

Please stand by for realtime captions.

Good morning and welcome to Employer Engagement Strategies and Effective Job Development: A Multidimensional Approach the second part is scheduled for May 10. It is available on demand for anyone who needs to see it again. I am with the University of North Texas workplace sustainable employment, also known as UNT wise. For those joining by Internet, please notice the webinar control panel on the right side of your screen near the question box. Please say hello to me and tell me you can hear me. Anybody? There we go. Thank you Josh. Anyone else? Thank you very much. If you have any questions during the session, please use this box I will answer them. For now, I want to make sure if you're calling and by phone, please email us at UNT wise at UNT dot you to make sure you receive credit at the end of the session I will provide more information about receiving credit. This morning I want to welcome Nancy to our presentation pick she is diverse --. She is diverse and has side-by-side mentoring and best practices organizational and system change strategic planning and aligning policy, funding and change. She assists and helps people start their own business pick she has mentored, trained and provided technical assistance for self advocates, families, providers, citizen advocates, funders and social and political leaders and the processes of best practices and system change. She has co-authored chapters in books, real work for real pay. For individuals with disabilities and job developers handbook, practical tactics for customized employment answers on an editorial board for vocational -- for the Journal of vocational rehabilitation period Nancy, welcome.

Thank you. Let me make sure everyone can hear me? Can you hear me?

Yes.

Fantastic. I have had to move the helpful box out of the way. Freda, we you please note if I need to pull it across to read anything?

Yes. If they have questions or comments, I will interrupt and let you know.

Fantastic. To the extent that we can be interactive, I would love that. As we move through the content, there will be times that I will ask questions. And may be more rhetorical based on the structure of how we are set up. Please note that you can interrupt at any time. I will depend on Freda to keep me tuned in. So that I can see my slides. It is wonderful when I can connect. We all have experiences and wonderful professional opportunities and educational opportunities. It is such a gift to learn from folks I get to spend time with. Today that is each of you. Helpfully through the luck I have of being connected with gurus in the field, and being able to utilize the work and developing a degree of expertise from overtime and implement the methodologies, we will be beneficial to each other. And not waste time. It is always difficult to jump into a topic without setting a background. In the case of what we do with best practices, has to do with methodology. We will take a minute to tap into that I am in Atlanta and we have pollen and I feel like I'm eating a teaspoon of it. Please forgive any sounds

I make to clear my voice. I think we start with what create a meaningful life? And I ask that because they get this gets tied to the values around us and it is hard to know how to make decisions and problem solved . cannot go to the value base to determine if it is a good idea does it fit with best practices . we gotten off course interviewing things that actually are not person centered, individualized and based on the methodology of best practices. Freda, please interrupt me if anyone interrupts . will keep looking through. There is a great book on individual -- individuals who have lived into their 80s, and 90s pick out of the universities on geriatrics. They compiled it over time what makes for a good life is consistent was also asked of other individuals who have not reached that level of life experience. It is freedom of choice, relationships, neighborhood, being respected, being included and a member of community. Good health, good healthcare and being able to get involved in things that we do when we are not working. Hobbies, recreation, leisure activities etc.. Because of the topical themes, of this presentation, a stress satisfying employment and the economic benefits contributing through work. This means having the value role based on who we are. There is also some of this piled on each other, in terms of the perfect alignment. The 24th century workplace offers some opportunities that ground the philosophy and value base into a typical way that a progressive business makes decisions. We think about work differently now than we did when our grandparents or parents were coming up. There has been an evolution. People want work to have more meaning they want it to extend beyond just the vision mission of the job. To make a difference. To make community stronger and to give back. We have very flexible work models. That can be job sharing, creation etc. Flexible work hours, the impact of technology. So we can work anywhere from a coffee shop to home, the library etc. Any environment that creates that ambience of being able to be productive. To get an outcome based structure in the work that you do. And a results-based environment. Not so much the micromanaging and how you do it. The outcomes that you are able to receive. That you have been charged with there so much written about it. There is about economic recovery impact on the millennials during the recession that they experienced. . The millennial generation is the largest generation in the workforce and they typically promote and support workplace books ability. -- Flexibility. Many of the things have been promoted by the social, political and civic mindedness of the millennial generation. By 2020, 50% of the workforce will be individuals who have actually been responsible for furthering the change of the workforce. In a way, that is progressive and connects beautifully with what we are talking about with employment best practices. Because the employment best practices that we are focusing on today came out of the world of progressive business pick it is common sense --. It is common sense to meet the mean -- needs of the business by concentrating on the skill set benefits -- sometimes accommodation needs of individuals. So that they can help get -- obtain, achieve the results-based outcomes. Now, over 28% of millennials are in management positions that may be making some of the decisions around hiring. I am not sure -- I want to make sure that I -- please forgive me if I'm telling you things you already know. Millennials are the generation of folks born in the 80s and 90s. Some people say early 2000. Great use of communication. Media technology

and a strong social environment. On wanting the world and all those aspects of values and diversity and green living. They are strong values that they come from. If that was too much explanation, forgive me. All of that comes together to create the next statement. We must do business differently. We cannot do the old stuff we used to do. I will not go into all of that. It is not so much with the presentation is about. We had a lot of ways of connecting with businesses. A lot of hiring requests putting it on job seeker. It was not effective in so many ways. We think about staff as community builders. Based on center planning as the pivotal point of originating the process. It becomes identified as individuals who work with the job seeker. Broadly speaking, we want to have a balanced life. Not just with the person does while working. We matched them well with the needs of the business. Many times we forget to focus on that. Issues arise for the work. Helping individual identify their interests work and nonwork. Helping them to participate and contribute to the community. Planning with the person meaningful community roles and relationships. Based on who the person is. Just a quick check in . are we okay moving forward.

