



TRANSCRIPT

Advancing Equal Employment Opportunities and Creating
Inclusive Workplaces

Part 2: Job Development: The First Steps

May 28, 2019 from 2:30 – 4:00 pm [Eastern Time]

>> **Pam Williamson:** Welcome, and we're really excited to have you with us today. I am Pam Williamson, Assistant Director of the Southeast ADA Center and a board member of Georgia APSE. The Southeast ADA Center, a project of Burton Blatt Institute at Syracuse University. Georgia APSE and WISE are partnering to bring you the 8-part webinar series, Advancing Equal Employment Opportunities and Creating Inclusive Workplaces. We thank you for joining us for the second webinar; Job Development the First Steps. We have almost 900 people

registered for today's webinar and currently, we have over 200 people online. The goal of the series is to build awareness of employment first.

The series features a variety of topics for support employment providers, vocational rehabilitation professionals, self-advocates, and families. Each webinar embraces APSE's vision, mission, and values and provides tools and resources that can be used to advance equal employment opportunities for people with disabilities.

I would also like to thank National APSE, the Association for People Supporting Employment first, for their support of this series. They are the national voice of employment first movement and a leader in advancing equal opportunity for people with disabilities in the workplace. They provide the gadgets, the speakers for our first webinar, and has also promoted the series. For those of you who are APSE members, you already know that you are part of a great organization. If you're not an APSE member, I encourage you to join us so that you can take advantage of all that APSE has to offer. You may learn more about APSE membership at apse.org At this time, I would like to introduce you to our speakers for today.

Please help me welcome Jenny Crook and Charly Walters, program managers for Washington Initiatives for Support Employment, also known as WISE. And Debra McLean, Senior Program Manager for WISE.

These three individuals are passionate about seeing people with disability succeed in the workforce. They bring a wealth of combined experiences having been involved as employment specialist, job coaches, [inaudible] planning and job development. Ladies welcome, and I look forward to hearing your presentation. Take it away.

>> **Jenny Crook:** Awesome. Good morning everybody and thank you for joining us. So, we have -- I'll introduce myself. I'm Jenny Crook. I've been with WISE for 3 years now. I'm really excited to get to share the information that we have with you today. And I'm proud to be with my amazing co-workers, Debra McLean and Charly Walters. I'll let them introduce themselves.

>> **Charly Walters:** Good morning. My name is Charly Walters and I work out of the Spokane WISE office. I too am so excited to be here. Thank you for this opportunity.

>> **Debra McLean:** I'm Debra McLean and I work out of the Portland office in both Washington and Oregon and sometimes in Georgia. I'm really excited to be here as well. I've been doing this work for a number of years and I'm always interested in promoting supportive employment where ever I am.

>> Jenny Crook: Awesome. So, this webinar is Job Development the First Steps. And so, our agenda for today, so we're going to go through knowing your role, knowing the job seekers, knowing the community, knowing your partners, knowing more. And then we'll have a question and answer session. So, that's kind of the agenda of how we're going to go through the stuff we've got for you today.

And so first off, we'll go ahead and advance to slide four and I'll be taking you through knowing your role as a job developer. So, there is a lot of different titles that the role encompasses. So, that could be employment specialist, job developer, employment consultants, I just heard a couple of new ones when I was in Georgia, career specialist. So, no matter the job title, the role is the same. So, you're a job developer, meaning that you are working with folks with intellectual and developmental disabilities to help them find a community integrated job.

So, go ahead and flip to slide five. So, really what that looks like for anybody in this role is it's -- your role really is -- you're representing the job seeker. Like you are really there to engage the employers in the community, building a relationship so that you can identify the business needs, and then offer a solution to the business needs. So, when we are thinking about the folks that we serve and the folks on our caseload,

these folks are the solution to a business need. So, when we are going through and building trust and building relationships, it's really important to communicate to employers the resources and the services available through your program. So, there's a lot of those good benefits that it comes.

So, letting -- being able to speak about your services in a way that is not social service jargon, but is more business jargon, I guess. Deliver services to the best of your abilities. It's really important to just -- integrity is really important in this role. So, you're going to do what you say you're going to do and then always, you know, emergencies happen, but you're going to really try to do the best that you can, no matter what. And then follow through with commitment. It's really, really important, you know, when you're working with employers for -- if you say you're going to check-in in two weeks, then you need to be back there in two weeks. So, just to show them that you're going to do what you say and that you can be trusted. So, that's really important for kind of building these relationships in the community is really being consistent, reliable, and professional. So, we'll go ahead and go to the next slide.

So, when you think about promoting yourself as an employment consultant, I'm just using that title again, it's the same goal as job

developer, regardless of the title that you have. First impressions are really important. So, you want to come off as professional. You want to dress for success. And so, when we're saying that -- when we're on the -- we're on the Westcoast, the world may be a little more casual, so business casual. But you want to make sure that you look put together, you look trustworthy, you look confident, you know, someone that somebody would want to do business with. So, business etiquette. So, basic things like calling and asking if someone has time to speak with you instead of going in and just kind of starting with your [inaudible].

When you have a client, you know, sending thank you cards. So, all of these things that are kind of the business etiquette of when you're kind of working with employers. And then ability to establish rapport. Really, what comes down to your role is that you are getting to know the community and the job seekers and then making a pitch with that. So, being able to establish rapport for someone, with someone, with the manager or business owner. You got to be a little flexible. So, with some people, you might hit it off right away. You come in and you're like, "Gosh, why have we not been best friends my whole life? You're amazing. You're -- this is great." And then other folks might be -- not necessarily [inaudible], or maybe a little harder to get to know or maybe not as open. So, you got to really be able to kind of like lurk with what the employer or the manager is kind of leading you, following

their lead, building that relationship and building the trust. And in demonstrating enthusiasm and dedication, is that you're really going in, you're not asking for a job. You're going in because you want to find out more. And that should be genuine, right? If you have a job seeker that maybe interested in this particular type of work and you really are just interested to come in and learn more about the business. So, when I think about that, I think, you know, this job is one of the most awesome jobs because it's great for people who are perpetual learners. So, for folks like myself, so I am always curios. I have -- I love my job. It is great. But sometimes, [inaudible] that'll be fun to do. Just because I always want to learn more, I want to learn what happens behind, you know, how do they run that machine? All of those things, but really having that actual enthusiasm of putting folks and helping to place them in the community with a job is awesome. And an ability to communicate. So, not just verbally, but through email and then being able to, like I said, take the lead from the employer, whoever you're working with, is really important when you're thinking about communication. So, we'll go ahead and go to the next slide. And thanks Marshal --

[Inaudible Comment]

