



The Power, The Puzzle
The Magic and Art of Job
Development

Agenda

- What you believe impacts who will work.
- Translating the concepts of Person-Centeredness & Discovery to lay the foundation for Job Development
- What you bring to the table
- The power of using stories
- How information creates possibilities
- Strategies for getting in the door
- Understanding Resistance

Poll

What Percentage of People You Serve Do You believe Employers Would Have Difficulty Hiring?

- 80%
- 50%
- 40%
- 30%
- 20%
- 10%



× *Your belief is your power
and magic*

Your Most Important Role

- × Is To Create Belief.
- × Simple rule: No One Goes To Work Without People Believing in them.
- × Who believed in you? How many people?
- × If you can see it, you can help your job seeker to believe it.
- × Envision everything you did to help a job seeker go to work, tell me what that was.

Why Is This Important

As many as 1 in 4 people in the United States have a disability

The more significant a person's disabilities the less of a chance they will obtain employment *without your belief and assistance.*

- × Which means many people are sentenced to a live of poverty and being isolated.
- × Our society is failing a large portion of the population.
- × Think about what that means.

Think About Using Person-Centered Practices/ Discovery as the Foundation.

- ❑ Unconditional Positive Regard (Believe in the Person) disregarding assumptions
- ❑ Treating People with Dignity and Respect: Listen to what they say
- ❑ Empathy: Seek to understand the person
- ❑ Empowering

Don't forget the impact of the language you use

Using PCP in Discovery & in Job Development

Think of an individual who is challenging. Tell me one way you can change how you deal with them based on PC principles

- × Think of an employer who is uncertain about hiring an individual. Same question: how do you change the conversation using PC principles

Impact of Your Assumptions

- × Think of a person who is challenging. Tell me the assumptions that lead you to believe that you will have difficulty placing the person
- × Try to turn that assumption into a positive or neutral statement
- × Which thought process helped you?
- × Tell me how you can change your thinking?

What You Bring to the Table

- × A way to do something important
- × A way of meeting a real need
- × The ability to make a solid job match
- × An individual who wants & needs to work
- × Resources to ensure success
- × Support during onboarding
- × What else?

Why would an employer engage with you? Knowing this impacts how you develop jobs and relationships with potential employers.

- × You are giving them an opportunity to do something important.
- × You have resources
- × Value of Inclusion
- × You are solving a problem
- × Someone recommended you & your services

Job Development is about relationships

You need to lead with who you are

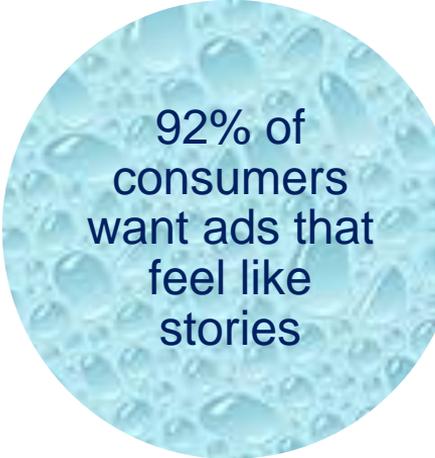
You need to engage the listener

To be believable you need to use your own words
and you need to believe what you say

An abstract watercolor splash in shades of purple, magenta, and red on a white background. The splash is roughly circular and has a textured, painterly appearance with various brushstrokes and splatters.

× *Using Story Telling*

Why Stories?



