

# Hello!



I am Janet Steveley with Griffin-Hammis Associates  
I am here because I love to talk about Customized Employment  
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## Today's Webinar

- × Overview of Customized Employment
- × Discovering Personal Genius
- × Cultivating Employment Opportunities
- × Examples, questions & discussion

# From Supported to Customized Employment

Real Work/  
Real Pay

Integrated

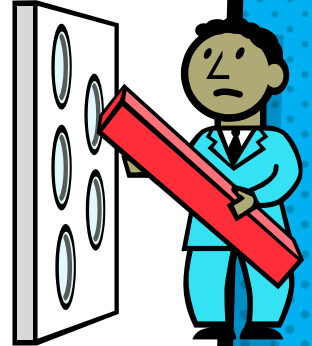
On-going  
Support



SUPPORTED EMPLOYMENT

## WHAT WE LEARNED...

- One person at a time!
- Place and train (vs train and place)
- Negotiate tasks around what people CAN do versus trying to “fit” job descriptions
- Long-term support (systematic instruction, assistive technology, natural supports)



## Customized Employment Defined

Customized employment (CE) refers to competitive integrated employment, for an individual with a significant disability, that is **based on an individualized determination of the strengths, needs, and interests** of the individual with a significant disability, is designed to **meet the specific abilities of the individual with a significant disability and the business needs of the employer**, and is carried out through **flexible strategies**.

WIOA, 2014

“Individualizing the employment relationship between the employee and the employer **in ways that meet the needs of both.**”

Federal Register, 2002

**WIN/WIN!!**

# CE CIRCUMVENTS A COMPARATIVE APPROACH



## TRADITIONAL

- Vocational Evaluation
- Resume development
- Interview practice
- Job Postings
- Applications and Interviews

## CUSTOMIZED

- Discovery/Profile
- Social Capital
- Identify biz needs
- Employment Proposals

# Potential Outcomes of CE

## WAGE EMPLOYMENT

- × Negotiated Jobs
- × Resource Ownership

## SELF-EMPLOYMENT

- × Microenterprise
- × Business within a Business



# NEGOTIATED JOBS



Theme: Organization

Ideal conditions:

- Clean
- Structured
- Weekdays, part time
- On bus route

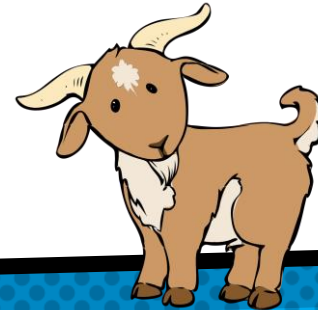
# RESOURCE OWNERSHIP

- × **Theme:** Culinary
- × **Strategy:** Resource ownership. Allowed full-time work by purchasing an ice cream machine.



# MICROENTERPRISE

- × Defined as a business employing 1–5 workers;
- × Generally operated to support oneself or ones family
- × Microlending



# MICROENTERPRISE: ALLEN

Theme: Horticulture

Ideal Conditions:

- Late morning/afternoon start
- Physically accessible worksite
- Preferably outside



# BUSINESS WITHIN A BUSINESS



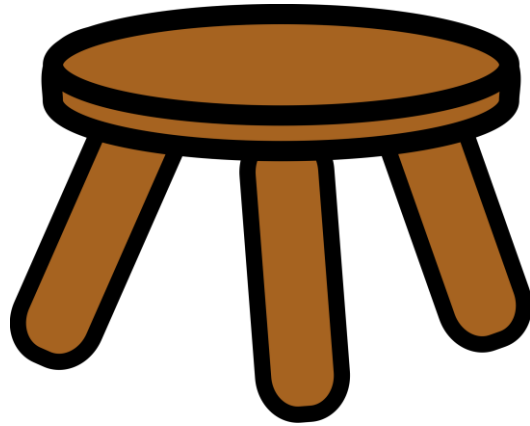
- × Business operates within another “host” organization
- × Built in support and customer base may already exist

