Symposium on Transition and Customized Employment

Job Sourcing Strategies

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Forgoing the Traditional Employment Process

• Big Box Businesses
  • Small Businesses (2010) 27.9 Million
  • Businesses with 500+ Employees (2010) 18,500
  • Human Resources Hurdle
  • Lack of opportunity to get creative
  • Formality of application process

Not the target

THE TARGET!

Small Businesses

Businesses with 500+ employees
Forgoing the Traditional Employment Process

**Traditional Methods**
- Approaching Big Box Retailers
- Retail, Chain Stores
- Paper Resumes
- Applications
- “Are you Hiring?”

**Customized Employment**
- Approaching artisanal, small businesses for advice
- Visual Resumes
- Applications, only as a necessary process
- “Can I ask you for some advice?”
It all starts with...
Discovery \textit{All} Job Development

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Discovery: Who this person?

- Extended Family
- Finances/Benefit Planning
- Employment
- Home
- Friends
- Recreation
- Healthcare
Visual Resume

Resume
- Look at all the things I’ve done

VS.

Skills and attributes that would benefit your business

- Responsible and on time
- Friendly, honest, and skilled in building positive relationships
- Proficient in monitoring and tracking inventory
- A quick learner and does not give up on difficult tasks
Discovery and Customized Employment
The Business of Customized Employment
Two Part Research Process
Where are the Businesses?

• EVERYWHERE!
• 27.9 MILLION small businesses!
• Unlimited ways to make a living
• Social Capitol
• Employment Planning Meetings (MG&A)
• Community Action Teams
Business Conversation and Relationship Building

• It starts with Hello 😊
• Hello, can lead to a conversation...
• Leave with a plan for a second conversation
• Conversations lead to relationships
• Relationships lead to trust
• Trust allows for negotiation

“It’s all about who you know...”
Building Trust

- Compliment
- Ask for Advice
- Research
- Genuine Interest
- Use a Person’s Name
- Careful of Criticism

(Dale Carnegie)
Business Conversation and Relationship Building: Determining Business Needs

*Business versus Employer*

- Anatomy of a Job
- Informational Interviews
- Job Shadow/Trial
- Task Analysis
- Social/Economic Capital
- Time Spent Observing and
- Time-Limited Paid Work Experiences
Informational Interviews

• Hi, my name is Ashlea and I’m a career counselor working with a young professional who is interested in automotive. I hear you’re the best in the industry and was hoping we could get some advice...”
Linking Discovery & Customized Job Development: Supply & Customer Chain Mining

Themes: Transportation & Entertainment; lead to Info Interviews at NAPA & Radio Station

NAPA Supply Chain:
- Local Machine Shop
- Auto Detailer
- Car Painter
- Engine Builder
- Tractor Restorer
- Heavy Equipment Rental

Radio Station Chain:
- Voice Coach
- Journalism Dept & college
- Recording Studio
- Community Theater
- Talent Agent
- Sound Engineer

Machine Shop Chain:
- Tech School
- Tool Maker
- Auto Recycler
- Custom Fabricator
- Race Track
- Powder Coater

Recording Studio Chain:
- CD Polisher/Reseller
- Music Distributor
- Piano Tuner
- Musician’s Union Rep
- Luthier
- Music Teachers

Potential Matches Emerging? Announcer at Race Track? Mobile Recording Studio....

Next Steps:
- Refine Match based on Skills, Tasks & Conditions

Combine Themes to create a totally new job; design a business that satisfies Supply/Customer Chain Needs?

GHA
Creating Communities of Economic Cooperation

griffinhammies.com
Griffin, 2015
Job Shadow

• Would it be possible for Joe to come and check out you doing the job for a shift?
Caturra Coffee Roasting
Job Trial

- Can Joe come in and get his hands dirty for a couple days to see how it goes?
Job Analysis

- Culture
- Mission, Vision & Values
- Attire
- What's the vibe?
- What are the Core, Episodic and Job Related Duties?
Negotiation

Customized Employment = Negotiation

- Job Seeker in Mind, Presume Discovery
- No Can Mean Maybe
- Persistence and Patience
- Research = Respect
- Ensure there is a benefit to the business
- Anticipate Objections
- Give trust to get trust
Pitfalls of Negotiation

- Poor Planning
- Thinking the Deal is Fixed
- Negotiating from a negative frame
- Not Tailoring your negotiation
- Caving too Quickly
- Gloating

Meeting Business Needs

Business vs. Employer

• Business within a Business
• Resource Ownership
• Self-Employment
Ace Body and Motor
Scott’s Ice Cream
(MN – Community Involvement Programs)

DREAMS CAN CONE TRUE: “SCOTT’S ICE CREAM” A TRULY DELICIOUS SUCCESS STORY

05/31/2013 · by cipemploymentteam · in Business Spotlights, Features, Resources, Success Stories · 4 Comments

It’s not everyday you meet a 23-year-old entrepreneur. And though Scott didn’t necessarily set out to become an entrepreneur, which is certainly not to say that he isn’t super hard working and driven, sometimes things just come together in the most organic way possible. For Scott, the past few years have been a steady climb toward success, and all of us at CIP couldn’t be prouder of seeing him make his own way. After graduating from a transition program in 2001, Scott and his mother toured many programs in the Twin Cities Metro area, looking for an organization that emphasized social capital and equal-wage employment advocacy. Having graduated from Transition Plus with a Serve Safe certificate, Scott was in a good place to find a job working in the restaurant industry. Working with his employment consultant, and exploring the Discovery Process, Scott landed his first gig a local Minneapolis bakery, and so began his...
Emilea Hillman is an innovative, young entrepreneur from Independence, Iowa, and the owner and operator of Em’s Coffee Co. Emilea is vibrant, personable, has a strong passion for work.

She is well known in Iowa for leaving a segregated workshop and becoming a business owner, and she’s only 23. She takes pride in owning her own business, and she operates her coffee shop with the support of family.

Emilea employs others with and without disabilities and is a valued business owner in her community. With family support, advocacy, networking, and the assistance of her local WIPA, Emilea was able to open her coffee shop in a matter of 10 months. Emilea has shown the town of Independence that people with disabilities cannot only work in their community but own a business too. Emilea is also a member of Iowa’s Developmental Disability Council.
Jobs and People are like icebergs
Questions?

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To follow us -
References/Information Sources:
• Office of Disability Employment Policy, United States Department of Labor
• Marc Gold and Associates
• Rural Institute of Montana
• Conversation with Ciara Ladroma
• Community Involvement Programs
• Em’s Coffee Co.
• Urban Farm and Feed