When you're talking about the millennial generation, is that related to job sources or characteristic? Clarification please.

The technology piece is the social networking. Using social media and all aspects of life. A very sophisticated understanding of technology. Finding technology to work anywhere. Having run up the changing world of technology. Being able to use those tools. Being able to work anywhere it creates greater productivity. Think of the time you spent and Atlanta. In Atlanta I drove 2 to 3 hours to work . I thought it was wasted time. To get to a building. That is where other coworkers would congregate. Being able to have technology. Working from home. Working at any time. I would stay up late at night. My most productive times are at night. That creates the flexibility to identify how best the person can work. I stress this over and over. We are answering who the person is. That is one of the means of creating the flexibility in how we work. Where we work. Being able to create eight a flexible day. So that we are at our most productive. That is what the technology piece is. How technology in general has changed our lives in so many ways. The criticism is that we have lost the person-to-person connection. There is balancing. The point with the millennial generation is all the waste days ways they have become socially, environmentally and politically active. Using technology and wanted to give back. A strong sense of community. All of that and their role. As employees and in management positions. They are the folks that this makes sense to. The customize this customized employment piece. To engage in a practical way to better meet the in -- needs of the employer. We spend as much time getting to know what the business is before we begin to talk about meeting the needs . I will explain examples. Real clear examples of how it looks. How we approach the employer and some of the key questions that can result in such great opportunities. Do you think that answer that?

Yes.

Please, at any point, interrupt me. I do not want to waste your time. Want to make sure I do not lose you. As a result of what I talked about, staff, and squinty builders, we have to talk about community. We think about it different, because this is the error of the jobseekers being citizens it is the area of community membership. It is the area we do our work. The community is the place where we spend the time finding the meaningful roles and relationships in the work that we do. And it requires social engagement. You have to not only be an environment, to develop the relationship. You have to be in the environments repeatedly. You cannot just be in the environment, you have to be involved. That is what social engagement is. That is a huge philosophical piece. Employment best practices. We want to look at a person's degree of participation in community. Many people are isolated. And have such minimal connection that we have to start building those relationships. Someone has a strong interest in film, and the community we are the people with the same interest. We need to start being in those environments and bridging the connections. Which is our role. We need the skill set. We have kept individuals so segregated, that they have not had the opportunity to see how it happens to have someone support them in developing that. First of all, we have to make sure that the person is spending time in the community with other people who have similar interests. Whether work-related -- what we do when we are not working. We have to get out of buildings. We have to get out of facilities into the traditional systems. I have worked from a behavior specialist, heading up an interdisciplinary team. Heading up residential programs, day support program for employment in CEO. I knew it was happening. We were keeping people in steel buildings. The staff and I had a heart-to-heart. It is very difficult to figure out day in and day out how to create meaningful activities. Learning opportunities in the building, with it is a false environment. We have got to get out of the buildings and facilities. Before we thought that is where we spent time to help people find the good life. Then we have to begin connecting. What we know is that as owners we want to connect with our small business owners. Not corporations. Corporations have unique aspects to them. We will get to that. That can be more stifling than a business owner who often is not continually thinking about are we following policy and procedures. Even pre-hiring questionnaires that roll people out. Many folks that could be wonderful assets to meeting business needs. This is how we develop special capital. Is that a term people are familiar with?

I do not have any responses. Tell me yes or no.

I will move forward. Forgive me if I'm going over something that you are familiar with, anytime you hear something over and over, sometimes because of the evolution you are making in your own growth, it can take on new meaning.

We have one person that says no and another that is questioning does that mean investment in people?