# OTHER EXAMPLES



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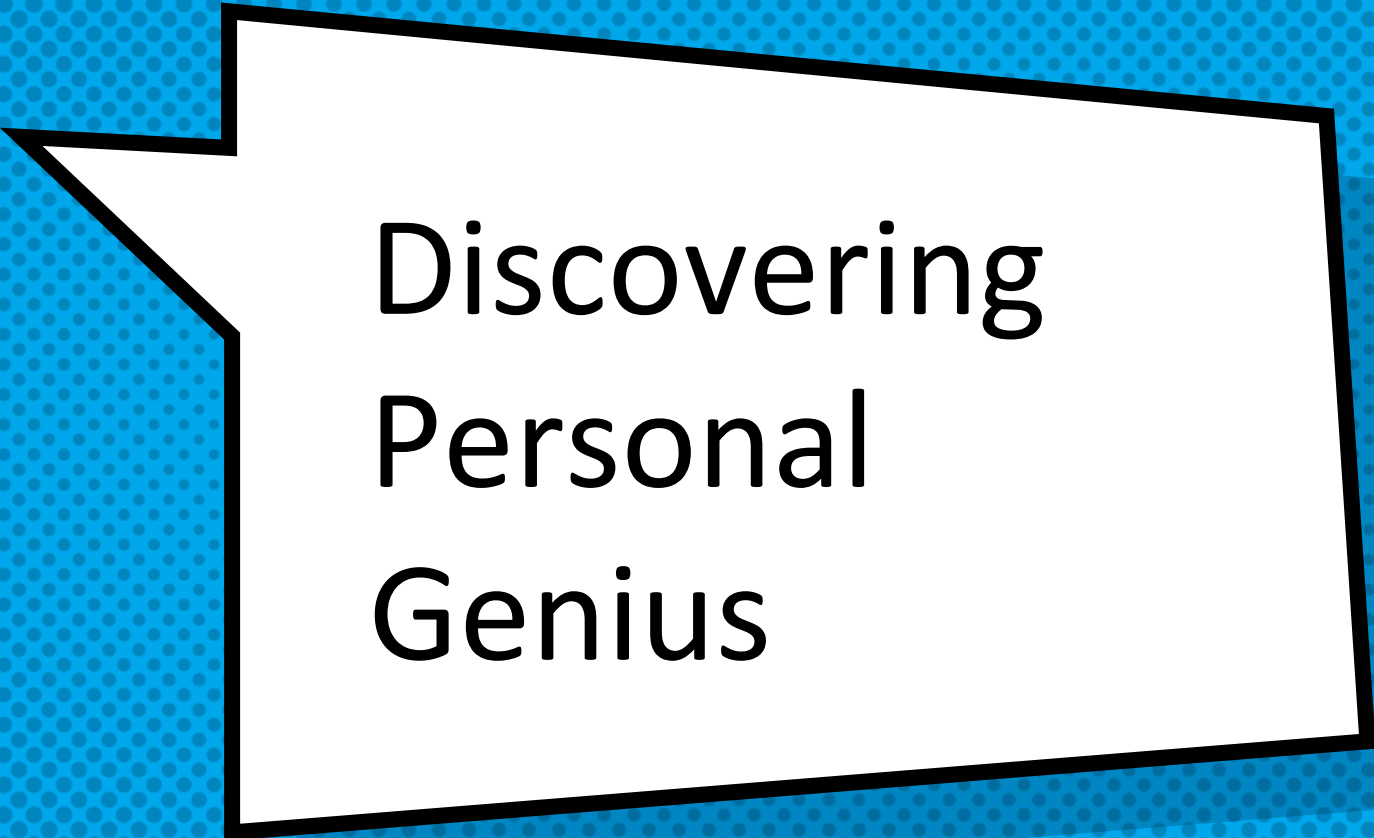
# Self-Employment



**“Fits” the  
person**

**Support  
available**

**Feasible**



Discovering  
Personal  
Genius





# WHO IS THIS PERSON?

Vocational  
Themes?

Ideal Conditions  
of Employment?

