIP PARADIGM OF JOB DEVELOPMENT
<p><i>Key behaviors</i></p> <p>Persuades, Manipulates Convinces, Influences Verbalizes, Negotiates</p> <p>Focuses on placement goals</p> <p>Sees employer as power-wielding party, holder of primary resources</p> <p>Goal is to convince employer to use services and hire people from program</p> <p>Works for short-term gain in developing employment</p> <p>Sees limited options for working with employers, looks for “yes” and “no” answers.</p> <p>Concerned about closing techniques at the end of the meeting</p> <p>Has more answers than questions</p>	<p><i>Key behaviors</i></p> <p>Understands, Fosters Discerns, Interprets Listens, Communicates</p> <p>Focuses on enhancing the growth and prosperity of business community</p> <p>Sees employer as equal partner in exchange of primary and secondary resources/opportunities</p> <p>Goal is to help employer make good decisions about utilization of services</p> <p>Aims for long-term gain by developing relationship with employers</p> <p>Sees unlimited options for working with employers, keeps all doors of possibility open</p> <p>Concerned about gaining understanding throughout the meeting</p> <p>Has more questions than answers</p>