

# Facilitating the Targeted Job Match



Innovations in Employment Supports Training  
585-340-2051



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Discovery is done OR  
The person is ready to start the job search...



What is the next step or would be?  
What has been working or not working?



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Traditional Methods

aka

What We Do



- Resumes
- Job Boards & Ads
- Trusted Agencies
- Networks
- Job Hunter with "Proof"
- Internal Connection

*Repeat as needed*

*What everybody does*

*Hard to find*

"What Color is Your Parachute" by Richard N. Bolles



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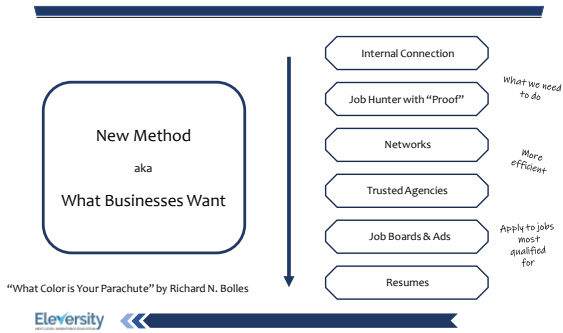
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## What is a Targeted Job Match?

A targeted job search is a strategic approach where you focus your efforts on applying to positions that closely match your skills, experiences, and career aspirations business and that job seeker.

<https://www.linkedin.com/pulse/case-targeted-job-search-how-conduct-one-dan-schawbel/>




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## Benefits of the Targeted Job Search

### Job seeker

- More Efficient
- Targets the job marker likely to hire
- Better job fit for skills, culture, setting, etc.)
- Higher job satisfaction
- Access to hidden job markets
- Better prepared for interviews with shows increased confidence

### Business

- Quality candidate with role requirements
- Save money by reducing unqualified candidates to review
- Better overall fit (skills, culture, setting)
- Lower turnover (saving time and money)




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# THE JOB SEEKER

## PART 1



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### OPWDD Discovery

**Discovery** - Learn about person through file review, interviews, observations and community experiences.

**Job / Internship Development** – Job Developer will

- Provide targeted job development with businesses that meet the needs of the job seeker.
- Negotiate any necessary customization to positions to meet the individual's needs.
- Create a Job Development Plan to support Targets Job Matching

**Extended Job Coaching** – Provide ongoing assistance to supported employee and the business to support inclusion and continued skill and career building.

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### Assessment

- Assessment
- Research and Hands on Experience
- Confirm the goal
- Create a plan
- Evaluate, adjust, repeat

**EMPLOYMENT TRAINING PROGRAM DISCOVERY REPORT**

Name: \_\_\_\_\_ Date Report Completed: \_\_\_\_\_

SEMP Agency: \_\_\_\_\_ ID#00: \_\_\_\_\_

Date Discovery Started: \_\_\_\_\_ Date Report Completed: \_\_\_\_\_

**PURPOSE:** To gather information relevant to employment and analyze and perform this information and recommendations for meeting the individual's career and treatment goals. (Discovery through **Exposure, Exploration, Experience, Evaluation, Education, and Encouragement** will also prepare the individual for competitive employment.)

The Discovery Report and recommendation must be completed and then **revised and updated by you and your supervisor/mentor/manager**, when the Discovery Report has been reviewed and approved by your supervisor/mentor/manager. Please forward it to the ETP Supervisor.

If job development is indicated by the ETP Supervisor, as the Developer use the information to develop a job that matches the individual's skills and abilities. If other services are recommended, the support team use the information to coordinate services that will help the individual achieve their employment goals.

DISCOVERY ACTIVITY	MINIMUM REPORTED HOURS	RECOMMENDED HOURS	ACTUAL HOURS
Review of Records	2	4-6	
Interviews of the Individual, Support Staff, Family, and Friends	4	6-8	
Observation of the Individual	4	6-8	
Individualized Assessment Via Development	2	2-6	
Community Based Experiences	24	24-48	
Individual Assessment (with 12 hours credit)			
Discovery Report Findings	1	1-2	
Career Research	2	4-6	
Recommendation, Review, and Approval	1	1-2	
Other (communications, Travel Expenses, Transportation, Planning Meetings)	0	0-20	

<https://www.nsls.org/what-is-career-development>

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# Planning


**EMPLOYMENT TRAINING PROGRAM**  
**Job Development Plan**  
 Name: \_\_\_\_\_ TABS ID #: \_\_\_\_\_

### 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 skills, ability, preferences, experience, schedule, transportation, environmental, cultural, and support needs. The Job Developer will be prepared to negotiate any necessary accommodations 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 SEEMP Manager should provide oversight and guidance throughout job development.