So, when thinking about professional etiquette tips, it is interesting to think about, you know, when you're dealing with, you know, small

business owners, kind of corporate businesses. When you're dealing with other social service, the agency is non-profit, kind of [inaudible]. It doesn't really matter, all [inaudible] are going to be similar for you. So, scheduling a tour or informational interview with the business ahead of time. So, it doesn't matter where you're going, but again, you're asking for their time. You're asking to be there, to be able to spend some time and take some of that person's time to get to know them. So really, you're scheduling that tour beforehand. And then doing internet research about the business. So, it could be the business itself or the industry that you're looking at. So, if it's just general retail, maybe [inaudible] you know, are they a shoe -- you know, are they shoe sales men or is it like automotive? Kind of drill down into what exactly it is that you're looking for. And then, you will be able to do some research. So then when you go in, that you are able to ask intelligent questions and show that you are enthusiastic, and you're dedicated because you are able to ask questions that are specific to what they do. So, don't make assumptions. So, that's, you know, just a good thing across, you know, the board for professional etiquette is that, maybe someone will definitely get back to you when they say they do, or you come in and you think, "Oh this person, from there, you know, our first meeting, I'm thinking this might not work." Really, you're just going in and you're being open to whatever happens. So, you're following up and not

making assumptions about a person's actions unless they explicitly say, "Well, yes, I don't, you know, want to move forward." So, really just kind of keeping it going and having the best [inaudible]. And then in showing genuine interest. It really goes a long way. You really got to pick out that thing that you are interested in because it's what your job seeker is interested in. So, what you're looking to find out are those things that, you know, when you're looking at, what do they do here? What are some of the things that aren't getting done? So, when you're thinking about like environmental analysis and job past analysis, you're really kind of digging in, but you're thinking about, "I really do want to know all of these things, so that I can then make a best match, if possible, for someone on my caseload." And then finding a way to compliment the business or the person. So, say you're reading the Yelp reviews or stuff online and you found out, "Oh, wow, last year they won an award for, you know, best new business in their district or something." You would bring that up and you would say, "Oh, wow, you know, great job on that. I read that you won this award for -- oh, you know, you guys seem really -- really do care about what you're doing." So, it's not a disingenuous thing, but you're really kind of helping to engage and connect with that person, be it the manager or the employer. So, ask open ended questions and allow folks to talk. So when you are coming in, yes you want to share the services that -- that

you -- your program can provide and you want to, you know, tell them about the job secret that you have once you get that far. But really asking open ended questions and allowing people to kind of talk, you will grill the information that you need to know and then often times more than just direct questions. So, if you work out someone, "Yeah, so it looks like, you know, Friday's are your busiest day, what do the other days look like?" You know, something that they can be -- it might not be exciting, they could say, "Well, it's about half as busy all the week." Or they can be talking about like Monday it's this. Tuesday, it's this. Wednesday, it's this. And you kind of ask those open ended questions to allow the person to kind of tell you what they think is important because that's something that's interesting to you or help to discover a need by just listening to what the person is offering to tell you or what they are focusing on, because that's important to them. And then always be professional, respectful, and confidential. The confidential piece. So, if they're letting you in the back of the room and you're like, "Yeah, now I have the secret sauce recipe." Yeah, you're not going to put that online and they probably won't show it to you. But just kind of thinking of, you know, you're being respectful they're letting you in their space and so you're wanting to just be professional with that. Go ahead and go to the next slide.

So, if you're thinking about positioning yourself for success as a job developer, really, you have to have the belief that all people can work. And all means all. So, you have to have a clear vision for employment. Ideally, your program that you work for also has an incredibly clear vision for that. But you yourself have to have that vision in order to represent the job seekers on your caseload and to do the work, because if there's no belief, it's not going to work. You really have to believe in the people that you are representing. And then a willingness to schedule time and to set and accomplish goals. So, getting out of the office to actually do job development. And as someone who has done development and job coaching and all, you know, all of the above, the first thing that goes when you get busy is, the job development time because it can be nebulous, right? You have to have the vocational rehab, you know, reports done and turned in at certain time. You have to do your check-in's at certain times. You have a lot of stuff that is scheduled, right? And that is kind of important and imminent. And then, so when you don't have job development kind of schedule, it makes it harder to actually take that time and get out there. So, getting out of the office. So, I would say that if you're a job developer and you're spending a lot of time in the office, you're probably not doing the best job that you can be, because you really have to be out in the community making those relationships. And juggling with that -- juggling

that with all the other demands. So, I think the easiest way to do that is actually to go ahead and to set, kind of in your schedule, and then some goals too. So, you could say, "Well, this week, I'm going to see, you know, three employers for each person on my caseload." Something like that. So, you're kind of, you're working it into your schedule and then not just be this kind of vague job development time. And then, really important to be able to track who you are connecting, right? So, if you are out there and you are, you know, talking -- getting to know lots of businesses and you're collecting the business cards, and you're, you know, putting follow-ups in your calendar, and you're really just kind of doing all that you can do. Adding the customer relationship management program. That could be a software program, such as, I know Sarah has an employment one, there's sale force. There's all sorts of different ones that they have that work. Also, different software programs that help you with that. Or you can just use excel sheet if you have the need. I mean, it can be a very simple thing, but just kind of keeping track of who you went and talked to, what day, you know, what was subscribed, any follow ups? Really having that for your own sake. So, it's really hard to hold all of that information. But then also, if you're working in a team, really important to let team members to be able to see, you know, where other researches are going. So, not only do you not want to have duplicate folks from your agency going into

the same employer, but you also want to be able to mine those relationships of your co-worker. So, if you were looking for, again, a shoe, you know, retail job and you see that your co-worker has been building a relationship with the manager over at [inaudible], or something, you'll be able to see that on the CRM and then you can go to that co-worker and then go from there instead of going in -- going in blank or redoubling the effort. So, really, it's very helpful as a team and for yourself. Also, it keeps track of what your follow ups are. If the employer says, "Oh, I will -- great. Thank you for your time. I'll be back in two weeks." You got to put that in there and put it in the calendar. So, just a nice way to manage your time and be transparent with your team members just so you're not doubling effort. Really understanding business needs and in terms of what are potential business needs? How to find those out when you kind of go in and you're building relationships. And then figuring out different ways to meet those business needs. So, I say that when really, the business need may look like a lot of different things. So, maybe the business need is that they don't -- they need part-time work on the weekends, or that they need one half done, you know, that needs to be shifted from someone else five days a week. Whatever the business need is, it really boils down to helping the business be more efficient, saving, and or making more money. So, all of those things that you're offering fall under that. So,

really kind of understanding what business needs are and how to approach the business and work on solutions to those business needs. And then investing in marketing tools. So, business cards, brochures, social media, all of those things that you market yourself and your program. And when thinking about people who look at agencies, [inaudible] likely already have a business website and potentially a Facebook page, any of those kinds of things, but, you're really looking at, kind of honing that and taking out the social service jargons so that you're really out there and your marketing yourself and your program. Next slide.

So, some of the common needs of the business. They are looking for diverse workforce. Dependable employees. Start making money. They want to reduce labor and training cost. Employee retention. So, they want some training, they want a safer work place. They want community engagement and recognition. So, when you're thinking about some of these common needs, thinking about how to meet those needs with the folks that you have on your caseload, and understanding what those needs. So, when you are talking to an employer and they're saying, "Yeah, we're, you know, a new business and we've only been in the community, maybe two years and it'd be really great if more people knew about us." They're talking about community recognition without saying community recognition. So,

when you're thinking about what are some of the solutions that you can offer them, you're thinking about, "Oh well, folks who have a more diverse workforce. They are representing the folks in their community and people are more likely to shop there. And people are more likely to spread the word about that." Also asking them if they have a Facebook page. So just kind of really thinking about what are those business needs and ways to meet those needs. So, when you're thinking about what -- how can I help the business meet those needs. So, go to the next slide.

