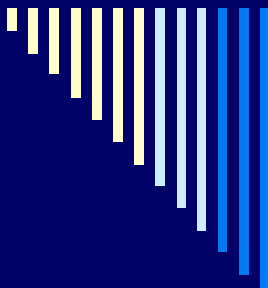



Job Development in Tough Economic Times

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The Economy, Lay-offs, Foreclosures, Buy-outs and Bail-outs:

Is It All Bad News for Job Developers?



No... Today's Discussion

Where are the jobs?

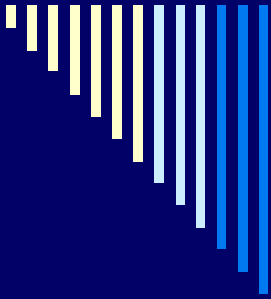
How do I approach Employers?

What strategies do I use?



Meeting Business Needs

Can my candidate improve
the employer's operation in
some specific way.



Job Developers have two Customers

Jobseekers



Employers



Know Both Customers

Job Seekers

- knowledge, skills, abilities and interests

Employers

- business needs, corporate culture, operational processes
-



Job developers must:

- Find employment opportunities that match a job seeker's interests, skills and personality
 - Develop positions that will maximize abilities and minimize disabilities
-



Job developers must:

- Have an in-depth understanding of both the job seeker and how a business works
 - Offer employers and job candidates something they value
-



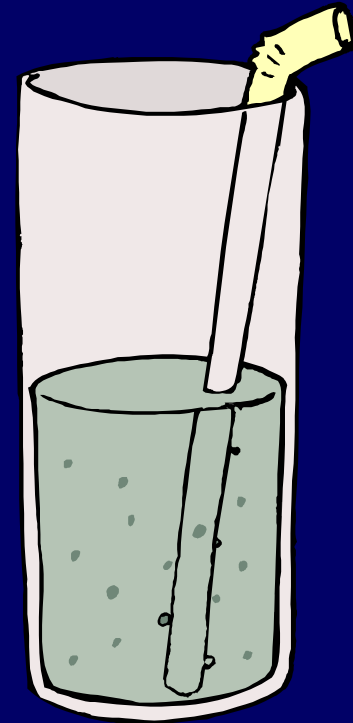
Rule #1- Everyone is “Job Ready”

- ❑ Believe in your job seeker
 - ❑ No prerequisites
 - ❑ Work with current skills
 - ❑ Look for positions based on interests and hobbies
 - ❑ Find a position that maximizes abilities and minimizes disabilities
-



Rule #2

The glass is
always
half FULL





Rule #3 - No Job Stuffing





The Process:

Get To Know Your Candidates

Develop at Targeted Employer List

Identify “warm” leads into Companies



The Process:

Identify Employer Needs

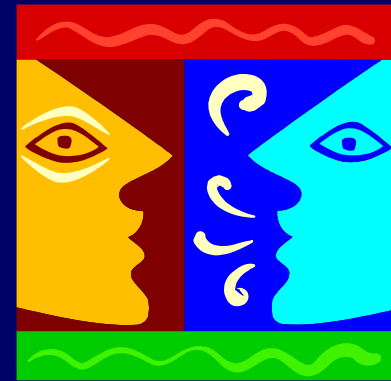
List Job Candidates Skills

Develop Needs/Duties List



The Process:

Discuss identified Workforce needs and candidates potential duties with prospective employers





How to – Get to Know your Jobseeker

Develop a Positive Personal Profile

- From jobseeker
- From key stakeholders
- Observation in different environments

The Key P's:

- Personality
 - Preferences
 - Previous experiences
-



Stacy

What the File Said

- Non verbal
- Lazy
- Can't focus
- Cannot read or write
- No math skills
- No job skills

What Our PPP Revealed

- Ran the family's daily life
- Raising 2 kids
- Organized
- Commanded attention
- Hard working – in fact, overworked!
- Motivated
- Can communicate and manage money in the community



How to - Get to Know Your Employers

- Network, Network, Network
 - Find “warm” leads
 - Set up Informational Interviews and Tours
 - Develop and Nurture Relationships
-



Things to Remember

- ❑ Even if an ad isn't posted there may be opportunities
 - ❑ Employers are always looking for enthusiastic, motivated employees who are willing to learn.
 - ❑ Job descriptions are wishlists - they are not written in stone.
 - ❑ Employers are looking for value/a bang for their buck/solutions to staffing issues
-



How to - Get To Know Your Employers

Research and know companies and industries

- Find out what makes them unique, who are competitors?
 - Learn company or industry jargon
-



Getting Your Foot in the Door





What to know before you go...

- Recent New Stories
 - Company History
 - Industry Jargon
 - Names of Key Personnel
 - Company positions
-

The Informational Interview

- An easy way, no pressure on employers
- Helps build relationships with employers
- A good way to uncover work experience and job possibilities for job seekers





Company Site visit Checklist



What to Ask



- Skill Needs
 - Production or Operational challenges?
 - Recruitment Methods
 - Experience with Community Organizations
-



What to Look for:

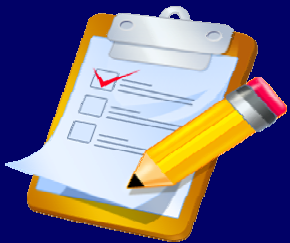


- ❑ Can work be re-organized to flow better?
 - ❑ Are some employees overburdened by certain tasks?
 - ❑ How flexibly can the tasks be organized?
 - ❑ Are there efficiencies in the operations that have not been thought of?
-



Develop a Needs/Duties List

**Based on your research
create a list:**



**Potential Job Duties
Company Needs**



Coverletters/Resumes

- Approach businesses in a business fashion
 - Coverletters
 - Short and sweet (3-4 paragraphs)
 - Addressed to a specific person
 - Solutions and/or person's interest and relevant skills
 - Resumes
 - The “5-second” rule- relevant information only
 - Tailored for each employer
 - Do not overstate experience or skills
-



Needs/Duties List

- ❑ Use employer's jargon and organizational terms
 - ❑ Put most important needs (dept.) first
 - ❑ Be specific - no general terms
-



Let the Negotiations Begin!

When the job developer recognizes the value a prospective applicant can offer a business, a win-win solution can be developed.





WIN for a Business?

Save the Company Money

Make the Company more Money

Increase Efficiency

Improve Customer Relations





Employment Proposals

- **Step 1** - Present duties you have identified that will meet business needs
 - **Step 2** - Outline how these duties match the interests and skills of candidate you represent.
 - **Step 3** - Highlight this proposal will increase profit, customer satisfaction, and/or efficiency.
-



Employment Proposals

- **Step 4** - Discuss your role (and your organization's role) in supporting the job candidate.
 - **Step 6** - Ask for the Sale!
-



After the Hire

- Seek continuous feedback from employer about how arrangement is working
 - Help make adjustments as necessary
 - Re-negotiate tasks, supports, production requirements, etc. if necessary
-