92% of
consumers
want ads that
feel like
stories

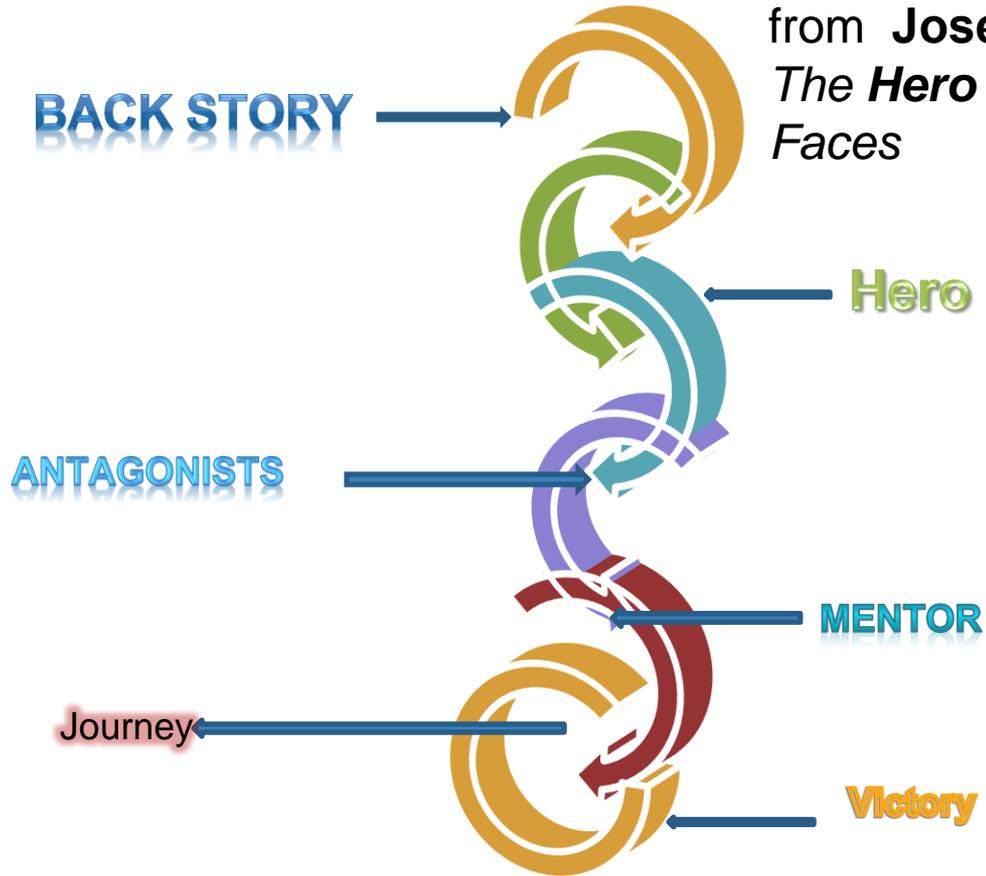
Source: [Onespot.com](https://www.onespot.com)

Our brains are more engaged by storytelling. We remember stories. Presenting information as a narrative is effective.

Stories create an emotional response. Think of Nike's "Just Do It Campaign"