I love the honesty. For the second, what a beautiful poetic phrase. A way of thinking about it. It is that. The word came out of a Harvard sociologist Robert Putnam. If you've ever heard of bowling alone or

better together? The bowling alone book is eight technical site there is a lot of data that can turn folks off. It is around the fact that bowling leagues begin to diminish. Bowling leagues in many communities are how folks connected. And got the needs met for social relationships around a common interest. This notion also ties to another notion. What I learned about many years ago. It is called the third grade play. Forgive me if this is something you have heard of. It was based on the fact that we are also losing those places where we go. In Europe it was the pubs. Many people in the mornings will go to a café for coffee and read the newspaper. There would be relationships that were built around that. There is also a book called the third grade play. I love that because those ways that we build social capital relationships that are meaning -- in environments based on topical interests. Whether it is automobiles, film, painting, knitting etc.. It is a political discourse. Like the old French notion of the salon. That grew out of the arts. The rich Paris arts structures in the 1940s. Any place where people gather and you can find those places through googling meet ups. That disconnect between building relationships -- these grassroots efforts that we can use to develop social capital and relationships of meaning. Any time you are gathering with a group of folks where you have a similar interest. You are beginning to bond. You are coming together because you have a link. Social capital is critical and it is through that development of relationships, which comes from investing time, as we talked about earlier social engagement comes from social participation. And social involvement. It has to happen in the community. Then you develop these relationships. In the value of the relationship result in you do for me and I do for you. When you were there for me, I will be there for you. That is how the world operates. Consider in your own life, the role that social capital plays in getting you where you are today. Whether work or other aspects when you're not working. There are people we are making connections with that are helpful for you. It is a beautiful way the world operates. It is grounded in civic mindedness and strong sense of community rich relationships that are key to that good life we talked about at the beginning. The cause of the individual love and care -- we are helping to improve the quality of their life through work that we get to do. We have to bridge the partnership. We have to help the person develop the relationship. Once those relationships -- the bond has developed, then we can capitalize on the relationships and the networks they continue to grow. As we need one another. The work-related conditions -- important ways to spend your life when you are not working. To have balance. This is a quote from Robert Putnam's letter together. If you enjoy reading and enjoy the storytelling aspects of social or educational and technical thinking, entered together brings it to that level. Where you do not get turned off of so much research and data. I will not go into all that it is about. Please Google it if you have any interest in social capital. He is one of the gurus that has done so much in this area. This is one of the quotes, people and relationships can reach goals that would have been far beyond their grasp of individuals in relation. I don't think that needs expanding on, it is clear. To do this work, to now move from this back story of where we are and how we move into best practices that we will focus on, we have to do some work around what are the skill sets needed? This work has been going on since early 2000 through customized

employment grants. And other initiatives also -- if you are interested in this, I can send you links. Many of us have worked with the department of labor office of disability employment policy. Whole organized data around organizational transformation. From a more traditional approach to a more community-based focus. If you are interested in that, we have so many writings we have done. The research collected. And yesterday, a compilation -- about six years we have gone around the country working with specific organizations. And has been pulled together. If you want any ancillary information, please let me know. Through Freda and Nick. I can send you information again, that ties back into the foundational core of how we got to where we did with best practices. Where we collect data and identified what did not work. . With people all over the country . bunch of folks doing this work antidotal information and turned it into data in comparison to how we used it do things. Trying a different approach. The work has to happen in the community it cannot happen in buildings. It has to start with the individual. It has to be person centered not cookie-cutter where folks come together and we all decide with everybody in the group, that we will have this plan. They will go out en masse and do these activities. It has to be strength based. You cannot get anywhere if we just focus on all the things that the person cannot do. You are stuck. The person cannot do this. What can the person do? They can evolve and grow into those things specifically related to work that are tasks needed, if we match the person well with the needs of the business. Building social capital. I spent time on that. I am so passionate about it. We do not want to get me off on that. And has to be team-based. As much as folks can work together in teams, we are finding that the outcomes are better because while one person enter acting and what ever the activity is -- the other person is observing. We do not always have that luxury. To that extent, it is not an ongoing basis, maybe the individuals who do not have as many complexities in the lives these are based on the disability, maybe one on one is workable. Then you bring back what you have learned to the customized employment debriefing meetings. They are critical. You do not want to feel like you are working in isolation without a support team. If you do have the luxury of working in teams of 2, -- we have found it moves the process along quickly. With rich information. It has added value. Then it has to be outcome based. You need to focus on the process you are going through and it is resulting in solid outcomes. That are changing lives. The last piece before we get to mentioning the social capital that moves is that we have to support staff to be accountable. And to be successful. We need to have as much of a positive supporting, caring attitude -- to help staff succeed. As we work with individuals. That does not mean there are not staff who are fully matched to the work. When I was CEO, I worked with an individual to help monitor the outcomes. I went out because my passion is working with the teams and the jobseekers. I love that. If it was because I had not done a good job breaking down barriers and providing resources and training, and that was on me. We developed a plan data development plan. If the person was not well matched to the work, and had a value base that did not fit with all of the things we just talked about, and was just poorly matched to be working with any human being, and we helped that person ease out of the organization. And help them find a better match. They would be miserable also. I will stress again, raging

the natural supports. So that you can wean away. You have so many individuals you are trying to help. You cannot continue to be doing that job coaching. Even if it reduces for years to come. We have to bridge the natural supports. There are many ways to do that. That have unfolded through trial and error work. From emerging practices, best practices etc. this is evidence East practice that does create great outcomes beyond chance. A check in here? Are we okay?

Yes. We have a request for the information you referenced that you were willing to share. If you want to send the links to us and we will get them sent out to everybody.

I would love to work it is nice to be able to share the information. So people do not have to re-create. It is already packaged and ready to go.

