

# **Southeast TACE Webinars: Customized Employment**

This listing identifies TACE webinars covering the Customized Employment process as well as topics relating to improving outcomes for individuals with most significant disabilities. Recordings, handouts and PowerPoint slideshows are archived and maybe accessed your convenience by clicking on the webinar title.

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## **Customized Employment Process**

### **Overview of Customized Employment**

Presenter: Michael Callahan

The Customized Employment process is a flexible blend of strategies, services, and supports designed to increase employment options for job seekers with complex needs through voluntary negotiation of the employment relationship with an employer. The job seeker is the primary source of information and drives the process. Planning results in a blueprint for the job search where an employment relationship is negotiated to meet the needs of both the job seeker and the employer. Time spent engaging with the job seeker to discover the individual's unique conditions, interests and potential contributions, as well as complexities, is essential to establishing successful employment and laying the groundwork for Customized Employment.

An essential element in Customized Employment is negotiating job duties and employee expectations to align the skills and interests of a job seeker to the needs of an employer. Typically, an employer will be willing to consider customizing job tasks for a prospective employee if doing so meets unmet needs in a way that saves money, helps make money, helps the operation run more efficiently, improves customer relations or increases safety. Customized Employment entails the voluntary negotiation of an individually tailored relationship between a job seeker and an employer.

Customized employment has six basic steps that guide toward employment: discovery of the job seeker, capturing discovery in a profile, customized employment planning, visual portfolio/resume development, job development representation and worksite analysis, accommodation and job support. This webinar provides an overview of the Customized Employment process.

[Archive & materials](#)

[<http://tacesoutheast.org/webinars/2009/093009/index.php>]

### **Discovery as an Alternative to Assessment**

Presenter: Norciva Shumpert

Discovery is an alternative to traditional assessments to offer the job seeker and counselors a clear understanding of the job seeker's ideal

characteristics of work. While questions to the job seeker are utilized to gain information, the questions are followed with observations and conversation on how the job seeker goes about their life on a daily basis. The Discovery strategy substitutes personal exploration for comparison-based testing procedures. It utilizes already-existing information rather than information developed through formal assessment methods. This process takes into account the applicant's entire life experiences rather than single instances of performance. It seeks to empower the job seeker with critical information on “where the job seeker is at his/her best”.

The process begins with a meeting with the applicant, and family as appropriate, at the home of the applicant. These visits, along with other discovery activities, give the individual and their family information about their powerful roles in the process and allow the providers to compile the basic information that is necessary to plan for customized employment. Discovery focuses on “ecological validity” rather than predictions based on a sampling of tasks. Discovery strategies, information, and tools will be shared in the webinar.

This webinar provides an overview of Discovery.

[Archive & materials](#)

[<http://tacesoutheast.org/webinars/2009/102109/index.php>]

### **Planning for Customized Outcomes / Relationship to the IPE**

Presenter: Norciva Shumpert

Planning is essential for all services. However, skill and process link the “best of the job seeker” to a customized employment outcome. This process embraces the uniqueness of the job seeker, doesn't rely on questions and answers of preferences from the job seeker and formulates a definitive direction to seek employment. It can be used with anyone seeking a job and with both approaches to employment (demand driven and customized employment). The plan creates a blueprint for job development with tasks identified to offer an employer, businesses targeted, and possible connections of the job seeker to the targeted businesses. This session offers participants an overview of the critical information for a customized plan.

[Archive & materials](#) [<http://tacesoutheast.org/webinars/2009/120709/index.php>]

## **An Overview of Employment Approaches and Strategies to Serve all Persons**

Presenters: Chris Button, Cassondra Holly-Glausier, Norciva Shumpert and Abby Cooper

Vocational rehabilitation counselors and CRPs must effectively interest employers in hiring their clients. In our current economy employers are inundated with individuals seeking employment. Many have little time or interest in hearing from us. The rehabilitation system needs new job development skills and tools to successfully create employment options.

This webinar provides vocational rehabilitation counselors and CRPs with information they need to successfully engage both large and small employers. It addresses different strategies, techniques and tools needed to insure that all individuals with disabilities attain employment outcomes.

[Archive & materials](http://tacesoutheast.org/webinars/2011/071311/index.php) [http://tacesoutheast.org/webinars/2011/071311/index.php]

## **Distinguishing Employment Relationships: Competitive and Customized Employment**

Presenters: Michael Callahan and Norciva Shumpert

This webinar provides clarity on the distinctions and connections among three unique employment relationships: Competitive, Supported and Customized. The term competitive employment has been euphemistically used to describe employment in the community, at or above the minimum wage, involving open jobs with employers. However, at times the actual competitive demand of employers creates an absolute barrier to employment for some job seekers with significant disabilities. Supported employment was first used to provide the additional support needed to meet competitive demand. This strategy has worked well for over twenty-five years, but there continue to be individuals who are not able to meet demand even with supports; hence, the need for a customized relationship to be negotiated. This approach provides the additional strategy to assure employment for all who want to work.

[Archive & materials](http://tacesoutheast.org/webinars/2011/081111/index.php) [http://tacesoutheast.org/webinars/2011/081111/index.php]

## **Developing Sales Tools for Customizing Employment: The Portfolio and Visual Resume**

*Presenters: Mike Callahan and Abby Cooper*

This webinar features two sales tools to assist employers to understand and more willingly negotiate customized job descriptions for individuals with significant disabilities. The agency portfolio provides the employer with an explanation of Customized Employment and offers performance imagery of individuals in negotiated job descriptions. The training also features examples of visual resumes that substitute for the traditional written resume format and allow employers to see the unique contributions of job seekers with significant disabilities. This webinar provides the tools that build confidence of job developers and boost the relevance of a negotiated, customized relationship for employers.