And so, when you're thinking about it, you have features and benefits. And so, feature is a fact of your service. And then a benefit is how does it affect the business. So, if you're thinking, "Well, we provide additional training at no cost. AKA long term job coaching to the business." That is the feature of your program, that is a feature that you offer. And then the benefit to the business is that they spend time and money having to, you know, spend extra time to train someone who might have a different learning style when you can have the job coach come back in and already talk about, "OK, well, what are the new path that we're going to have done?" So that the employer can train the person, and then if there's additional [inaudible] after the training, the job coach comes in and helps to set those up. So, that's -- that's, you know, when you're talking about features and benefits. I made

examples down with the umbrella. So, if you're talking about the features, it's waterproof, has a sturdy handle. Then giving the benefits, you can use it in the sun or the rain. So, you know, an umbrella is [inaudible] generally toward the rain --

[Inaudible Comment]

So, we'll go ahead and go to the next slide.

So, this is a handy cheat sheet. So, when you're thinking about, how to [inaudible] employers and how do you use the language to do that. So, you're thinking about, when we have on, you know, on the job support. That means that there's going to be really capable employees, because we're going to be able to come -- the job coach is going to be able to be there to help with any additional training. And then it's a free service, meaning no cost to the employers. So, that is great because it doesn't cost them anything. It's not taking away from their bottom line. And then community involvement is key because you have public awareness. So, I'm thinking about a recent training I did in [inaudible] Oregon, where one of the gentlemen in the class, he's a job developer and he said, "Oh my gosh, so we just had a successful placement of a gentlemen who is working at this brewery now." So, then a group of us were like, "OK, you were talking about where to go lunch" And he's like, "Well, yeah, let's go to that brewery." So, we went and had some, you

know, burgers and fries and it was because -- we chose that place because they had recently hired someone. So, just thinking about, you know, including people who want to put their money where their vision is and [inaudible] more diverse community. And if you're looking at a part-time employee. So, one of the benefits of that is there are flexible employees, right? They're not someone who is looking for full-time, and then, you know, if you can't offer full-time, then that's going to be a deal breaker. This is a part-time employee if that person is looking for part-time. And then if they can kind of be more flexible with the schedule. So, when you're looking at the features and the benefits, you're thinking about, this is the information that you're going to be conveying to the employer, when you're thinking about how am I going to market my job seeker to the employer, when I'm talking about, this are the benefits of my program and what would be a benefit to you to work with me, and hire this person. And that's on top of, you're already making the connection of whether the person has the skills, talents, and abilities that are matching what the actual business needed. So, if a person needs someone who stays at a pizza joint, and the person needs someone who can just fold boxes because that's the one thing that just, you know, they run out of really quick. Then you need someone who has some strength and some dexterity. You're going to make those matches. So, when you're thinking about the features and benefits, this

is a great cheat sheet to have that conversation with the employer or with anybody. Recently, I was at a Chamber of Commerce meeting. And the board of the chamber was asking for some concrete benefits, and he was very [inaudible] about it because he was saying like, "OK, we're going to partner to advertise, like what is some of the benefits so we can share with the other members of the chamber." And so, we talked about these things and then the ultimate -- go ahead and flip to the next slide.

And really when you're looking at the ultimate benefit to the business, is only found when there's a match. Like so, the feature in the, you know, product, the need -- benefit is only if you have an employee who is actually meeting that need or whatever it is. So, looking at who, you know, your role, you got to get to know the community. You have to kind of put yourself out there and learn about the businesses so that once you learn about the person who is on your -- the job seeker you're working with, then you know how to make that match. So, moving on from there, it's really important to know the job seeker, which we're going to have Debra McLean talk about.

>> Debra McLean: Well, thank you. Marshal, I'm going to move to the next slide, 13, I think, because we're thinking about, again, board steps that can be applied to anybody, anybody's caseload, not even

speaking labels but trying to think about what are the -- what are the basics that people need to know. So, of course the next step is really knowing the job seeker, knowing who you're looking for because that's what's going to enable you to both make a match, but also be able to talk confidently about where that person might fit. And also help you to focus on what kinds of places you're going to go to. Because if you remember, if you don't know the person, you don't really know what you're looking. You're then sort of looking anywhere there's an opening, as opposed to looking for some very specific things for the specific person. So, next slide.

For me it's -- and I'm a person that came to this from doing job development and then doing it in conjunction with person center planning [assumed spelling] for many years. So, my thinking really is sort this in front of me. You have that schematic -- a schematic -- a diagram of how things are set up. It goes from resources to supports, vision, and a person. And, of course, the way you need to look at it, when you're a job developer, is always from the end where it says X, where it starts with the person. Where you think about the person first, you think about what kinds of jobs or ideas are going to fit that person, that particular person [inaudible]. Because remember, jobs are like shoes, if they don't fit you, they don't work. Which then of course, the next thing you're going to think about is if that person was in that

particular job, what kinds of supports are going to fit into this? And then lastly, what are our time and money available? And the reason I want to bring this up is that many, many people when they first begin this, they worry a great deal. Like I'm the person that's got the high outcome and I'm in the low-income job, and I'm frantically looking at my list and I'm trying to get people into jobs. So that you tend to look at it, unfortunately, from the other way. Sort of the way the pink arrow goes where you say, "OK, we got this much time and money, we can only really -- we only got these many hours, a lot of it is for job development. We've got this kind of thing we're going to invest in supports and the support are generic, they're not relative to the person. They're like these many computers, these many cars, this many job coaches, these many hours, this many people [inaudible], this many people out looking for jobs." And so on. And then you're saying, "What's my vision?" My vision is to get as many people into jobs as possible. And then lastly, you look at the people. I think if you do that, it really skews and narrows your vision. I think your best bet is to begin after you know your role. To begin your next step is to look at the person and say, "Who is this person? What kind of job is going to fit them the best and if that's the case, even more so, what do I know about this person that I'm going to have to consider to put into place -- the place where they'll be successful." And then lastly, how many

different resources can I throw in? So, it's not just the money you're getting from one source, like VR, or social security, or their family and their friends, or your agency or your state. But rather that it is as fluid as possible that you have as many different partners that you can draw in to your list to have that become a success. So next slide.

Knowing this -- Letting your mind think this way at all times. Now, when you're stuck, go back to that arrow and remember, "Do I know enough about this person? And is that why I'm not being able to make a fit?" So, of course, the other pieces always come from the point of view of the portrait of competent. Which means, you don't just assume that a person is competent and that everybody can work but that you actively, like a good detective, collect as many clues as you can to support that hypothesis. So that you believe everybody can work. And that your job is to collect as much information and as detailed in a way as possible, to think about who that person is from the get go. So, many people use all different kinds of methods. So, of course, the method, you know, commonly, you've got Griffin and Hammis, you got Marc Gold and Associates, you have [inaudible] employment plan. Lots of different ways to collect information. But the essence of it really is collecting information about that person, not just from that person, but from people who know and care about that person and also, people in different environments as well, so that you're collecting information so

that you have a really clear idea of how this person is -- moves through a community, the kinds of skills that they bring, the kinds of ways that they learn new things, the kinds of ways that they accomplish what they want to accomplish in any given amount of -- you know, across a given amount of time. So that you have some ideas about who that person really is. And that you're taking an unbiased look at that. You're not looking at their wheel barrow of files that accompanies them, but rather that you have a very good idea about who that person is, where they go, what's important. All of those things to build a portrait of competence. Next slide.