Thank you.

The other piece that is evolutionary and revolutionary, is we do not think of the work that we do around helping people in the old way. Who is next in line for the job? Where do we know there are job openings? Let's hook them up. That person has the skills, interest to work there or not. The order of progression in terms of the list. We moved to an economic development model. What that means is that we spend time getting to know business owners needs before we begin to even market someone who might could meet the needs of an employer. We need to spend time getting to know the employer. Who they are, what their needs are and what is the culture? What are they looking for in an employee? We did that -- let me change with I was going to say. We did no research on the business, who the individual was and what was a good match. We had to get out of the buildings. We need to connect with Mrs. I will show you the questions that you can print off and utilize. As you begin to connect differently with potential employers. The job negotiations. It has to meet the needs of the job seeker and employer. It is not a pity model. It is absolutely a fact that the employer has a need. The jobseekers, because of who they are, can meet the needs. And make the business more efficient and effective. Again, you see me stressing utilize, social capital and connections in the community that is your social capital as well. Who do you know that can open the door in this particular area? If someone has been interested in salon based tasks, where'd you get your haircut? Begin a conversation there. Always ask. That is fun. Find out about people and how they got to where they are. Business owners, small business owners are passionate generally about their business. They will talk. Any time I talked to someone, I always end the conversation with is there anybody else you feel I should talk to or connect with? That is the network holding. This is what I mentioned, why do we focus on small business owners versus corporations? There are several reasons. Leave me, I have met with corporations. Atlanta is the home of Home Depot and so many other businesses. I had a friend who was the head of HR, who gave me insight that I discreetly tapped on. Let's start with small business owners. Why do we love small business owners? First of all, they are the heart of the community. They are invested. They want the community to thrive. Corporations often look at data driven outcomes. I work in

about 15 states. And it is not uncommon in the small communities that have higher poverty rates and lower employment rates to see big corporations move out. They set up and build the buildings. The cost of many aspects that are typical to the individuals that live there, they leave. It is not like they see the community needs more buildings. And they are coming together to fix it. Small business owners typically have a very different value base about being part of a community. They are also more accessible. They are in control of hiring and position making. They are flexible and creative. This is a general typical characteristic of a small business. That I have not found in all the work I have done except one time with a clock builder in Bangor, Maine. Who I hate to say it, because I see such good people he was one of the most non-humanistic people so judgmental. His heart was filled with hate. That is the only time I have seen a small business owner not fit the criteria. It beautiful piece of small business owners, if not driven, and policies, procedures and bureaucracy. A quick example of a process that is not typical. Also, many times, we customize jobs during the process we are doing informational interviews because the needs are so pressing. In this particular store we had a great match for someone who is interested in fashion and had a creative side for jewelry they had a focus on accessories for dogs. Just about everything. A really open and interesting store. On the spot, she customized the job for the woman who we were in discovery and having to explore the kind of business who knew who she was. It became a beautiful match. Additionally, sometimes this happens. We will talk about disability not occurring in a vacuum. The person we were working with had developmental disabilities. Issues around mental health. We knew that the accommodations -- we were well into discovering and starting to think about the kind of people who would be most effective. Her supervisor -- in this particular owner had the space in the back where she could work to do the task. Will not go into all of that. It was not only a good match for the needs of the business owner, because she was getting tied and bogged down in the tasks that did not require her level of creativity, knowledge and design. She needed someone to do basic organization of materials. We went in just to begin to skip out the stores we have identified and ended up customizing a job. It is important to plan throughout the week and get out in the community. A lot of times it is just timing the needs of the business and the interests of the job seeker. As you get further into discovery and go through the process. Coincidentally, we were at the right space at the right time. You cannot be in the right space at the right time if you are not continually going out and connecting with businesses. Corporations, you cannot have a more rigid hierarchy. When I went to meet with my friend at Home Depot and their corporate office, my car Road over an x-ray device to make sure the under the underpinning of my car did not have a bomb or anything threatening under it. Already, we have moved from something typical to something odd. The HR policies and procedures are so stringent. This is of fear for litigation. They generally are not flexible. The only time I have seen that was a corporate store in Live Oak, Florida. A dying community. They were willing with us working with them to be able to have more of an interesting conversation around some of that. Because they are desperate. Where they will make the move to leave the community and go elsewhere. Job description -- I have not seen much



allowance for creativity in job negotiations. Pulling out tasks for the individual job seeker. We are working with those who can do those tasks to free up an employee who has higher-level knowledge around all of the things -- for example Home Depot. They are really helping people solve whatever their gardening, home improvement repair needs are. There is such a fear of litigation and treating someone differently. This piece, the pre-hiring process. I would bet that the majority of you who have gone out to help people do some of the labor market processes -- I was that is. To look for jobs, that in many cases, I know I have participated with jobseekers. And 80 question pre-hiring process. You have to use the computer, read and be able to comprehend. The HR person that I know said the process is to rule out anyone who will not fit the typical ability to do the job without much supervision. As well as, the standard employee they are looking for. You can work across departments if needed. That is why we love small businesses. In the work that we do. It doesn't mean there is not a place for corporations, but for the folks who need a customized approach, they are not going to fit well in a corporation. They will get ruled out in almost each of these four bulleted points. For folks who need really good jobs, job coaching, job support and job development, that fit the model, it is a great option. We are talking about folks who may not be able to fit into that typical labor market approach. Small business owners --

