

INNOVATIONS IN  
EMPLOYMENT  
SUPPORTS

Center for  
Human  
Services  
Education

JOB  
DEVELOPMENT

Process and Planning for  
Successful Job Development

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Innovations Trainings

More information is available on our website at:  
[www.HumanServicesEd.org](http://www.HumanServicesEd.org)

Introduction to Employment

Effective Job Coaching

Discovery: Assessment and  
Planning

Community Prevocational Services

Beyond Discovery

Employment Training Program (ETP)  
101

Basics of Business Engagement

Management Skills for SEMP  
Leaders

Job Development

Vocational Connections: Work  
Preparation Training

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“Don’t learn the tricks  
of the trade.  
Learn the trade.”  
-Sherry Argov

ABOUT TODAY

- Today’s schedule
- Sign in and sign out
- Site details
- Engage!



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# TODAY...

**Purpose:** To clarify the Job Development process and discover new strategies to engage businesses

- Process:**
- Review Job Development steps
  - Discuss Preparation Approaches
  - Practice Engagement Strategies

- Payoff:**
- Understanding the Job Development process
  - Learning new approaches to get people hired

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# Agenda

- Background Info
- The Job Development Process
- The Business of Job Development

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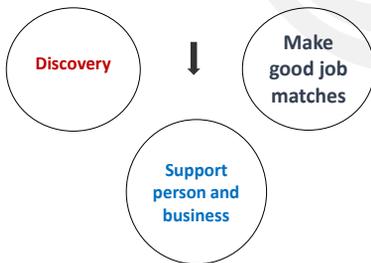
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What are we trying to do?



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### The Job Development Process

1. Review Discovery
2. Write Job Development Plan
3. Research Businesses
4. Engage the Business
5. Evaluate Business Visits
6. Review Matches with Job Seeker
7. Prepare for Interviews
8. Secure the Job Offer

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### Step 1. Review Discovery

- Review the Discovery Report
- Ask follow up questions
- Review notes from any planning meetings
- Write/Review the Job Development Plan

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#### Step 1. Review Discovery

### The Discovery Report

**Pay special attention to:**

- Tasks performed
- Observations of the person (behavior, comfort, etc.)
- Challenges/Solutions identified
- Preferences identified
- Accommodations needed
- Careers researched
- Geographic or transportation limitations

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Step 2. Job Dev Plan

## The Job Development Plan

**PURPOSE:** To research and consolidate the pertinent information related to an individual's employment related needs and qualifications before approaching businesses to develop a placement. By having this information, the Job Developer will be able to provide targeted job development at businesses who have positions that meet the individual's skill, ability, preference, experience, schedule, transportation, environmental, cultural, and support needs. The Job Developer will be prepared to negotiate any necessary customization to positions so that they meet the individual's needs. With the focus and strategies provided by this plan, the Job Developer is more likely to create effective job matches. The Job Developer should approach businesses the provider currently has relationships with as well as new businesses to build new relationships. Targeted job development is best accomplished by directly contacting businesses to develop placement opportunities. Do not just focus on completing online applications. The SEMP Manager should provide oversight and guidance throughout job development.

**INSTRUCTIONS:** Review Discovery documents and follow up as needed to fill out each section below with detailed, individualized information. Review the plan with the individual, the Job Developer, the SEMP Manager, and any other staff or stakeholders that support the individual for approval, and collect signatures on page 6. This plan should be available to anyone supporting the individual with any part of their job development.

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Step 2. Job Dev Plan

## The Job Development Plan

1. List the 2 career areas and possible positions that will be the focus of Job Development:
  - a. Career Area 1:
    - i. Positions:
  - b. Career Area 2:
    - i. Positions:

2. List the hard skills **demonstrated** in previous employment or volunteer activities by the individual that support success in each career area: (examples: clerical, money handling, mechanical, and/or cleaning skills)
  - a. Career Area 1:
  - b. Career Area 2:

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Step 2. Job Dev Plan

## The Job Development Plan

3. List the soft skills **demonstrated** in previous employment or volunteer activities by the individual that support success in each career area: (examples: ability to focus, attention to detail, work pace, social skills)

- a. Career Area 1:
- b. Career Area 2:

4. List any other factors that explain why these career areas are a good match for the individual: (examples: previous experience, strong interest, personal traits, transferrable skills)

- a. Career Area 1:
- b. Career Area 2:

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Step 2. Job Dev Plan

### The Job Development Plan

5. List and describe the factors that create an ideal workplace culture for the individual: (examples: team structure, set routine, clear expectations, flexible supervisor)

6. List and describe the factors that create an ideal workplace environment for the individual: (examples: lighting, noise level, crowded, inside/outside)