# Ideal Conditions Might Relate To..

## Personal

- Schedule
- Health
- Family
- Learning style
- Support system

## Work/ Environment

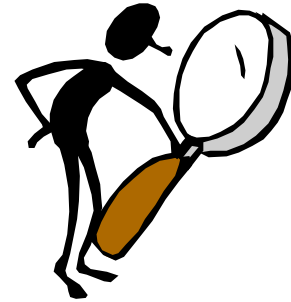
- Tasks, activities
- Work culture
- Supervisory style
- Physical environment

## Other

- Transportation
- Location
- Wages
- Benefits

**DPG is....**

- × A Team Process
- × Fast-paced
- × Sequential and cumulative
- × Outcome-oriented





## Discovery Staging Record Cover Sheet

Date:

Counselor:

Provider information:

Jobseeker:

The following cumulative DSR Discovery Staging Record is for  
*Dates of Service* from  to .

This time was spent identifying information recorded in Stage(s) .

Billable Hours:

# The Discovery Staging Record (DSR)

Descriptive picture of who the  
person is!

Guides the process!  
Captures the information!

## Stages in DPG

1. Home & Neighborhood Observation
2. Interviewing Others
3. Discovery Activities (Skills & Ecological Fit)
4. Verifying Vocational Themes (Informational Interviews)
5. Vocational Profile (Descriptive Narrative)

*See Discovery Staging Record*



## Stage 1: The Home Visit

- × Purpose: To start to get to know the person in a comfortable environment
- × Conversational
- × Smooth listening

# INFORMATION TO GATHER:



## Stage 2: Interviewing Others

Purpose:

Learn more about the person from different perspectives.

*In person or by phone.*

*People with diverse perspectives.*

*People who see you in a positive light!*



## Stage 3: Discovery Activities

Purpose: To identify skills!

*Observe a variety of environments.*

*Must involve an action!*

*Take pics!!!*



# Familiar and Unfamiliar Environments

## FAMILIAR

- ×Mowing the lawn
- ×Making popcorn
- ×Feeding/Caring for animals
- ×Putting air in a bike tire



## UNFAMILIAR

- ×Mowing or gardening tasks at a nature park
- ×Making/serving popcorn at an event
- ×Walking dogs are the Humane Society
- ×Putting air in tires at a used bike swap

# Setting Up Discovery Activities

Familiar Settings

Unfamiliar Settings

× “good artist”

× “Loves flowers!”

× “Into Remote  
Controlled Trucks”



## **Stage 4: Vocational Themes**

- × Purpose: Verify vocational themes
- × Seek information and advice through informational interviews
- × Connect people
- × Provides additional insight for further exploration

# Three Vocational Themes™

× Trucks

× Transportation

× Knitting

× Crafts

× Tattoos

× Art/Alternate  
Lifestyle



## Your Turn! Identify Themes...

- × Picking up litter
- × Baseball caps
- × Kittens
- × Civil war memorabilia
- × Scrapbooking
- × Crochet
- × Collecting guns
- × Fishing

# Common Vocational Themes

- × Advocacy
- × Agriculture
- × Athletics or Recreation
- × Art
- × Children
- × Cleanliness
- × Communications
- × Construction
- × Culinary
- × Customer Service/Hospitality
- × Entertainment
- × Fashion
- × Geography
- × Leadership
- × History
- × Mathematics
- × Military
- × Mechanical
- × Medicine/Health Care
- × Organization
- × Politics
- × Religion/Spirituality
- × Technology
- × Transportation
- × Travel
- × Water

## Opening the Discussion:

- × Tell me /us about how you got started in this line of work.
- × Tell me/us about what your business does (Primary & secondary product/services).
- × Tell me /us what a typical day might look like (core & episodic routines).





## Seeking Advice. Tell me about...

- × The different positions that people do here.
- × What you look for in potential employees.
- × Skills needed? Training requirements?
- × What you would recommend to someone interested in this field?