We have some good comments. Good comments on the appreciation that you are sharing what motivates the small business. I think sometimes the fear of people that are job developing -- they want to go with a larger number corporation and bigger places. Because of the feeling that there are more options. They are very appreciative of what you are explaining the motivating factors of a small business are here quite a sentence better to start their. A question with your list of corporations. I do know to say negatives, but how they are organized and what works for them. How are millennials potentially going to impact the corporation? When we talked about in the beginning, their definitions for millennials their flexibility period do you think they may have a change of corporations?

Absolutely. I do not know to what extent. It depends on the competency that they bring the power that they game. As a result of being able to impress individuals in positions of power to be able to do something differently. They are trying. Wouldn't that be beautiful? If it impacted that. A lot of businesses that are bigger businesses -- Silicon Valley. That is a stereotype now. There are many businesses that get it. There are corporations I love this quote from Richard Branson. If you know who he is. He is Virgin records, Virgin books, Virgin Airlines etc.. He is where President. Obama went on his first vacation with the family to the islands he owns. He really is an old tippy. He is in his late 60s now maybe even 70. He has always been a revolutionary and visionary. He looks at things differently. This is when he hires on. If you're interested in learning more about him -- there are many other great thinkers who do have corporate -- who own corporations. This is what he hires on. He could care less about a person's degree. He does not feel that having a particular degree often translates to the real world. After many years of experimenting with

hiring he values lived experience and life experience. You will also see when we get into researching an actual business, how you can dig in and get at some of that. That shows this is a progressive business. He hires on personality. He feels it . the personality is able to effectively get engaged with others. And bring the components -- that since of bigger mindedness about the vision and mission. He also values a strong sense of community and giving back. Those three hiring focuses fit beautifully with what small businesses look at. Hopefully, we will get that more. There will be red flags that a corporation is not there yet. For example, when I arrived and it x-rayed my car, I had to stay behind a glass are until I got an orange vest on to be recognized as a visitor not a regular person. I was very limited and who I could talk to. A lot of restrictions in terms of the part of building that I could go into. Those are cues that there is fear, for whatever reason there is a lot of fear in this particular business. Very rigid. There is even an elitist structure that you cannot talk to anybody. You have to go through a hierarchy. Often, the people you talk to have no decision-making powers. It is a waste of your time. Those are all cues when I started to see that indication of a structure, I know the timing to be able to come to a meeting of minds about someone who could benefit their business with where they are and all the other areas of structure, is not going to progress further. Because we have so much work to do and and urgency, I found a way to quickly exit the spaces. It is okay. I'm not criticizing them, it is just not the kind of work structure that is going to be effective. As the possibility we find in small businesses. Again, to conclude this piece, small businesses, small business owners are typically individuals with vision and passion. Because this is their baby it becomes what they wanted to be. They are highly invested beyond the product. And they are open to new purchases and ideas. They listen to anything that makes sense in their world that will make them more efficient or create a market that expands their business. In that strategic planning way. Any questions before we move into informational interviews?

No.

Informational interviews are a process that we have learned. A technique through customized employment. That produces greater employer engagements. Bonding, trust and greater outcomes related to the job seeker and who they are and matching them to the business needs. To make sure it is a good match. It is a mutual fit. It fits the job seeker and the needs of the business. Not just in terms of the skill. Can this job seeker -- does the job seeker have the skills, passion, interest and ability to learn? Because they have to preface skills that fit with being able to learn another skill. That is what the final skill is grounded in. By that, I mean if someone has been wondering implant on the farm, obviously their ability to use water fits with if a person has an interest in anything with automobiles. Cleaning them and the intensive ways that car owners want their cars to be kept up. That is what I mean by the potential. They have the foundational skills that relate and can grow into other job specific skill sets. Again, it meets the job seeker needs. The employer needs, based on the path. Also, the culture. So many people forget to tap into what the

culture is. When we go in to look at this particular business, where we will dig into the website. That is the research side. It is fascinating. We have to make sure the person fits the culture. The culture is very social and family oriented and the job seeker can do the task of the business, but they are loners, we may be setting them up to fail. Just as much as if they cannot do the task. Informational interviews are arranged with precision making people. A manager, the owner, a key person who is not somebody who will say I am only the cashier. You will have to talk with so and so. In our day, we do not have a lot of time to waste it. We have to go right to the individuals who have the ability to seriously listen and share and make the decision. Just like the owner of RCB. She was able to make the decision on the spot. And -- and our first step after discovery, is we want to get to know the business. As much as we got to know the job seeker. We want to know the needs of the business. As we move through the process. So that we can match the business needs well with the skills of the job seeker and the culture of the jobseekers. How well they would be met should the culture based stay on. We have to get creative. Which means staying on top of the literature. Reading and finding out the best of the best around. It is continually changing. I will send you links to a lot of the best stories of where we are today. Let me make sure -- as I jot things down and I cannot remember. I did not put enough information. I just saw on my note that I did not. I added a little bit more to make sure I send you the information.