So, if you think about it, the job candidates are a discovery tool. And I mean discovery with a little d. The idea that you're going to discover and uncover information about a person. Not that you're vast in traditional -- in the classic, what's now become the classical burdens [assumed spelling] of discovery. But rather that the essence of it is that -- what I call cataloging the cans. You're collecting information about everything a person can do. I often throw in, at this junction, you're not -- so list one as cataloging everything a person can do. And then it's also applying what I -- transferable skills. So, you're analyzing what people can do. You're considering, who, what, where, and how. And then you're also adding in your own details. So, for example, if you know somebody can use a toaster, that tells you something about machine

use, tool use, safety, timing. Sometimes [inaudible], the use of certain kinds of other sort of auxiliary tools when you're buttering your toast. All of those kinds of things. That they're able to accomplish a three or four steps task, start to finish. So that you're analyzing what they already do and you're putting it in the context of vocational language. And that's very important. Sometimes when we come to this from an older sort of vocabulary of describing people with disabilities, and you're like, you know, we forget that if somebody is eating cereal, they're using a bowl, they're using their clutching utensil, they're doing things in a very precise specific ways that allows them to succeed and to function. And all of those things are very useful when you're thinking about work. So, you're considering who's around them, what's important to them, where do they go, and how they do that. And of course, you're considering that across all the different domains. And by domains, I mean, where people live, where they socialize, what they do for recreation, what they do to learn more things or to hang out with other people. So, you know, sort of, everywhere that that person goes. You want to consider that and consider them in terms of what they can do and how they're --

[Inaudible Comment]

So -- and at the same time, you also want to take note of -- I won't frame it in terms of saying how they don't succeed, because that's not what you're there to do, but rather, you're there to think about what strategies need to be in place for them to succeed. And that you're going to collect that that from the people in those persons lives that have been successful with them. So, in other words, former teachers, next door neighbors, parents, guardians. All those people that really do well and have managed to get along with those people and what they've done. Because you want to be able to duplicate that. So, that you're also in the collection of information, you're laying the ground work for the job coach. So that the job coach says, "Ah ha, this person really needs their glasses. They're really going to need to prop their feet up on a cardboard box, because they may not be able to reach the desk. They're going to need something color coded. They're going to need someone to debrief things with after they work. They're going to need a ride. They're going to need all of" -- so, you're looking at what it is that they need to be successful in addition to all the things that they can do? The next slide.

So, the other piece. So, in essence, what you want to do in your task as a job developer is of course to look first at the person, and de-frame [assumed spelling] them in that vocational language that is also based on capacity. If I know somebody can run a microwave, that tells me

they can use a machine. But it also tells me that they have the capacity to run any office machine because it's something that's on a keypad using numbers from say one to ten or one to six. And it also tells me that they have to fall into certain group or size sequence. So, all of that allows me to make the prediction that even if that person has never used, say, a copy machine, a fax machine, those cellphone keypad and iPad. They haven't used those machines before, their ability to use a microwave is a great predictor of their capacity to be able to use some other kind of machine that they haven't learnt. Because that's the other piece. In that portrait of competence, you're always coming from the point of view that the person is smart and a learner. And that's really critical because you -- because being smart and a learner is what has made all of us able to do our own jobs now, even though they weren't jobs that we've seen 10 years ago, or even last year, depending on when you started your job. So, that capacity piece is really critical. And the other piece is that it's collaborative. You're collecting information from people who know and like that person. You're not looking at people who -- you're not just collecting it from the person themselves. People also -- sometimes see discovery or collecting information from people sort of as a witness to interview, where you drag the person into the room and say, "Do you want to work?" They say, "Yes or no." You say, "Do you want to -- would you --" and then you're asking them

only. Which doesn't -- which is different from self-determination. You want to be able to collect information about and with the person, but in a very positive respectful way to allow you to make predictions about what kind of jobs might fit them the best. And to not leave it -- because if you only ask questions that are of a yes-no variety, and you only ask the person themselves, then the only people who you're allowing to work are people who can respond fully to those questions. So, you want to build a collaborative picture. You also want to be collaborative because most people have -- well, there's a great statistic on it -- most people know about 200 people, right? So, if you invite in other people who know and likely care about that person and their job search, you're also inviting in their potential connections and collaboration. So that those people also are connected, which then broadens your own -- have I used the word circle of influence before, Charly does, and you'll see that she's going to say it too. You want to draw those people in because you want those people to throw in their connections as well. So, it's that thinking about who we know and where we go. And then of course, the other piece about job development which Jenny stressed as well is you've got to take action on what you've learned. That once you've learned about certain areas, that then should generate the list that you, as a job developer, need in order to take action. And then you of course have to take action on it. So, you have to then say, "What do I

know about the person?" And then that will help you make the link to think about where a person might go next. Next slide.

So, my next slide really has to do with making that connection. So then once you know a person's definable skills set, remember, you're breaking it down to the [inaudible]. Long-term-short-term problem solving, focus [inaudible]. All of those things, you know, our friends that sit on the couch watching -- playing video games for hours, they've got great thumbs, they've got a great sense of focus, they make really quick decisions in response to visual stimulus. So, you're -- so it's very precise, very match-button-order sequence, all that stuff. Once you have that believe in a person's [inaudible] definable skill set, you're then going to start thinking about, "Hmm what other occupations value that skill set? Where else in our community are people paid, not just for watching video games, that often comes up." They'll say, "He loves video games. He ought to be a video game tester." I say, "Well, you also could be a fish counter." You could be positioned at a dam and watch, you know, tons of fish going by and then press the button for the right fish. This is a similar skillset or someone to behind the scenes, that analyzes traffic [inaudible] films. So, you want to think, just strategically about what exactly that skill set is in addition to what a person says they want to do, because it will free you up to think about other places in the community and to link it to a precise occupation. Now, in other to get

precise about an occupation, you've got to go out. Again, as people have already mentioned, it's not enough to just think about this intellectually or spend hours on Indeed.com kind of shooting off applications into the virtual universe, but rather to think very strategically about where in your talent are places that would value a similar kind of skillset and to look -- even when you look at those [inaudible] ads, remember that they're a collection of the same type of vocabulary. You want something [inaudible] right? So, you're thinking, "OK, I need somebody who can meet those skillsets, by thinking about what's in your area or your region." So, that's the other piece of it, you have to then go out and visit places that are likely bets. And even then, you have to keep in mind the skillset of that person and as you're going through their businesses, which then gives you the clues as to where that actual job is going to be. And in order to do that, you're going to have to basically, personally, and professionally connect with a number of businesses in your area and then strategize as to how you're going to think about -- introducing your job seeker to those businesses. Next slide. So, the next one is going to be done, next section is really the know your community. And we're going to have Charly Walters do the next part.