## Identifying Employer Needs

- × New trends in the field?
- × Things customers call & ask for (or complain about) that business can't provide?
- × If had \$10,000 to invest in your business, what would you do with it?
- × If you had an additional employee 10 hours per week, what would you have them do?

## Stage 5: Vocational Profile

Purpose: Summarizes information gathered into a descriptive narrative that guides job development.

Three Vocational Themes!!!  
Ideal Conditions of Employment!!!

## Positive and Useful Information....

- × **Non-compliant**  
(says “no” to any request)
- × **Disrespectful of authority figures**
- × **Poor hygiene**

## Works best....

- × **Independently**
- × **Without excessive direction**
- × **Outdoors doing physical work.**

# Descriptive Narrative

Shane is a 21 year old job seeker, who enjoys working outside, doing physical work that helps to maintain or improve the environment. He works best on his own, without excessive direction from supervisors or co-workers. He needs to understand the task(s) so that he can work independently and can control the schedule and completion of duties.





**Career Plan  
Development:  
List of Twenty**

## The Planning Meeting

- × Gather the team
- × Review what was learned in DPG
- × Develop a list of twenty
- × Use Social Capital!
- × Determine first steps in Job Development

# List of Twenty

Horticulture	Animals	Crafts/Textiles
1. Belle Fiore Vineyard	1. R&V Pet Resort	1. Sunday Afternoon
2. Harry and David	2. Nature's Pet	2. Huff's Leather Craft
3. Ashland Farmer's Market	3. Bear Creek Veterinary	3. Michael's Craft Store
4. Carol's Colors	4. Green Acres Pet Cemetery	4. Whimsey and Grace
5. Fry Family Farms	5. Llama farm	5. Ashland Sky
6. Ray's Nursery	6. Humane Society	6. Webster's
7. Garlic farm	7. Dog breeder	7. Quilts and More
8. Herb Farm in Jville	8. Paws and Suds	8. Jville Children's Museum
9. OSU Extension	9. Rogue Valley Quail & Feeder	9. Etsy
10. Bimart	Mice	10. Crafter's Coop
11. Grange Coop	10. Scoopy-Doo	11. Downtown Fabrics
12. Hemp farm	11. Rogue Valley Pet Supply	12. Bead Shop
13. Enchanted Florist	12. Grange Coop	13.
14.	13.	14.
15.	14.	15.
16.	15.	16.



## List of Twenty

- × For each theme, identify at least 20 related businesses
- × Prioritize list and Conduct Informational Interviews
- × Learning about industries, following each lead to next logical step