One of the aspects of people who are good at this work is that they are creative you can recognize opportunity. For how to solve the problem in a less traditional way. These are the questions. You want to practice. You do not want to go in with a list of the questions that you are reading to them. What are you most proud of regarding your business? All questions are about the business. Not about matching jobseekers and finding the job seeker. Because we note the job seekers are well. We can sell their talents, gifts and strengths. What we do not know yet, is the business. Where it is a good fit. We spent just as much time getting to know the businesses. Before he even introduced the job seeker as a problem solver for their needs. We are looking at this you know what? It is 12:01 PM . I want to stay on top of this. What are you most proud of regarding your business? When I asked someone that, they talk about the family culture and low turnover rate. That is in valuable information, especially individuals who are abused. What a great fit. They need that kindness. And valuing of the work. What are the stress day stressors that you are currently experiencing? This was a mom and pop shop who did not grow up in the technology age. They were struggling with using social media as a marketing tool. Basic technology also. What keeps your workflow from going smoothly? This particular business had no way to answer the phone from 10 AM until 3 PM because of the individuals who were tied up in the product and service aspects of the business. They could not get to the phone. The skills they had to be informers and experts on answering the questions for customers could not just be handled by anyone. They needed someone who could fit between 10 AM and 3 PM to answer phone calls and take messages. What is not currently being done? This wasn't White Sands, New Mexico. Things had been building up over time. With his front office staff, who had a lot of knowledge and responsibility

around legal timelines for paperwork coming in and out. They were getting bogged down with getting messages to the police entity. They were even having to clean out holding tanks. They were having to greet people at the front desk. The morale was so bad. This is one of those situations where the timing was perfect. We were able to customize the job, based on someone I knew who loved office setting work. One of the things that was one of his conditions for employment was he wanted to belong to an organization or business that wore uniforms. Sometimes the timing solves problems. The story goes on to an added task, where we identified it was a good person as well. Also, we never go in and say are you hiring. That is not a question that will be productive. It is something about are you just coming in? The moment to get you out and say no were not hiring. Or you want to get them thinking about the needs that they have. Or thinking about special structures that are very creative. Needs that they do not even have. Identified in their minds as part of their businesses. Running as effectively as with the day smoothly as it could pick for example, if you go in and there is tons of filing the paperwork, that is a need. And may not even be recognized because it has been there so long that everybody overlooks it. Are the phones ringing? Also, asking what product or service they are currently not providing that they would like to. What resources are needed to provide it? A great example is live oaks, Florida -- Marianna, Florida, part of the live oak area. And impoverished area. We met with a bumper-to-bumper place because Carrie loved anything having to do with cars. When we talked to the owner, he said -- we said what product or service would you like to offer? He said one thing that my customers complain about is we keep the car to fix it over period of time. When they come to get it, we have not washed it. We do not have the provisions to detail it. That was something they were wanting. It had been on their mind. Right place at the right time. We were able to customize a job and were able to add the service. It is a community that did not have places to get their cars detailed. Economic development has been enhanced by matching Carrie to this business that was already thinking about adding car detailing and washing. We want to dig in further. Depending on a mom-and-pop shop -- we will be sensitive to some of the questions that might not be as critical as some of the others. If it is a small business owner that is fairly up-to-date and focusing on strategic planning, what do they want to look like? Asking questions like how are you making innovations to business? Who is leading the charge? What is the biggest barrier to growing your business? These questions not only show your interest in the business. They identify yourself as someone you can help solve their problems. The added value and vetting to make sure they are a good match to the business culture, as well as the task. Many times it is better to intervene with people on the street to hire. Rather than the expensive process of orientation etc.. Asking who they are and they may appear to be a bad fit. An entity, if we can frame ourselves as meeting the needs of business, they have the business needs and we have the employees. And, because we use best practices, we do all the upfront vetting that often falls apart when the business owner is in open hiring. We have so many ways we can present ourselves with the added value piece. Before we begin to connect with the business, we need to do our research. So many times people go in and I asked the business what do you do. Right away, the business owners are thinking we did

not have enough courtesy, you are taking time for me to find out what you can about the business. That is disrespectful. You want to come across as highly professional. Utilizing a more professional means before you connect with the business. You want to research the company. The culture of the company the dress code. Community involvement. What kind of community giving back are they doing? Products and services recognition. Because you are going to be able to be an expert to an extent, that you can learn these things. When you go to connects with the business. I want to stress the dress code is critical. Is some areas, I worked in various areas of the country that have a more casual laid-back approach to how they dress in meeting other businesses. We have to shift from close of comfort to how do people who work in business dress? For example, if I'm working at a construction site, I will not wear heels, stockings and address. That shows I am naïve and I will not fit in the business culture. I will wear nice khakis and a shirt and tennis shoes. That has got to be thought about as well. It is a giveaway. I have heard so many business owners say as soon as this other person walk in and what they had on, they knew they did not know what they were doing. That is how critical it is as an optic. For how the person knows what they are doing.