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Step 2. Job Dev Plan

### The Job Development Plan

7. Fill in the individual's weekly availability:

Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
From							
Until							
List any times, days, or dates that the individual is NOT available to work and why:							

8. Transportation information:

- a. Available Mode(s):
- b. Travel radius / area:
- c. Travel restrictions:

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Step 2. Job Dev Plan

### The Job Development Plan

9. List potential employers that meet the criteria for success listed in 1-8 that the SEMP Agency or individual has an established relationship with:

Business	Career Area (1 or 2)	Location

10. List potential employers that meet the criteria for success listed in 1-8 that the SEMP Agency can contact to develop new relationships:

Business	Career Area (1 or 2)	Location

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Step 2. Job Dev Plan

### The Job Development Plan

11. List and describe vocational gaps in the following areas that could create barriers to success in the chosen careers or with the potential employers:

- a. Hard Skills:
- b. Soft Skills:
- c. Workplace Culture:
- d. Workplace Environment:
- e. Schedule / Availability:
- f. Transportation:

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Step 2. Job Dev Plan

### The Job Development Plan

12. List any other potential barriers to successful employment:

13. List all supports that will address the gaps and barriers described in 11 & 12 and how each support plans to address them both on and off the job:

List specific Job Coach Supports:

Other Supports:

14. List any employment conditions or environments that are non-negotiable to the individual:

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- Conduct online research
- ID key staff
- Visit business in-person
- ID unmet needs

### Step 3. Research the Businesses

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Step 3. Research Business

Conduct Online Research

Start with businesses identified in the Job Development Plan

- Visit the website
- Identify mission, vision, and values
- Learn what they do
- Learn the lingo
- Read testimonials

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Step 3. Research Business

Conduct Online Research (Cont.)

Questions to answer;

- Do they offer careers/positions identified in the Job Development Plan?
- When do they operate?
- Where are they located?
- Will transportation be a challenge?
- What numbers are important to them?

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Step 3. Research Business

Visit the Business

- Use online research, company website or LinkedIn to identify key staff
- Visit anonymously (if possible)
- Observe everything
  - Physical environment, culture, pace, etc.
- Identify unmet needs
  - Is there enough staff?
  - Is the environment organized and clean?
  - Are there tasks that could be customized?
  - Do customers look confused?
  - Are customers waiting a long time to be helped?

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Step 3. Research Business

Examples of Identifying Unmet Needs

- You observe shoe boxes scattered on the floor in a shoe department
- You observe customers looking impatient while waiting in long lines to checkout
- You observe a manager doing a task that could easily be done by someone not in a leadership position

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Step 3. Research Business



- Profit
- Value
- Customer Satisfaction

Understanding business needs

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Job Developer hits the streets!

- Know your value proposition
- Have your unique intro ready
- Speak their language
- Get a job description
- Ask questions

Step 4. Engage the Business

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Step 4. Engage Business

Broad Value Propositions

- Productive, motivated workers
- Workforce Diversity
- Meeting unmet needs
- Reducing turnover

*INCREASED VALUE IS THE BOTTOM LINE*

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Step 4. Engage Business

Unique Value Proposition

- Review your research
- Consider the unmet needs you observed
- Craft a statement that shows how the business' need will be met

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Who to Approach

- Owner/manager
- Human Resources
- Marketing
- Operations
- Whoever has the hiring authority



Step 4. Engage Business

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Step 4. Engage Business

### Know your intro

- Pick an appropriate time
- Start with a compliment "I noticed that..."
- Identify yourself and what you do
- Clearly state the value proposition
- End with a question




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Step 4. Engage Business

### The Language of Business



- What numbers are important to them?
- What are their key performance indicators?
  - Sales
  - Turnover rate
  - Items scanned per minute
  - Avg transaction amount
  - Items produced per hour/day/month

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Step 4. Engage Business

### Get More Information About the Job

- Ask questions about specific job tasks/responsibilities
  - "What else are the cashiers responsible for?"
- Ask for a job description
  - "Is there a job description available for me to review?"
- Ask to observe a task
  - "Would it be okay if I observed one of your staff for a while?"
- Observe anything different from the expectations identified in the Job Development Plan

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Step 4. Engage Business

Talk About the Job Seeker

- Relate their strengths to the business’ needs
- Use positive language
- Be honest
- Emphasize experience and readiness
- Answer the commonly asked questions/objections
  - Liability, stereotypes, etc.
- Have the job seekers’ resume available

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Step 4. Engage Business

Questions to Ask

Questions should line up with your value proposition(s)

- What is the biggest staffing challenge you are facing right now?
- Is it hard for you to keep good employees?
- What makes your business stand out?
- Why do you like working here?