>> Charly Walters: Thanks Deb. So, like Debra was just saying, getting to know your community is going to help -- help you help your job seekers incredibly. So, can we go to the next slide please? The first step is doing some community mapping. So, community mapping basically is just pulling information from the community that you live and or work in. And so, this can be as simple as just knocking on doors. Or frequenting businesses. I like to start with a small area. Like let's say you can just start with one block that is kind of saturated with businesses and just go to each one, figure out what they do. And then just kind of the start of what to be developing relationships with potential employers. So, community mapping, a tool that can be used to tell a story about what is happening in our communities. So, there are some potential questions that you can ask just when dropping in. It's kind of like a cold call, but you really just want to figure out, like the type of business. If it's a shoe store or if it's, you know, they're dry cleaners or what. And then, like Jenny was saying, track -- you can then set up a separate tracking sheet like a CRM for what is going on in your community. Or draw a map, however you want that to look like. So, some questions to ask, like what do you do here? How long have you been in business? What do you like about your job? And what made you chose this neighborhood? And this is kind of -- community mapping is a little bit less formal than say, job development. This is just to get to

know what's out there. And so, you don't have to have -- you know, don't set yourself up with any expectations other than getting to know what's in your community, what people are doing, you know, what businesses are there and what those businesses do. Next slide please.

So, I'd like you to go ahead and think about how you got your first job. And if you are brave, feeling brave, or you think you have a great story, go ahead and post it in the chat, I'd love to kind of take a look at those. I put this picture in because believe it or not, my first [inaudible] job was driving this wheat truck that's on the left side of the photo. And I got that job through a friend of the family. They said that they preferred female drivers because they're nicer on the vehicle and asked if I had any plans that summer, and I did not. So, that's how I got my first job. Next slide please.

So, what typically happens is that the supervisor will hire someone that they know. And it makes sense. It reduces risk and it saves them a lot of money. I've seen this statistic that every time there is an employee turnover, it can cost about 50% to 200% of that year's wages. And so, if you are able to get someone that you can trust, it's always going to be a huge benefit. Kind of the second tier of this is the supervisor hires someone that a co-worker knows. And you all may have heard of this; I know there's been a couple of places I work where there's actually an

incentive to bring in candidates for positions. And it's kind of that same way. The co-worker knows the job, they have a vested interest in finding a good candidate and it still is also going to save the employer money. Kind of that next level, HR is going to hire someone that they've already interviewed. And again, it just comes down to saving time and money for HR. And so, Deb was telling me a great story a couple of days ago about how, you know, she wasn't selected the first time and then she got a call, about, you know, a few days later and they said, you know, the person that we offered the position to, I'm sorry [inaudible]. But, you know, the person that we offered the position to, you know, is unable to take it. Would you want to do it? And so, rather than, you know, having to post jobs and do anything, they've already got a cooler candidate in their file that they passed over the first time. Number four, businesses will contact staff and agencies. So, this obviously is going to increase the risk. You're going to have to pour through a lot more candidates and there's a lot more labor involved in sorting through potential candidates, reaching out to the staffing agencies, telling them what you're looking for. And then, you know, hopefully, that staffing agency can get you a great fit, sometimes not. I attended a conference a few years ago, a recruiting conference and there was Stanford MBA professor who was saying that basically, anytime you hire, it's a 50-50 shot whether it's going to work out. And so, the lower in this tiers that

we go to, the more that's going to be true. So, businesses will advertise the job opening, which is a huge investment of time and money, money, to get candidates who have not yet been screened. So, what we want to have happen is to be number one or number two on that list, right? Anyway, that we can save a business time and money is going to be a benefit to us and especially our job seekers. Next slide please.

So how do we do this, right? We want to meet people through other people. I'm going to start with referrals, and I love referrals. If I'm talking to an employer or just someone in the community who says, "Oh," you know, "I love what you're saying." You know, "there's someone else I think you should meet." I always ask for an email introduction. Email introduction, that's what businesses, at least in our part of the country, businesses really like to do that. I've never been turned down, someone saying, "No, I can't do an email introduction." And so, also referrals can mean that you have worked with the job seeker who is working successfully at, you know, Happy [inaudible] company, or dental business. And you ask that dentist, you know, "I know so and so has been doing such a great job here, would you be willing to refer us to other companies that you know," right? "So that we can do a great job for them, save them time and money." So, email introductions. LinkedIn is something that I like to use. I can -- if there's some -- like a targeted person or a targeted industry, I can like look up

some information about them on LinkedIn, find out maybe who someone is that I'd like to speak with and then reach out to them through LinkedIn. And it saves me a little bit of time with having to go through and find like a work email or a phone number. Event attendance. I love attending events. You never know who you're going to meet. There was a small event I attended a few weeks or -- few weeks. A few months ago, and I just sat next to some lady and we just got to talking and she has turned out to be one of my, probably one of my biggest advocates. And she is not necessarily an employer, but she is someone who is connected to everyone. And so, I also like to attend like some networking or chamber of commerce events, just kind of see who is out there. The more you go, like the more you're going to run into the same people, which makes starting up a conversation a little bit easier. I also like to take advantage of speaking opportunities. So, in Spokane, our city council meet once a week and they have an open forum timed at the beginning of their meetings. And so, I just walk up, and I can sign my name and then I get three minutes to talk about supported employment. And I've also used that to invite -- I've invited city council members to events that we've done, learning events about supported employment. And I've had a couple of them just by going and talking for three minutes. So, take advantage of the speaking opportunities. So, if someone says, "Oh, you know, I think our board

would love to hear this." Just say yes. I think that's the biggest thing, say yes, right? Next slide please.

>> **Jenny Crook:** Hey Charly, it looks like a lot of the folks who put in the chat for their first job, there was kind of referral and there was some other lucky folks who just went out and did it on their own. But it looks that that is proving the point. So, the folks that are putting info in the chat.

>> **Charly Walters:** Awesome, thank you so much. Work at a bridal shop and got [inaudible] for my prom dress. That's amazing because it's the same way this job development, right? Or relationship development. Like let's say you're going to a coffee stand, you have a favorite coffee stand, or you have a favorite [inaudible] shop, right? People end up getting jobs through those relationships that you develop by being a customer as well. So, thank you all so much for this wonderful example. I'm going to look through those in a little bit. So, what we want to do is really try to listen. We're going to try to develop those skills so that we can uncover what a business really needs. The key to being a good conversationalist is being a good listener. Give them opportunity to share and teach you and assist you. And something to remember is that when you do all the talking, like I'm doing right now, the person may feel like you're uninterested in what

they have to say. And so, these are just some great tips like, whether you're doing a community mapping or whether you are going to a networking event, or, you know, just meeting a new group of people. What you want to try to get to is what are the business's needs, what do they do with this business, you know, do they like it? You just want to try to get as much information as you can. And there is a comment saying that we want to do 80% of the listening and only 20% of the talking. So, I hope you will keep that in mind next time you're having a conversation with someone you haven't met before. Next slide please.