**INSTRUCTIONS:** Review Discovery documents and follow up as needed to fill out this section below with detailed, individualized information. Review the plan with the individual, the Job Developer, the SEEMP 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.

- Assessment
- Research and Hands on Experience
- Confirm the goal
- Create a plan
- Evaluate, adjust, repeat



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## “DISCOVERING” THE BUSINESS PART 2



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1. Determine your target career areas
2. Create a list of possible business matches
3. Create your Introduction
4. Organize and track the search
5. Engaging with businesses

<https://content.wisestep.com/targeted-job-search/>  
<https://www.distinctiveweb.com/job-search-advice/targeted-job-search/>



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- From Within
- Someone with "proof"
- Networking
- Via a trusted Agency
- Job Boards (ads)
- Resumes



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- Current relationships
- Job Development Plan
- It's who you know
- YOUR Employment Program
- Job Boards (ads)
- Quality Resumes



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## The Businesses



Where are jobs that align with the JDP?

1. Location, Shifts
2. Cultural, Environment, Inclusion Opportunities
3. Skills/Tasks of job – core & episodic
4. Non-negotiables of the Business
5. Ability to coach, Support, Accommodate

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Google Maps



Career One Stops / Americas job bank

Indeed.com

What is your "go to"?

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## Want to learn more?



Basics of Business Engagement

Community Based Prevocational Services

Employment Training Program 101 (ETP)

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# PREPARATION PART 3



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## Create your Introduction

### Getting Started



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## Create your Introduction

The 4-Step Intro.	Delivery of your Intro.
1. Introduce yourself	- Speak Naturally
2. Summarize what you do	- Slow it down
3. Explain your purpose	- Tailor the conversation
4. Finish with a call to action	- Make it easy to understand

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## From the Business Perspective

### Businesses want:

- Information on supports and services
- How we benefit THEIR bottom line
- Attract broader customer base
- Education, preparation and training
- Experts and trusted, credible sources re: accommodations, cost, laws, incentives.

### Where we need to focus:

- Establish trust and credibility
- Demonstrate added value
- Present applicants as hiring solutions
- Know your data!!!
- Provide on-going customer service



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## Let's Create an Introduction

### Intro. Practice – Step by Step:



1. Introduce yourself
2. Summarize what you do
3. Explain your purpose
4. Finish with a call to action

<https://www.indeed.com/career-advice/starting-new-job/building- rapport>

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### Scenario:

We will use the JDP for Jon to connect with a local TJ Maxx, because we have learned that there is a job opening for a merchandise processor and stock person. You want to learn more about the job, related tasks, skills they are looking for, etc. You have worked with Marshall's in the past, but not TJ Maxx.

You have a good relationship with Nancy, a manager in the local Marshall's. She tells you that the 2 stores are TJX Companies and that she knows the manager at TJ Maxx. You ask and she agrees to contact the TJ Maxx and let Mr. Briggs know that you will be calling about the job. She tells him to meet with you to learn more about the services and staffing support you have brought to Marshall's.

You are preparing to call Mr. Briggs, create your introduction and talking points for the conversation. Keep in mind what you know businesses want and the tips for creating an introduction.

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# Track your Contacts

## PART 4



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### ETP JOB DEVELOPMENT

#### ETP JOB DEVELOPMENT MONTHLY PROGRESS UPDATE

(Complete and submit to ETP Supervisor by the 10<sup>th</sup> of each month)

Intern Name: \_\_\_\_\_ Date Submitted: \_\_\_\_\_  
SEMP Agency: \_\_\_\_\_ Staff Name: \_\_\_\_\_  
Staff Email: \_\_\_\_\_ Staff Phone: \_\_\_\_\_

Job Development Start Date: \_\_\_\_\_ Report Month: \_\_\_\_\_ Year: \_\_\_\_\_

List the 2 career areas approved for Job Development after Discovery  
1. \_\_\_\_\_  
2. \_\_\_\_\_