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Step 4. Engage Business

Ask for an Interview

- Make sure job seekers’ strengths have been communicated
  - Restate the value proposition if appropriate
  - Present resume
  - Ask to schedule an interview
- “If you think you might be interested in interviewing Bob, I can help schedule that now”

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## Step 5. Evaluate the Business Visits

- Are they in the right geographic area?
- Do they fit the Job Development Plan?
- Is the culture a good match?
- Are they willing to make accommodations or carve a position if necessary?

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### Step 5. Evaluate Business Visits

#### Identify Best Matches

- Review preferences and deal breakers
- Rank businesses according to job seekers' preferences
- Pick the top 2 or 3 to pursue interviews
- Conduct Discrepancy Analysis

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### Step 5. Evaluate Business Visits

#### If More Businesses Need to be Developed

Start with known businesses

- Review your personal contacts
- Check team/agency connections
- Identify job seekers' contacts

Identify new businesses using;

- Community mapping
- Social media
- Online research

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### Step 6. Review Matches with Job Seeker

- Review selected businesses
- Identify best business matches
- Revise Discrepancy Analysis if needed
- Begin prepping the job seeker

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#### Step 6. Review Matches

### Review Selected Businesses with the Job Seeker

Discuss...

- Physical characteristics of the business
- Pace
- Culture
- Job descriptions
- Any other observations that are important to the job seeker

*Visit the businesses anonymously with job seeker if possible*

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### Step 7. Prepare for Interviews

- Submit application
- Start mock interviews
- Ensure appropriate appearance

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Step 7. Prepare for Interviews

### Job Applications

- Create a cheat-sheet of job seekers information for applications
- All information must be accurate!
- Ensure the application is 100% complete
- Follow up with the hiring manager to let them know the application was submitted

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Step 7. Prepare for Interviews

### Prepare the Interviewer

- Make sure they know what to expect
- Request accommodations for the interview if necessary
- Discuss Job Developers role in the interview process
- Discuss any issues around disability disclosure

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Step 7. Prepare for Interviews

### Mock Interviewing

- Identify great STAR stories
  - Situation, Task, Action, Result
- Review common interview questions and answers
- Practice, practice, practice
- Have someone else conduct the final mock interview
  - This interview should be the toughest interview the job seeker has

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Step 7. Prepare for Interviews

Prepare for the Interview

- Know exactly where the interview will take place
- Make transportation arrangements
- Ensure resume is ready
- Ensure appropriate clothes are available
- Ensure personal hygiene is good

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Step 7. Prepare for Interviews

Prepare for the Interview (Cont.)

- Prepare thoughtful questions for the job seeker to ask
- Explain the interview process
- Rehearse the interview

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Step 7. Prepare for Interviews

The Job Interview

- Ensure appropriate dress
- Get there early
- Give the job seeker a lot of encouragement and positivity
- Follow up with the job seeker immediately after the interview to debrief
- Send a thank you note/email to the interviewer

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Step 7. Prepare for Interviews

After the Job Interview

If the job interview went well; proceed to step 8

If the job interview did not go well;

- Ask the interviewer what could have gone better
- Keep the possibility open for future candidates
- Review the interview with the job seeker to get their impressions
- Request a follow up meeting or redo if possible/desired
- BE ENCOURAGING!
- Do more mock interviews

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- Follow up with the person who makes the hiring decision
- Close the deal
- Pass the baton

Step 8. Secure the Job Offer

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Step 8. Secure the Offer

Close the Deal

- Job Seeker and Developer should review job offers thoughtfully
- Ensure pay and hours are clear
- Set a start date that works for everyone
- Celebrate!

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Step 8. Secure the Offer



- Connect with the Job Coach
- Prepare the employer
- Check in early and often

### Pass the Baton

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- Organizational considerations
- Using labor market tools
- Tips for maximizing job development efforts

### The Business of Job Development

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The Business of Job Development

#### Communicating

- How well do you communicate with your team?
- How do you track business contacts and internal resources?
- Do you have resources to help troubleshoot issues when they arise?

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The Business of Job Development



- Challenges
- Being efficient with your time
- Neighborhoods

## City vs. Rural

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The Business of Job Development

## The Power of Job Fairs

- Preparing
- What to bring
- Timing
- Follow up



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The Business of Job Development



- Regional partnerships
- Collaborate and cooperate

## Consortiums and Advisory Councils

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The Business of Job Development



- Getting buy-in
- Get on the agenda
- Make the case for your programs
- Invite them to events

**Using your Board**

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**Contact Information**

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