Don't ask for a job. What? So, I -- when I started out as an employment consultant, I received very little training, I was kind of just thrown into it. And my first thought was, "Yeah, just go and ask for jobs, right?" I'd ask for someone -- I'd ask someone's advice outside of the field and they said, "You know, just call people. Call people and tell them what you're doing and just keep calling until someone says yes." And that is not effective and it's not going to be helpful when connecting a job seeker to meet an employer need, right? So networking is not asking everyone you know for a job. Does that make sense? I hope so.

Networking is going to be about getting to know a business. Just like you're doing discovery on an individual. It's just like doing discovery on a business. You're there to ask people for information that will assist you in finding the right fit for your job seeker. You want to build a

relationship and establish rapport. The ultimate goal is that your contacts will contact you, right? So how can you be number one on that tiered list, so that when a business has an opening, they're going to reach out to you first. And I think that's all through relationship development. You can't ask for a job. When you ask someone for a job right away, it just sets them up to say no. And then it puts you in the awkward position of having to either pursue someone who said no or just walk away and start over. So, take it easy, get to know the business, get to know the employer. Next slide please.

So, ask questions. [inaudible] questions like I was saying, when you're doing all that listening. These are some questions that kind of prompt people to get to talking about their jobs. How long have you been with this company? How long have you been in the field? What do you like about your job? You know, people -- you may have heard this before, but people like to talk about themselves, especially a business, if that business is successful and they're, you know, they're started it, they're proud of it, or they've worked there for a long time, people like to share information. And so, these are just some example questions to kind of get you started. You'll notice they're not too different from the community mapping, because just like the community mapping, we want to get to know the community and get to know the business. Next slide please.

Ask for help. So, like Deb was saying, each person that you meet will know approximately 200 other people. And so, it won't take long to grow your network as long as you're being a good listener, right? So, how can you tap into the network, [inaudible] networks of people you know? Just like those referrals, those email introductions, LinkedIn, right? Gaining introductions to some of those contact to quickly increase your network and chances of finding an extremely valuable connection. I want to reiterate that a valuable connection doesn't necessarily need to be an employer. That woman I referenced a few months ago at an event, she's not an employer. But when we asked her to co-host an event with us, she was super excited, and she brought some very important people from our community. And so, don't rule out people if they, you know, if they just work on their own or you don't see them as a potential employer, because really you have no idea the kind of other benefits that they can provide to you and your job seekers. Ask your contacts so that they can recommend a professional organization or the names of some people you should be talking with. There are multiple times I've been referred to go to [inaudible] Matchers. And so, I went to meetup.com, which I think is in most of our communities across the country. It's meetup.com and it's a great place to start exploring some of your own interests. And that's not -- that's a perfectly fine thing to do when you're networking or

meeting new people. It's sometimes easier and more natural to start with exploring your own interests first. And see what that comes up with. Next slide please.

Keep in touch. To establish rapport with another person, create a reason to keep the relationship going. And so, like I was saying, we don't want to set them up to put them in a position where they're going to say no. Right. And so, joining a membership club is a great way to see the same people consistency -- consistently and it's a great way to kind of develop a relationship with someone in a more natural way where you don't just have to keep walking into their business, right? Attend the same event. And so, when I say the same events, I don't necessarily mean ask the person, I mean the same events. So, like our Chamber of Commerce, when they have events, you're going to typically -- if you attend those events regularly, you're going to start to see the same people and that alone could be helpful in developing a relationship. Because maybe sometimes -- one day you didn't get the chance to talk to somebody you really wanted to, and so just keep going back to those events and eventually you'll probably come across that person again. And like I'm going to keep saying, don't put them in a situation where they will say no, like asking for job before the relationship is developed. And for me, it's just once I started to learn these tools, it made job development so much easier. And it can take a

little bit of time at first to start developing and fostering those relationships, but once you do, you know, it's really going to help make your job a little bit easier. Next slide please.

>> **Jenny Crook:** Charly, one of the things I love about LinkedIn that I'm sure is a nice resource [assumed spelling] for everybody, but it will show you if you have any mutual friends. So, if you are going to look up a manager or a business and they're friends, or friends, if they are connected, that's Facebook, and so connected to anybody that you know and are already connected with, it will show that so that you could essentially ask that person who is a mutual friend or connected to both of you to do an email introduction, which is great, Charly talked about those when she was talking about kind of getting to know folks. So, that is really, really helpful. I really enjoyed that aspect. And it's kind of fun to see who is connected to who. So, that's just one thing that I like when I'm thinking about kind of connecting with folks that I might not know, but when you're looking at that tier.

>> **Charly Walters:** Yes, that is such a great point, Jennifer, thank you so much. Yes, and that's totally true. We've been through this. And so yes, LinkedIn is great. And sometimes you'll see like -- I just had like a recommended connection and it's like we know 40 of the same people.

And it's like, how are we not connected already, right? So, LinkedIn is a great resource.

[Multiple Speakers]

>> **Charly Walters:** How did I miss that person? So, something I really like to prompt people to think about is who is in your circle of influence. And Debby touched on this a little bit. Well, just think about all the people at places you go, you know, like whether it's the doctor or if it's church. Or, you know, all the groups that you're in, the people that you know. Who is in your circle that you could reach out to and start developing a relationship with, right? People that you don't, you know, you see them, but you don't really know them. Who could you reach out to for, let's say, a tour of their business? Or an informational interview, right? Hey Deb, did you want to add something?

Oh, [inaudible].

>> **Debra McLean:** OK, well the other piece is everywhere you go, the last thing you say to anyone you're talking with is ask them for reference. You say, who else do you think I should be talking too about this -- about life in the hardware business? And they usually tell you the name of somebody else because they often know people that are professionally in similar occupations.

>> Charly Walters: Yeah, for sure. And so, and some of these places, with your circle, like let's say, if you attend church, right? You could ask for -- I know that some churches will have smaller kind of committees or groups. You can ask someone to get up and speak to that group or that committee about what your job is and start developing the relationship, your professional relationships. I think that's kind of what this is about. You want to develop your professional relationships by kind of accessing people in your personal life, right? All these people are going to know 200 more people. And there's got to be someone out there who is going to be a great advocate for you or could be your next awesome employer. Next slide. Alright. Now, I'm going to hand it back to Debra, who is going to through how to get to know your partners.

>> Debra McLean: OK. Well, of course, as you know, and all -- how many of us are on this call? All 900 of us, hopefully, are all on this call. So, to tell you something right there. You're not alone in this business. Although, when you're out driving around your community with your fast food wrappers being thrown in the back, commuting from one business to another, you feel like you're all alone, but really you're not, because the other piece about this is you're [inaudible] a broker, but each person that you work with has a connection themselves in terms of the partners that people need, who could work with us. So, it's that

knowing who our partners are. Because if somebody is getting the service of supportive employment, regardless of their label, there are also people who are then getting some kind of -- which is getting subsidized, the employer subsidizing from some other entity. And so, you want to know who are those possible people and how to connect with them. So, our next slide.