We have a question.

After you research, do you call and schedule a time with a decision-maker? Or do you just walk in after researching? It goes to the approach. How do you approach the business owner?

Great question. What I have learned, this works for me. The important thing is to make all of this your own it may not work for you. You experiment. I believe in calling businesses. We get so tied into the same crowd of people who are out there doing disability specific job development and job coaching. Many of them do not handle that well. They come in and say are you hiring this person needs a job give them a chance. If I call, their wheels began to click. They start asking questions. Or they become suspicious because right now we are in a phase where people are suspicious of people. We do not know what is behind the purpose. What I do what I have learned is I go in and scope the business out anonymously as I can. The second thing I do, because I do want to support small business owners, whether my relationship moves forward or not, I go in and buy something. Because I want to see what it looks like. Then, the third visit I drop by. They are all drop by visit. I would drop by and say something like, I have seen your business and I finally stopped in because I want to know more about what you do. I bought some of your product and I loved it and I would love to know more about your business. If this is not a good time, and I would only take 15 or 20 minutes -- if you do not have the time, whatever would work for you. I would want to fit into your schedule when you are not busy. I can step away if you need to handle things, but as a community member, I would love to know more about your business. That is the grass roots work that I do because I value my business owners who are the heart of our city. If they don't thrive we don't thrive. Additionally, I work in the area of economic development. I have the ability and honor to work with individuals who are seeking employment. At another point I can talk about the added value that matches the person we are working through in a vetting process with the

company. You do not have a upfront question about is this person who they think they are? That is not what I am here about today. Today I'm here to find out a way in time to know as much about your business as you can share with me. I'm so impressed with it. And I also want to utilize your products and services. If I know someone -- I tried to go to my essential capital. I will say so and so told me to connect with you. He or she shared so many things about your business and your model and your vision. That is how I would approach. Because calling businesses -- I know people figure is more respectful. I have found it sets up -- with some people and alarm. The are concerned or have had experience with something that is bad. Just putting up the worry. I urge to look at it . I do not say anything. I come back a second time to buy something. Many people do not have extra cash to purchase. That is okay. The second visit would be more intent on what the company offers. That might be combined with talking to the person about wanting to know about the business. Because you are from economic development. And part of the community. Because small business owners -- this is their baby and their vision. They are so willing to talk about the company. If you can say, Betty Jones or Bob Smith are the ones that suggested I talk with you, that has more of a [Indiscernible] for you that further breaks down those walls. They wonder what is this about? Did that answer it?

I think it did. We have another statement. Interesting, we often talk about breaking down barriers, which is advocacy in some form. I have learned this must not be evident to the employer. Rather we help them solve a problem, rather than sell them on a population they may have felt was incapable or ignored for various reasons.

Absolutely. Because this is a business. May have all kinds of wonderful values about inclusion, diversity etc.. First of all -- they make it involved. First of all, that is not what they want to hear in the role as a business. They will be focused on what will make the business more effective, efficient, profitable or create a strategic plan moving into an area that is part of their vision. I could not have afforded that more perfectly. This is not about highlighting disability. It is not highlighting the pity model. And I would say what is the underlying thing that you are getting? Which may be saying is this the group of people with folks on disability etc.? I would say my underlying business is getting to know who you are and what your business is about. So that I can develop a relationship of trust with you. As we are all about building strong employment rates in our community. And supporting one another. For a rich community. I guess, moving on, the specifics about the company. Using your connections and search engines to find out about the company. And know their website. Many businesses, like we talked about earlier, the technology piece. That is what they need help with some businesses do not want to go that route. It is not their interest. Know that you can find out as much as you can about the business. Use search engines and look at the website. Finding out if any of your connections are with the particular business. And can vouch for you. Knowing as much about the business becoming as much of an expert on the business before you go there. They put you in a different category of some of the individual this individual to do this work. They are still doing it in an older way