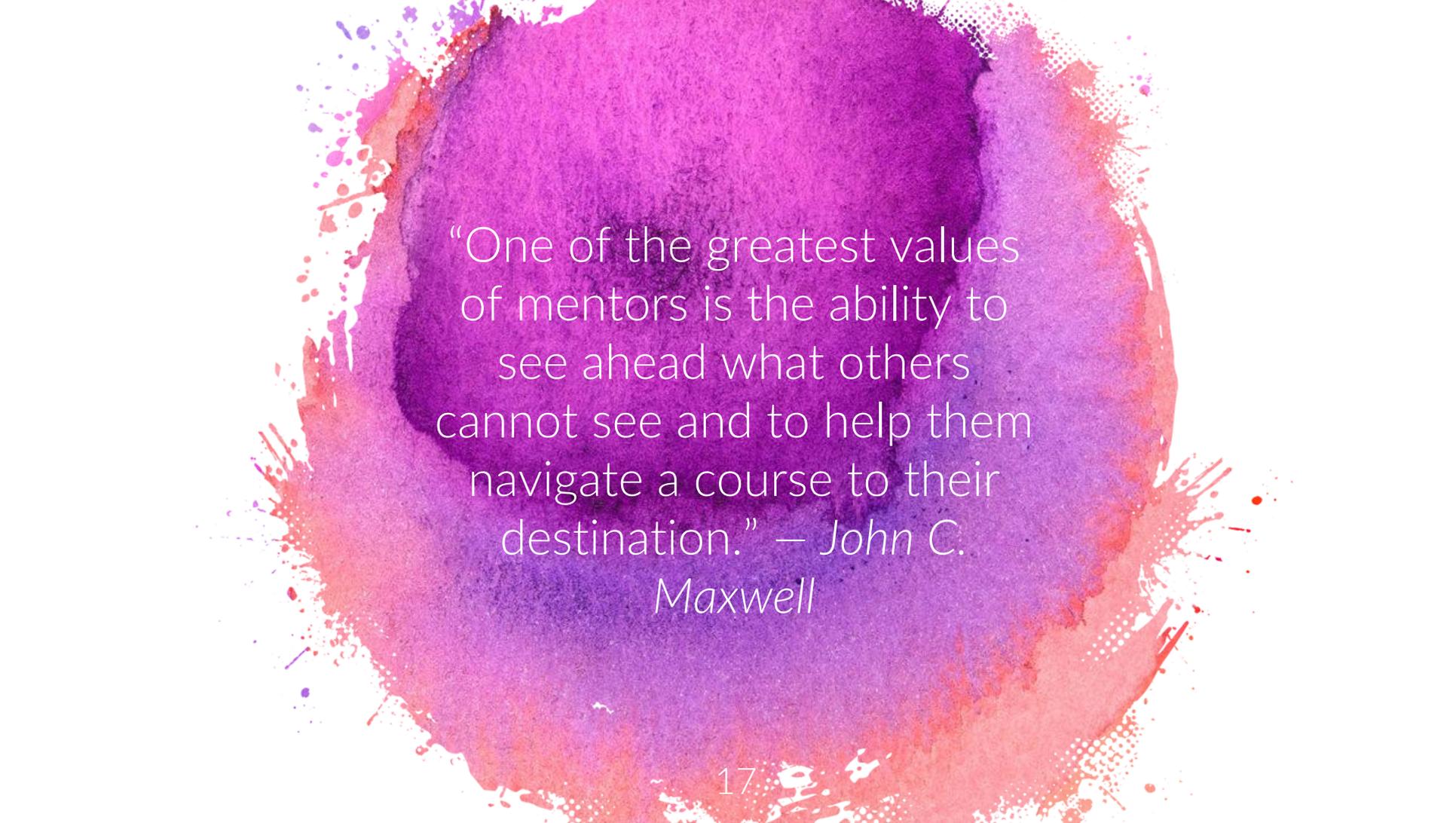
Consumers want stories that inform them. By using the story cycle we can both inform and create an emotional response.

The Story Cycle is adapted from **Joseph Campbell's** *The **Hero** with a Thousand Faces*



The Hero

- Joseph Campbell taught us that the hero's journey is universal and crosses all barriers and borders.
- The hero is an ordinary person called to action, who first doesn't want to go on the journey but due to the support of the mentor goes on a journey that is transformative
- Everyone wants to be seen as the hero. You are not the hero in the job development story. It's your job to show potential employers that they are the hero.
- This is a great way to provide useful and informative content to employers, and **show them how they can be the hero of their own story.**



“One of the greatest values of mentors is the ability to see ahead what others cannot see and to help them navigate a course to their destination.” – *John C. Maxwell*

How Does Job Development Relate to the Journey

- × What are the pieces you want to weave into your story?
 - × Call to action to meet a need or challenge
 - × A way to address a challenge
 - × Helping employers gain insights



*“What makes you a hero is not
your triumph over adversity
but your ability to transform
the minds and hearts of others
by sharing your experience.”*

Marcia Reynolds

How can you frame your Job Development work as the Hero's Journey?

- × How would you make the employer the hero?
- × How could this impact what you research?
- × When you first meet an employer?
- × Negotiating a position or closing the deal?

Getting In The Door

Think about:

- × How does the business view itself?
 - What did your research tell you?
 - What interests you or you are curious about?
- × Why are they seeing you?
 - Connections, they need employees, community image, other
- × What Pre-conceptions might the employer have that prevent you from getting in the door?
 - × Perceptions of people with disabilities
 - × Lack of knowledge about how we work
 - × Personal qualities
 - × How do you address these attitudes?
- × What qualities do you bring that this employer would benefit from?