So, you want to think about is your partners, not just those informal ones, which is what Charly just talked about, but you also want to think about the formal once. So, what other agencies are connected with the person that you're working with? And then also thinking about what other possible supports might be qualified for in addition to this. So, for instance, if there's a program that's 40 miles from you home, that specialized in working with people with autism, that has a school or a university that has assistive technology department that could also be your partner. Or engineering group that says, "Look, we're interested -- we'd be interested in taking on -- building an accommodation for your - - for the person that you're working with." Those kinds of things. Or, also consider schools and universities for further training. So, you want to be thinking about what other partners can I enlist so that you don't have to do it all by yourself or do it all with duct tape and the invention of your own wonderful brains. You want to think about those pieces as well as you go. You also want to think about what kinds of formal

supports that are. So vocational rehabilitation. In many states, there's a separate entity which is the commission for the blind or the blind commission. Other kinds of state services, work opportunity -- I want to say WIOA, so Work Investment Opportunity Act also has services that might be useful for your client, and also social security. So, people can sometimes write in support packages using and impairment related work expense or a pass plan. So, if you can think strategically so that it's not just you and the client and the job seeker and then the small amounts of money that have been allotted to them through some kind of narrow funding stream. But rather, how can you make this broader and think as strategically as you can in terms of what kinds of resources might be available to them. And to actively seek out your partners early on, enough so that even if you call them and say, "I'm putting you on notice, we're going to need some other kinds of devices -- this person is going to need an assistive technology evaluation, or this person is going to need a communication in speech evaluation because they have no way to communicate." You want to think about going beyond the -- both working through the files and saying, who is affiliated with this person? And then even more importantly, who ought to be affiliated with this person? So that you can get as many possible partners at the table as you can. And then of course, not to discount the regular training programs that are available for people. That aren't often

accessed by people with disabilities and yet should be accessed by people with disabilities. So, for instance, a welder apprenticeship program, or teaching and training people to do a certain kind of vocational thing in the trades. You want to think about how do I access those training programs as well. And do not discount them as possible partners. Because quite often, it's left to us in isolation to think about the person and then their disability label in a very narrow way and then to even consider if the resources in that same narrow way as opposed to thinking broader, and thinking, what is available to many people in this community, in any given community, and then how can we then partner with those people in addition to the more formal supports of usually [inaudible] come to mind immediately. So next slide.

So, the last -- the next section, and I hope that Charly and Jenny, you'll chime in on this as well, is the thinking about constantly educating yourself because this is a field which it's -- it's about 30 years old supportive employment. The concept of having somebody broker a job for people. It's certainly not new. We've had, you know, we've had head hunters before, recruiters before. But the idea of targeting a person, enlisting or paying for a person who can then be working for you as an employment specialist. Be that employment specialists to make those connections, to help you interface, so that you don't have to find the jobs yourself, if you're a person with a disability. That idea is

only, now it's about thirty-something years old. In which case, almost 40 years old now I should say. And so, because of that, there are a number of nationally known experts that have really thought about this a great deal. And all of that expertise is available to you as well. So, the other piece is don't just leave it with what you learn about job development and how to approach employers from your own agency. Certainly, you're going to learn things from your own agency, I would hope. But think -- go out further and think further than that. So, think of course about your colleagues and your peers and your own state and your own community, people that are in that same kind of role and learn as much as you can from them. And then also educate yourself on a much broader scale. So next slide.

We kind of came up with a not the most definitive list, but a list that might be useful to all of you wherever you are, because there's a whole range of different possibilities and people who have really been studying this and thinking about this in terms of what are the best possible ways to ensure success. And then of course, when you look at new information, study it and at the same time make it your own, so that you feel like you're able to then be comfortable enough with the topic and then be able to speak comfortably about it. Because, again, an employment specialist is really someone who is a broker and a communicator. So, you want to study other people's techniques and

approaches and you want to learn as much as you can. And this are just the beginning list. So, of course, the people that are sponsoring this thing, this webinar, the association of people supporting employment, first, APSE. So, APSE.org. APSE is a wonderful national organization. And there's a chapter, I think in almost all state. So, it's really worth your while to find them out because they have tons of trainings, information, events and useful -- all sorts of useful things that you can learn without having to learn it from the school or hard knocks or hard rocking. Griffin-Hammis Associates. I know there's -- they're not in every state, but they also have done a lot of beautiful work in terms of thinking about customized employment, thinking about discover, thinking about how to creatively use social security work incentives to further somebody's job placement, very innovative. Marc Gold and Associates also extremely innovative, both in terms of teaching and training people, but also thinking about how to approach employers, and what to do. Our U.S. tax dollars at work, the Office of Disability Employment Policy, ODEP as if familiarly called throughout our office. We say, "We're going to talk to ODEP." They have some beautiful collections of resources and really practical how-tos. They developed a bunch of forms and pamphlets which are really worth looking at. So, on their website itself, it'll be like a one page -- a one-page example on how to write a proposal to an employer on behalf of a job seeker or a

disability, and how to frame it. So, it's -- there're really some great stuff. So, think about that, think also about the Virginia Commonwealth University Rehabilitation Research and Training Center. They also have a bunch of resource and courses that you can access online as well as articles and information. And of course, as I'm speaking of this, I'm thinking, "Oh my gosh, we could have given you pages." But this is just a started list. So, if you're not on the list or you've worked for somebody that ought to be on the list, do let us know and we'll broaden our contacts because all of us -- none of us were born knowing how to do this, we had to learn it. And so, there's all sorts of ways you can learn it. And of course, don't forget also once you learn something, practice, practice, practice. That's the other critical piece. The last piece we have on this is of course, is we're going to shamelessly promote our own organization, that's WISE. They have some beautiful films, they have some interviews, they have some articles, they have some success stories, they have all kinds of wonderful tools for the job seeker as well as webinars and we do in-person -- we do in-person trainings as well. So, again, remember that you don't have to do this by yourself and you don't have to invent the wheel in doing it. You can build upon the great work that's come before and add to it as you go, because we're all kind of the foot -- we're the foot soldiers in this wonderful kind of endeavor

of thinking about everybody, everywhere getting a real job, and real money.

>> Jenny Crook: So, there was a question in the chat box. And so, I put a link to JAN, so the Job Accommodation Network, really really helpful when you're thinking about coming up with support -- on the job support for someone. It's really great. You can type in, you know, what you're kind of looking for and it'll pop up with a bunch of different options, potential. So, a really, really cool to check that out as well. So, I put that in the chat box. And I also --

-- One of our favorite books that we reference frequently which is Denise Bissonnette's book; Beyond Traditional Job Development. And she is so great and has some really great ideas about things to try and things to say. And I think it's just a great reference. It's so great I give it out every time I leave town.

>> Debra McLean: Yes. Now, this is a few real sources to get for a starter list. But we can go on and on of people that are doing some wonderful work in this country on promoting and giving good supportive employment.