that is a turnoff for businesses. We have done a focus group through a project. Many times they would say it is job coaching -- not job coaches that get what we are talking about best practices peered job coaches and companies that come in without any information about the company and are often not dressed appropriate. And sometimes are an embarrassment. Sometimes they get a bit hotheaded about discrimination laws. It is a horrible company this confrontational structure that goes nowhere. And then, those of us that do the work get lumped into that. That is why it is important to think about the work of economic development. So that we do not get stuck in that categorization of folks who have done the work. Without staying abreast or learning what is the best way of helping people become employed and meet the noise - - needs of the employers. . I'm wondering if we want to stop now. We did not get quite as far as I was hoping. I will quickly go through the slides peered the rest of what we will be doing next week. So that you have a concept of how we will move forward. We will go to a business website. I know many of you do not have the ability to get on the Internet, as we are working together in the webinar series. I have pulled out and reproduced the website. Because I want to show you a website that is more of a progressive website. What they can show by just researching. I will quickly go through what we will look at. Again, the mom and pop shops, focus on word of mouth many people are proud I do not have to advertise. It is a bit of a challenge. We will show how we look at press releases. We want to know that we are aware. The 5000 list of the fastest-growing companies. The third consecutive year. Now I am rushing because I want to not go over your time. There are many business releases that have come out that you will want to be aware of. And be able to point out. I am so impressed and aware of these things about your company. These are great achievements. This is quoted out of the website. What is the culture? We will go through this. You can learn more about the culture. It fits the progressive model of thinking about employees in the company. This training piece -- I have to say in their section on training, they make this statement peered each colleague has a mentor and manager that guides them along the training path. That is a support within the training model. They have natural supports, which is what we look for in any business. We will talk more about that. A blog and how important that is. This is a gentleman that I had the pleasure of doing interfaith -- informational interviews with. On the website, you can see various aspects of the business. Opportunity, the folks that we work with having work experience. It offers an internship and part-time opportunity. He is a millennial and gives back. In the video you will watch between now and next Friday, you will see him talk about the social mission. He gets it. I am probably leaving you with more questions and not by not completing the answers. It is a rich piece of information that digs into how there are so many opportunities. Even down to someone who has no work experience being able to have an internship for a period of time. And add and start building a resume. There is a video. I am meeting Nick at his store. We go through the's questions that we just went through earlier. You will see how I ask him the information that comes out of it. Not expecting, but we identify two jobs. They have been -- the outcome has been that we found individuals that we are working with for the interest in the job tasks. Nick is now freed up to focus on his artistic side. He is an artist.

We will talk a little bit about a final how to engage with employers. The dues and don'ts. We will talk about the supply chain. A beautiful story in Roswell, New Mexico. The UFO in 1947 -- a legacy occurred. It goes into a wonderful millennial model of the business. It creates dimensions that if you do not again, you would not know. All the way through the supply chain. Where they were having issues that we were able to create resolutions and solve the problem with farmers. That were providing grapes for part of the wine side. They had wonderful beers if you like that sort of thing. It is a beautiful rich story. Where do you get the grapes? It adds dimension where you can get farther to find opportunities to match the individuals of the supply chain. We ended with what does it take? What I would like to do,

If we go a minute over do not feel rushed. Spoke what I feel rushed, I make up words. [Laughter]

What I would like to be able to do is the links we talked about. And the video will get it sent out to participants before next week. I will get it done today once I get information from you. We will get that sent out to everybody. So that the folks that are with us today can watch the video and see what the informational interview looks like that you supplied. So they can match the questions together. When we meet back again next Wednesday at 1030 central standard time, we will all know the idea of the informational interview. You can pick up and tells where the grapes come from. That will be a great thing to do.

In years past we never would've thought to go beyond. The conversation with the business owner. I will be doing informational interview with the amazing business owner. It is in Albuquerque, New Mexico. I wish I had that. It is the retail side of clothing etc.. And Napa is a different contrast. The projects are the same. If you want to do this, if you need a safe place to try the skill, -- if you can identify a piece of the organization where you work, a safe person you are comfortable trying to's questions out with. In this piece, I would have the questions before you. You are trying to learn them. Just say it is a practice work just run through an informational interview with that person, as if you are coming in to find out about the business. The other piece I would love for you to do is identify a small business. If you would like to do an informational interview. Focus on the research. You will get the slides. You will get more about that. If you're comfortable, go ahead and try it. Especially if your family uses it or a friend. If you're not comfortable, that is fine. Please start to look at how much information you can learn from researching, or for you begin to go out. The last piece, if between now and next week, if there any other pieces of information for this process you would like me to include, like the visual resume or discovery, identifying vocational [Indiscernible] -- different models. Resource ownership that would fit perfectly with the engagement side. If you are comfortable, with me making that decision and adding the things I think are so close to the work, that would be some of the next creative thinking that you need to figure out. Resource ownership -- what is that? I can share stories about that. A business within a business. Let me be quiet and turn it over. Tell me how you want me to move forward.



While we are waiting for responses, we are three minutes over I appreciate everyone staying with us and helping us with answering the questions. We want Nancy to go next week. We will be here again next week Wednesday at 10:30 AM Central standard Time. Comments I'm getting back are add anything you would like. They like your idea of where you are going. Those are the suggestions that sound fabulous. Our participants will receive all the of the information we are talking about and inks and video. You have two homework assignments go out and try the informational interview on someone in your own organization or as Nancy said, research a small business. Take a look at that. A great time to get that started. You will get an email from us with that information and the links for next week. Nancy, we appreciate you being here today. We look forward to the second part next week. If anyone is interested in the CRC credit for this first part, please let us know by sending us an email. With thank you all for your attendance. And staying with us. We with you again next week.

Thank you so much. I have great ideas I would love to share with you that are tied closely to the informational interview. I will focus on Matt. And we can check in. Sucked great. Thank you much. We will see you next week.

Thank you so much.

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