Think About Before the Meeting

- × What do you want from the meeting?
 - × What is the goal for the conversation?
 - × Be able to state your goal
 - × Is it obtainable?
 - × What might be the objections?
 - × Can you address the objections?
- × Think of an objection when you are requesting a meeting over the phone- next person provide a response -third person states if the response neutralized the objection.
- × Same rotation but this time an objection- when you are meeting with the employer.

Information Creates Possibilities

- × The more you know the better you can help the employer.
- × Always research the employer before you go.
- × Try to think about how you can generate possibilities.
- × Don't sell, provide information and context.
- × Help the employer understand what it could look like.
- × Give information through stories
- × Be willing to honestly tell the employer the pros and cons of working with you.
- × This lays the foundation of trust.
- × It helps the employer have context.

Being Inclusive is Profitable

- × Pay attention to data you can use to help employers understand why working with you can be of benefit. Think about the stories you tell.
- × Over three billion dollars of tax payer money is used to keep people dependent. Less than 1% of that three billion goes to employment services.
- × Do we want to be a society that excludes people? This is a debate we are having across our nation.

EMPLOYERS OUTPERFORM ON PROFITABILITY AND VALUE CREATION

OVERALL SCORES SHOW A SIGNIFICANT DIFFERENCE BETWEEN EMPLOYERS THAT HIRE PEOPLE WITH DISABILITIES AND OTHERS.



Source: Getting to Equal 2018: The Disability Inclusion Advantage, Accenture

Do Your Research!

- × Do your research even if it is only a phone call asking for an appointment.
- × Everyone appreciates a person who takes interest in them.
- × The more you know about the business and how you can help them, the better the chances of getting an appointment, securing a placement

Do Not Wing It

- × You are establishing a relationship
 - × Use language that people understand
 - × Know or ask employers what they are most proud of
 - × Check out assumptions and don't sell people short.
 - × At the end of any conversation recap what the employer said and ask if you got that right
- × Remember the Employer may never hire but they might be a great resource in the future.

Unspoken Questions

- × Are you trustworthy?
- × Do I believe you? Can I work with you?
- × Will you deliver? What are the risks?
- × Can you understand and adapt to my unique needs?

Learn About Community Businesses

- × Pay attention to employment data and business trends
- × Go on informational interviews
- × Talk to people about what they do
- × Read the business section of your paper
- × Remember people love to talk about what they do
- × Take tours
- × Visit new business when the open to learn about them
- × Research business trends in your area
- × Understand the local issues and how you can help

Questions As A Tool

Permission Questions – Empathy and concern for the other party.

Ground Rules – Identifies the parameters

Factual Questions – Provide objective information;

Feeling Questions – obtain subjective data on feeling, values and beliefs

Rating Questions – best / least, on a scale to one to ten, help spot a direction or an opportunity – *within your business?*

× Reality Questions – A way to check out perspectives – whether they are realistic. *What supports would you need for this to be successful*

Ask for a Tour

Observe As Much As You Can:

- × Who supports whom?
- × Type of the support people receive
- × Location of Support & information
- × Who is in charge and who is listen to?
- × How is feedback given and received?
- × What standards are people measured by?
- × Type of communication/ social interactions?
- × Would you work there?

Risk vs. Uncertainty

Risk

- × Whose risk is it?
- × How great is it?
- × Can it be controlled ?
How? Is it reversible?