>> Pam Williamson: Jenny, Charly, and Debra, you all have been phenomenal. So, you've provided some excellent information and we

do have a few minutes left for some additional questions. So, I want to go ahead and open it up for questions. So, if you have any questions, please use the chat feature and type in your question and hit sends and then we will continue to review them, read them out loud into the -- into the chat -- excuse me, into the transcript so that we can have that and then we'll address them in the order that they are received. Please do hang on, you will want to do this for the post test, I promise you, you do not want to log out before 4pm Eastern Time. So, because it will make a difference in the post test. So, while you're putting your information in the chat area, I am going to go back to a couple of questions and I'm going to combine them because they were good questions. And one is, may I infer that a job development activity includes physical -- exclude physical disabilities issues specified intellectual and developmental disabilities. And then a similar question says, I've heard the panelist speak about individuals with intellectual and other disabilities. However, I've not heard any mention about individuals that are blind and have nothing wrong with them, but they have no vision. How do you give them support when employers only focus on their blindness instead of abilities and education? And Jenny, you actually went ahead and put a response, so I'm going to read that and then open it up. Jenny's response was, the same process applies. You focus on the person's skills and are only approaching business that

have the need for what the job seeker can offer. So, ladies, I'm going to open up this to you. So, if you have anything else, you'd like to add.

>> **Debra McLean:** Well, let's see. I'll jump in and say something about -- in my experience, and again, you know, it certainly not -- I've not developed jobs for everybody in the country yet, but -- so my caseload is somewhat everybody's caseload. But I would say that, yes, the same principles apply. But you really want to be -- when you collect an information about a person, you're framing the person initially in your first conversations with people. You might say something like, you know, as Charly said, it's really critical you're not -- you really aren't asking for a job the first time you meet with an employer. In fact, even when you -- the first words that come out when you're framing it, you're going to be framing yourself in terms of those person -- that person's skills. You say, "I'm representing some job seekers. I'm representing somebody who is really interested in this type of work, and that's why I'm here. I want to learn as much as I can so I can advise those job seekers." So, if you're saying that initially. And then as you get to know them, you might say in your 4th to 5th paragraph down as you spend time with that business, even if you're framing somebody in terms of their disability label, you're talking about them in terms of good news, because this person experiences blindness, we can assist

you with any kind of accommodations that would ensure success. Or because this person is -- fits this disability category, we're going to work -- we have assembled partners who are going to make sure makes that this a success. But if you're always framing it from the point of success, as opposed to saying, "Hi, how would you like to hire a person --" It's almost like we throw a person's first language out the window in the very first sentence. "We say, we work with people with disabilities", rather than saying, "We work with job seekers." We work with good pre-screened candidates who can make this a success. And so that very language, when you interface with it, with a business is really critical, I think, in terms of how you ensure your partnership and how you're framing a person.

>> **Pam Williamson:** Deb, I think you hit the nail on the head. This is [inaudible]. I think you hit the nail on the head. Alright. Well, let's go to another question that has been -- actually this was a comment someone made and was that, just a reminder that job developers should also be considered as an accommodation. And to really think about that when you're presenting yourself in a professional manner and positioning yourself for success. And just so all of you will know, we'll go ahead and plug the next webinar in July. We will be talking about job developers and employment specialist and the role of

accommodation. So basically, you can keep that in the back of your mind.

Then next question is -- let's see. Hold on just a minute let me go back to the -- When you do community mapping or discovery, do you leave materials about your organization with that potential employer?

>> **Debra McLean:** I personally would not at that point. And there's a couple of reasons why. The first reason is that you are just there to get information. And so, once you start leaving your materials, you're [inaudible] basically going to start talking about yourself, your organization, and potentially the job seeker and what you do. And so, the second reason is that if they do ask you what you do, you know, you can just casually say, "Oh, I work with job seekers. I'm trying to, you know, figure out the neighborhood." But I don't have any material with me this time, but I would love to come back and, you know, talk with you a little bit more about your business. And then you're naturally setting up that next meeting.

>> **Jenny Crook:** Mrs. Deb, I saw a beautiful -- let see. I saw a beautiful example of that in the comments where somebody said, "I went in to apply for the job, they gave me the application and then I waited till the next day to turn it in and they said, --" because the

person said it was a great -- it was a great comment. Said, "Well, I needed -- I wanted them to be sure that they saw my face twice. So, I wanted to come back again." And so, I would say yes, you could say, your second visit is, "I was in the other day, and now I'd like to give you this material. I want to bring you this material." So, you're thinking about, like " I'd like to ask for a tour or something like that." So that you're then creating an opportunity to interface with that business one more time.

>> Pam Williamson: Fantastic. Well, folks we are getting near to the top of the hour here. I do want to thank all of you for hanging with us. And Marshal, if you will take us to our special slide that folks need to see, please? We have a picture of Xerxes and Max, hardworking office assistants. These are Jenny's cat. One is a black and white cat, the other one is a yellow cat. You need this information for the post test. If you stayed till the end, you are -- if you've stayed till -- if you've stayed till the end, you are in the -- you are in the know as opposed to some of the other folks who might have dropped off early. But we want to thank you so much for participating with us today. For those of you that have asked some logistic questions, please hang on for a couple of more minutes, they will be answered for you.

As a reminder, we have two types of education credit available for today's webinar. A certificate of completion will be issued for the webinar. Part two job development, the first steps. You must be registered, attend the entire webinar, because the question on the post test will be asked about the cat, hat in hat. And complete the post test for the webinar, and then you will have to submit a form requesting for the certificate of completion. It will then be sent to you via email so that you have it.

CESP credit will also be issued for this webinar. To earn CESP Credit, you must attend the [inaudible] webinar, complete the post test, and submit a form at the end of the Post Test requesting a certificate of completion. You will then need to submit the certificate of completion to National APSE for CESP Credit. And if you have any questions about CESP credit, please visit apse.org/csp-central

There is no CRC credit for this particular webinar. So, we will not be able to offer it this time.

So, we do also encourage you to provide feedback to us. It helps us to determine the effectiveness of the webinar and meeting your needs and assist with planning for future webinars. So, link to the post test and the evaluation will be emailed to all registered participants for part two, within one hour after the end of the webinar.

All of the webinars in this eight-part series will be archived with the recording, both video and audio. The presentation and transcript. The archives may be found at adasoutheast.org/webinars/archives.php.

We thank you again for joining us today, we hope that we meet many of you live and person in Saint Louis at the National APSE conference in Saint Louis, Missouri in June. And then again in July, we will have a celebration of the 29th anniversary of the ADA when we have the next webinar in the series on Tuesday July 23rd, from 2:30pm to 4pm Eastern time. It will focus on the Americans with Disabilities Act, Employment and Disclosure. We already have close to 900 people registered for part three, and we have a limit of 1000 seats. So, please encourage your colleagues and friends to register early to make sure they get a seat. You can share the link in the Chat area and you may also access the information at bit.ly/equal-employ-opp-webinar-seada-2019.

If you have questions about the Americans with Disabilities Act, you may contact your regional ADA center at 800-949-4232 or the Southeast ADA Center at 404-541-9001 You may also contact us via email at adasoutheast@law.syr.edu All calls and emails are confidential. We do encourage you to, again, if you've not already done so, please register for the -- for the remaining webinars. Just because

you've registered for one does not mean you've registered for all, so make sure that you do that. And we will look forward to either seeing you in person in June or having you join us again for the next webinar in the series in July. Hope you have a great rest of the week. Thank you.

>> **Jenny Crook:** Thank you.

>> **Debra McLean:** Thank you, everybody.

>> **Charly Walters:** Thank you.

End of Transcript

Webinar Part 2: Job Development: The First Steps

Webinar Series: Advancing Equal Employment Opportunities and
Creating Inclusive Workplaces

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