Complete the chart below based on Job Development activity during the report month:  
*Do not submit online applications until a relationship has been established with a business.*

Name of Business/Person Contacted	Career #	Contact Method	Outcome/Response to contact

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### Creating a Job Search Tracker

Main Information	Additional helpful information
Business	Address
Contact Name	Public Transit Access Y/N
Job Title	Environment
Phone *	Culture
Email *	Inclusion opportunities
Connection	ANYTHING ELSE???
Date of contact	
Details of contact	
Action/follow-up	
Date for next contact	

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# Engaging with Businesses PART 5



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## Preparing the Intern



This is the #1 or #2 question on each site:

- Tell me about yourself.

All on the different sites in their top questions:

- What are your strengths?
- What are your weaknesses?
- What do you know about us? Why do you want to work here?
- What skills do you bring to the job?

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## Confirming The Job Match



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## Job Analysis

JOB ANALYSIS		
Core Tasks	Episodic Task	Work Related Tasks
Occur predictably	Occur less predictably	Support maintaining employment
Repeat often	Repeat less often	Other supporting abilities
Easiest to teach/learn due to repetition	More difficult to learn due to less repetition	Physicality, mobility, academic, etc.
Are the heart of the job	Essential to the job but may be ripe for customizing	Involve on and off the job – transportation, lunch, attire, being “ready for work

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## Discrepancy Analysis

Job Requirement	Applicant Skill	Does this Match Yes / No	Support
1. Lift 30 Lbs 2. Carry 30 lbs.	1. Can lift 30 lbs 2. Can carry up to 5 feet	No	1. Will lift items to cart 2. Use cart to move items
3. Follow written instructions	3. 3 <sup>rd</sup> grade reading level	No	3. Instructions can be recorded
4. Stand up to 4 hours	4. Can stand for 4 hours	Yes	MATCH

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## Negotiating the Targeted Match

Negotiation skills:	
Speak in a clear, concise manner	Good listening skills
Know the skills/abilities of the job seeker	Restate to demonstrate they are heard and respected by you
Identify support needs for individual and impact on business	Non-verbal communication – Yours and theirs
Ability to anticipate potential business needs/questions	Facial expressions to send a message of interest
Use marketing tools	Eye Contact

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**Negotiation**  
*It's all about to succeed!*

A strategic discussion that resolves an issue in a way that both parties find acceptable.

Step 1 - know the goal and stay focused.	➔ Meaning the goal of the job seeker: skills, interests, strengths, supports, etc., non-negotiables, desired outcome.
Step 2 - identify the employers needs.	➔ Do your research and during conversations, seek clarity. Complete and use the Job & Discrepancy Analysis.
Step 3 - NEVER Assume!	➔ What we may believe is important, may not be, and that is for the job seeker and the business.




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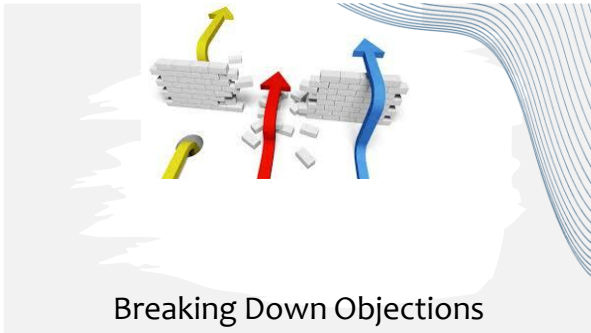
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Breaking Down Objections

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## Tools to Break Down Objections

S	Support	Draw out concerns and experiences
O	Obtain	What is the underlying cause for concern
L	Listen	To the concern to be able to address it
V	Validate	Let them know you hear the concern
E	Explain	Address the concern with a solution



Adapted from "Responding to Employer Objections: Worksheet"  
From the Institute for Community Inclusion - UMass Boston

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## The Targeted Match

Review with Job Seeker to ensure job it a match for them  
 Education the business on the role of the job coach  
 Use the Discovery Report and Job Development Plan to create Coaching Plan.  
 Support the new employees to acclimate to the work environment and the culture to become included in the job.  
 Fade after conversations with business and employee  
 Support transition to extended services to support continued skill building and on-going career development.



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