Uncertainty

- × Don't know what to do
- × Can not gauge the risks so
the employer freezes
- × Can't visualize it, do
nothing

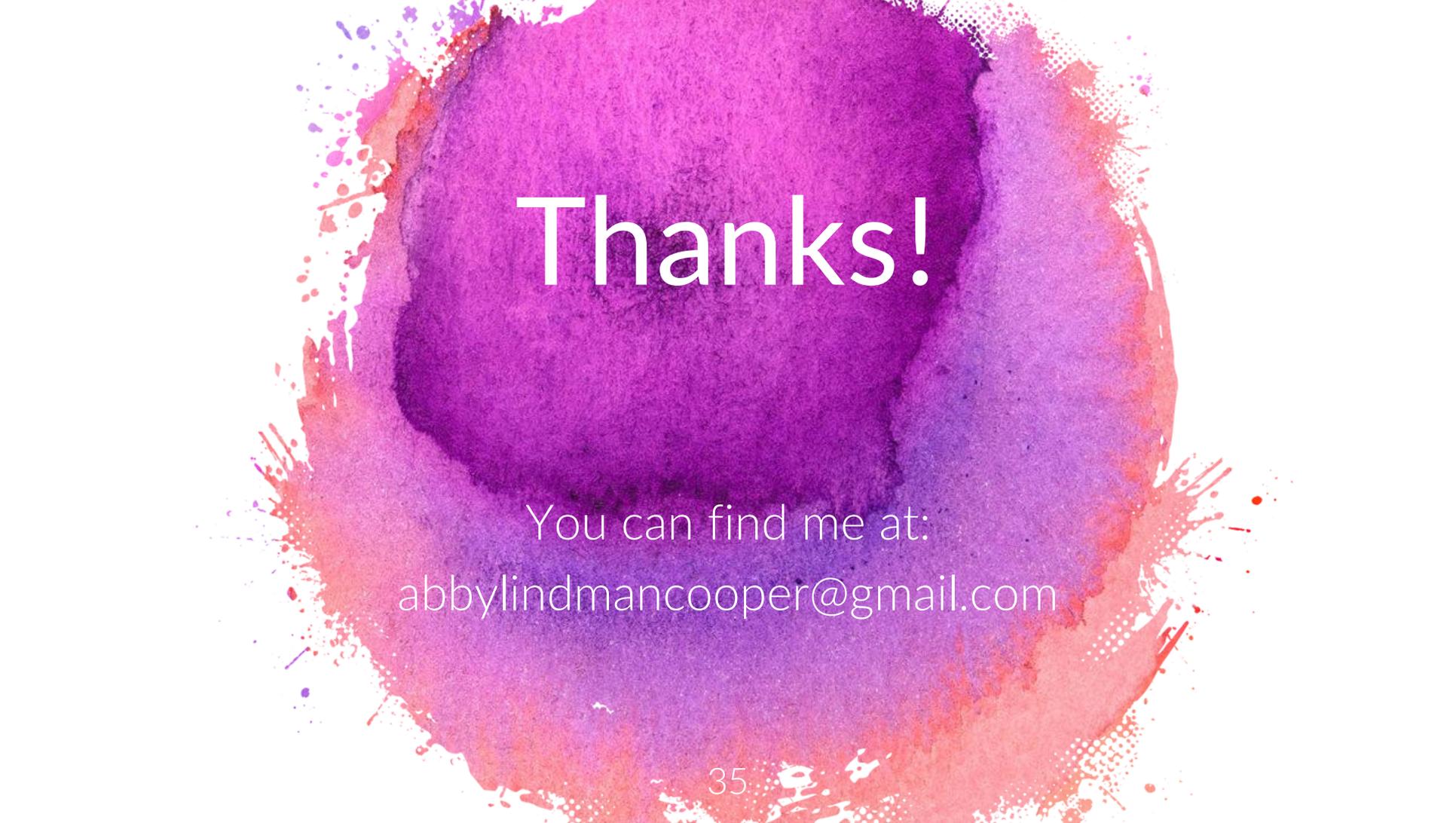
Samples of questions you need to ask to determine if the employer is uncertain?

- × Tell me what you heard?
- × Tell what you think this would look like in your business?
- × What do you see as the pros, as the cons?
- × How would you explain this to your employees?
- × What additional information do you need to make a decision? How can I help you decide?

Resistance

- × Don't assume it is unwarranted?
- × Is it related to fear?
- × Increase workload?
- × Thinking it is special treatment?
- × Lack of understanding?





Thanks!

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