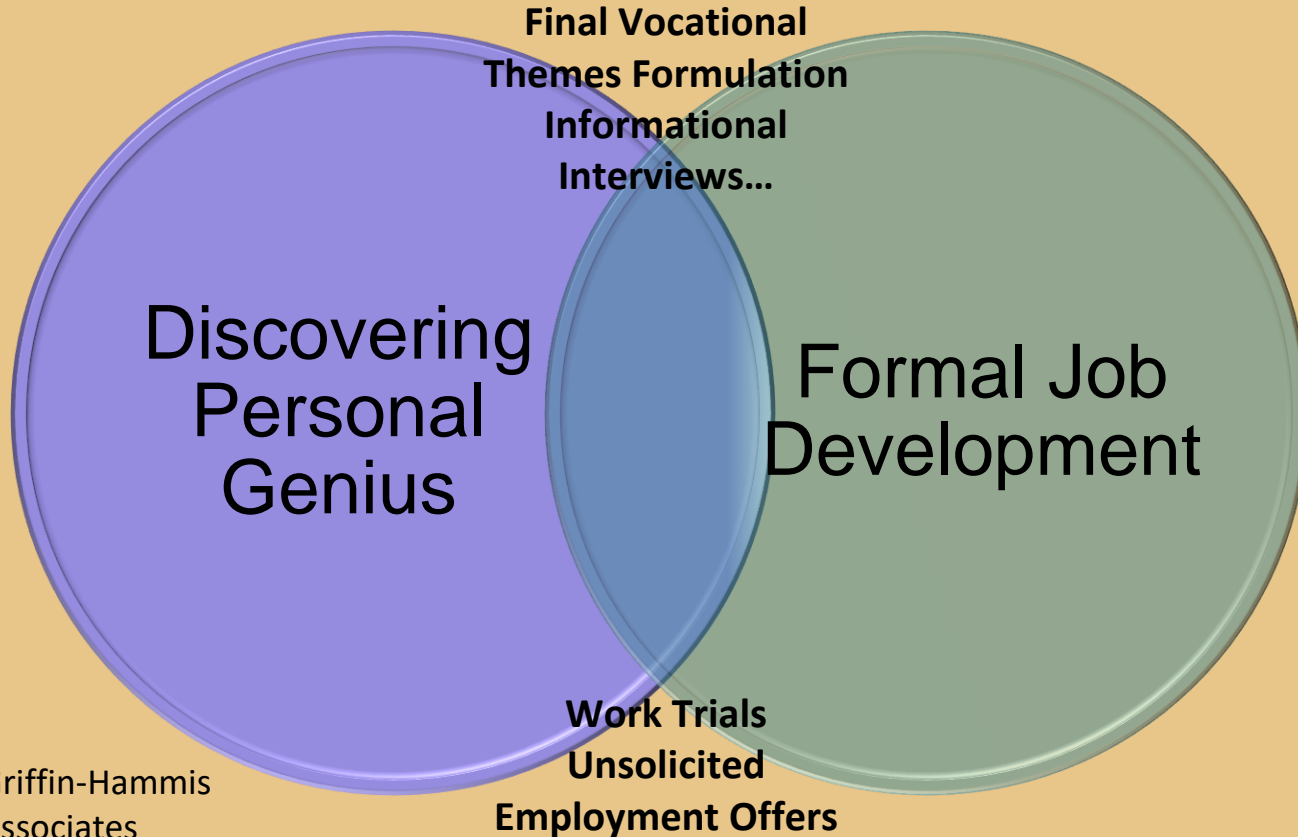


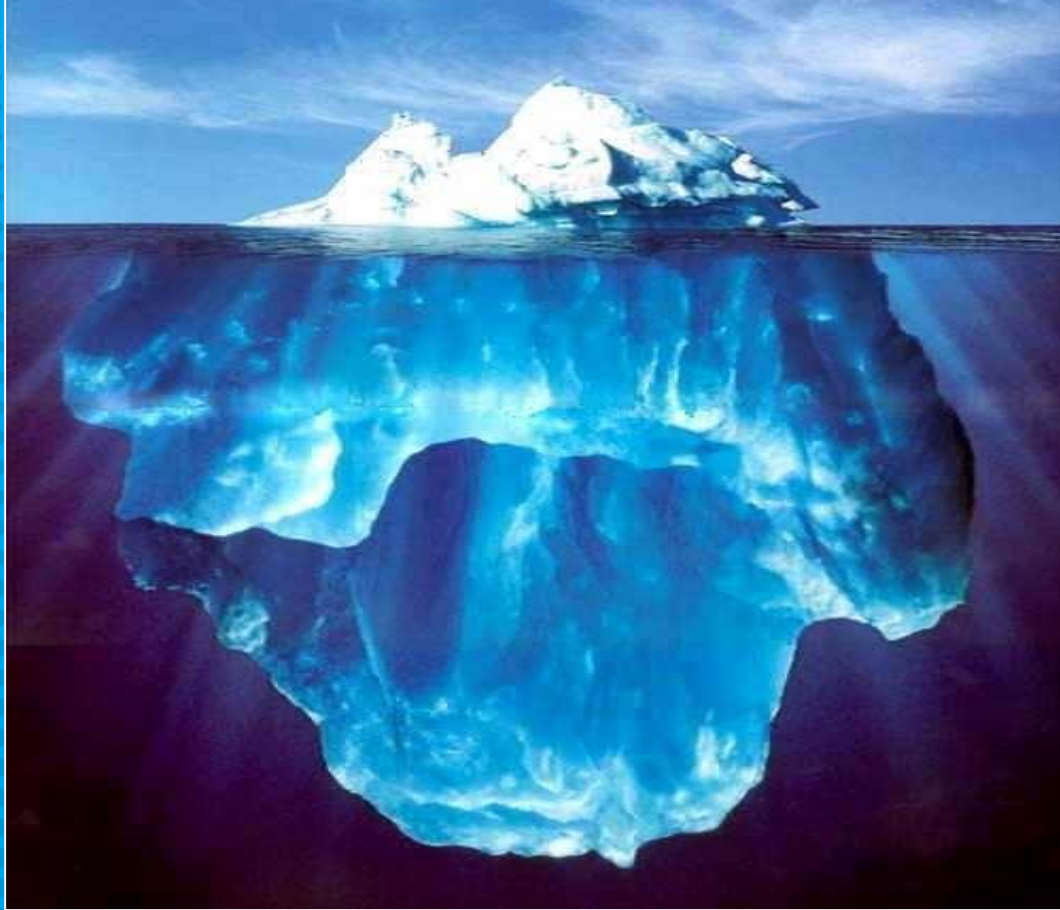
Cultivating  
Employment  
Opportunities

## Key Strategies

- × Continue informational interviews
- × Use Social Capital
- × Avoid Big Box Stores
- × Focus on artisanal businesses
- × Assume Employers are always hiring
- × Create value
- × Propose Employment

# THE TRANSITION TO JOB DEVELOPMENT

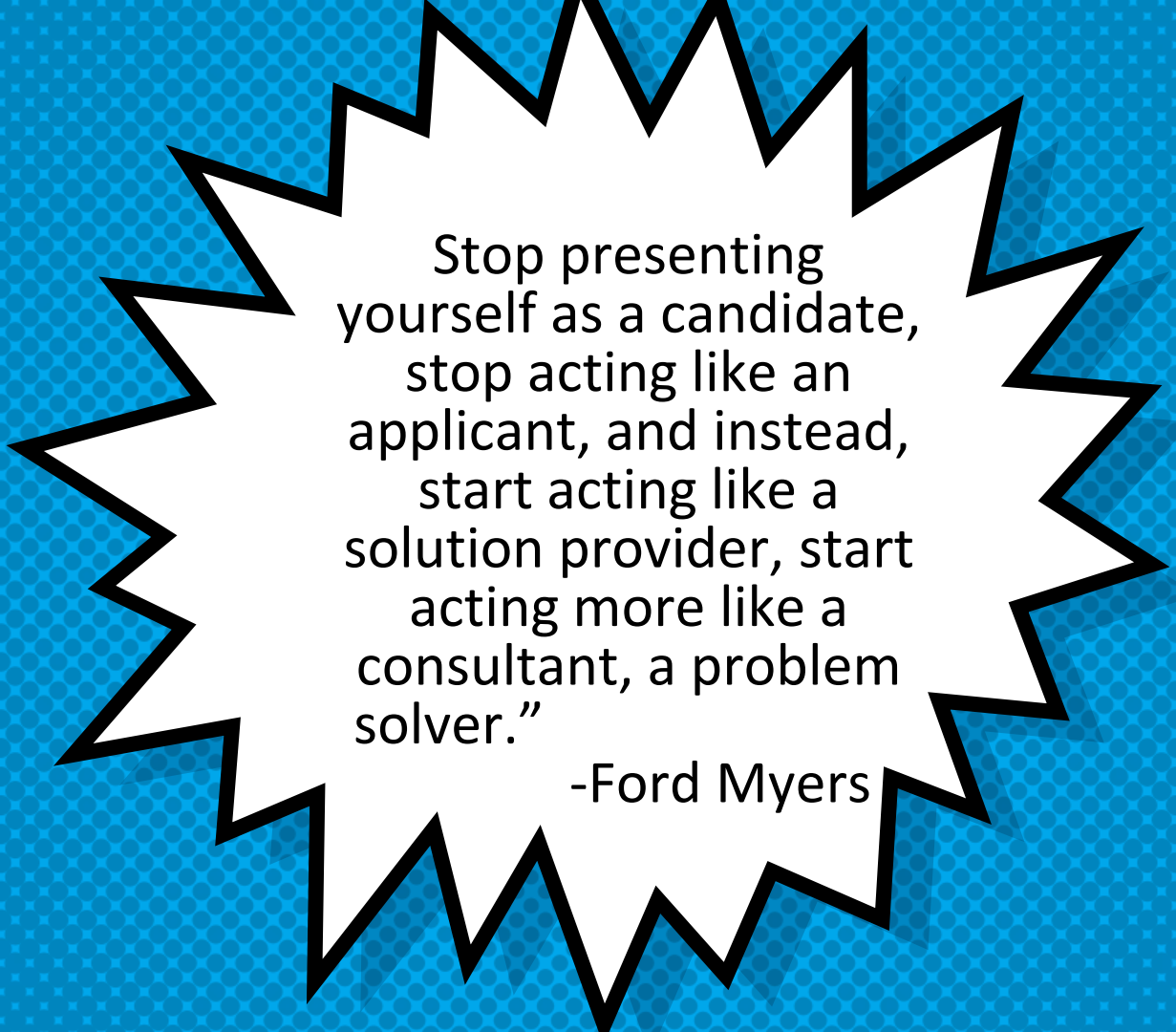




FINDING THE JOBS BEHIND THE JOBS



**How Can  
We Create  
Value?**



Stop presenting yourself as a candidate, stop acting like an applicant, and instead, start acting like a solution provider, start acting more like a consultant, a problem solver.”

-Ford Myers

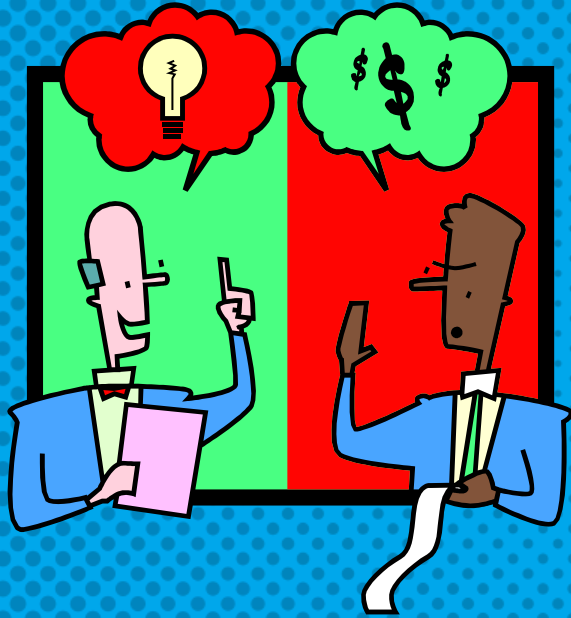
# Creating Value

What's the  
economic value of  
adding an elevator?

- The Art of Sales, Broughton







# Employment Proposals

## **Employment Proposal Outline**

- × Position proposed
- × How it benefits the employer
- × Potential employee (themes, skills, contributions)
- × Conditions (accommodations, etc.)
- × Proposed financial arrangements
- × Next Steps

# Shawn



- × Theme: Environment (“litter bug”)
- × Strategy: Negotiated Job
- × Ideal conditions of employment:
  - Work independently
  - Flexible schedule
  - No need for excessive direction
  - Outside/active

## **Proposal to the City of Springfield**

Shawn: "...is an "independent spirit" who is very interested in the environment and maintaining his community.

Proposed Job: On-call assistant to provide help cleaning up the city park, boat ramp, and sports park.

# ***Benefits:***

- × Efficient: Provides additional help at peak times/seasons
- × Saves Money: Prevents paying overtime
- × Consistent with City Mission

## Summary

- × CE is a set of tools and strategies to ensure successful employment outcomes;
- × CE utilizes Discovery to understand who the person is right now;
- × CE Circumvents traditional approaches to job search, relying on getting to know the needs of employers and communities.

# Customized Employment Resources