[Archive & materials](http://tacesoutheast.org/webinars/2011/102711/index.php) [http://tacesoutheast.org/webinars/2011/102711/index.php]

## **Preparing for Negotiations with Employers**

*Presenters: Michael Callahan and Abby Cooper*

This webinar provides a discussion of the components of effective customized job development representation. Topics include prospecting (determining negotiables, employer research, using employer language, using connections), getting an appointment with prospective employers, making the initial presentation, conducting follow-up negotiations (including conducting a needs analysis) and closing the deal. These topics comprise a sales approach that seeks to inform potential employers and let them buy rather than "selling" them on an idea.

[Archive & materials](http://tacesoutheast.org/webinars/2011/110711/index.php) [http://tacesoutheast.org/webinars/2011/110711/index.php]

## **Building Employer Networks**

*Presenters: Cheryl Green, Ron Hoffman and Abby Cooper*

This webinar focuses on the connection between networking and increased employment outcomes. It examines networking from the individual approach of one contact at a time to developing relationships and partnerships with both employers and the community. It explores how we communicate our message, present the features and benefits of our services and gain valuable insights into the needs and expectations of our employer customers. Participants will learn different ways to establish partnerships and networks with employers, hear from an employer why

networking matters and how it is a natural component of doing business, and learn about a contact and knowledge management system to store critical information about employer customers.

[Archive & materials](http://tacesoutheast.org/webinars/2011/121611/index.php) [http://tacesoutheast.org/webinars/2011/121611/index.php]

## **Using Customized Employment for Individuals with Disabilities who have Criminal Backgrounds**

*Presenters: Randy Dicks, Elizabeth Coles, and Abby Cooper*

This webinar covers why customized employment is an effective approach with this population. It addresses how to navigate around issues and barriers, the importance of adjusting our thinking rather than judging who the person is, what information is needed from discovery as it pertains to offenders and how to handle disclosure. Areas covered include:

- How to move forward with job development, how to help the employer recognize the value of the employee
- Dealing with fear and security issues from the community
- Stories of success

Participants will understand the effective tool customized employment can be in placing offenders with disabilities and new techniques for presenting their clients to employers and dealing with community fears of offenders.

[Archive & materials](http://tacesoutheast.org/webinars/2011/111511/index.php) [http://tacesoutheast.org/webinars/2011/111511/index.php]

## ***Helping Your Team Improve Employment Outcomes for Individuals with the Most Significant Disabilities***

### **How Can You Establish a Climate that is Excited about Serving Individuals with the Most Significant Disabilities**

*Presenters: Abby Cooper and Jill Houghton*

As a supervisor how can you establish a climate that is excited about serving individuals with the most significant disabilities? This webinar addresses:

- What your vocational rehabilitation counselors (VRCs) value and how that impacts your unit serving individuals with the most significant disabilities.
- How to dispel fear/concerns about serving individuals with the most significant disabilities.
- The role that benefits planning and other supports can play in

ensuring successful outcomes.

- Ways to restructure and create more time for VRCs through groups/peer support, working in teams and streamlining paperwork
- Ways to involve partner agencies and organizations.

Supervisors will learn concrete strategies to implement with their unit and assist counselors in increasing employment outcomes for individuals with the most significant disabilities.

[Archive & materials](http://tacesoutheast.org/webinars/2011/012711/index.php) [http://tacesoutheast.org/webinars/2011/012711/index.php]

### **Impact of How VRCs View Individuals with the Most Significant Disabilities on their Caseload**

*Presenters: Abby Cooper and Jill Houghton*

This webinar examines the impact of how vocational rehabilitation counselors (VRCs) view individuals with significant disabilities on their caseload and provides strategies the supervisor can implement to assist counselors in being successful, including:

- What counselors can do during the planning process.
- Information the counselor can request that highlights the individual's ability to contribute.
- How to help counselors plan for individuals' complexities and support needs without losing sight of their contributions.
- Helping VRCs understand how their view of the job market impacts who they think can work.
- The importance of looking at tasks rather than job titles. How to pull from internal and external resources.

This webinar explores the importance of starting from the vantage point of what an individual can do as opposed to what they can't do. Supervisors will be able to help counselors start to see the individual's contributions before seeing their complexities.

[Archive & materials](http://tacesoutheast.org/webinars/2011/022411/index.php) [http://tacesoutheast.org/webinars/2011/022411/index.php]

### **Approaches to Understanding What an Individual Has to Offer**

*Presenters: Abby Cooper and Jill Houghton*

This webinar addresses different approaches to understanding what an individual has to offer an employer. Topics include:

- Traditional vocational assessment versus the discovery process.
- Looking at tasks a person can perform.

- Translating tasks a person can perform into employment possibilities.
- Starting job development from the vantage point of the person's contributions and interests rather than the job market.

Supervisors will understand how to use the discovery process to determine employment possibilities.

[Archive & materials](http://tacesoutheast.org/webinars/2011/033111/index.php) [http://tacesoutheast.org/webinars/2011/033111/index.php]

## **Steps of Customized Job Development Whether Developing Job Yourself or Contracting with a CRP**

*Presenters: Abby Cooper and Jill Houghton*

This webinar presents the steps of customized job development and what a vocational rehabilitation (VR) supervisor needs to know whether staff are job developing themselves or contracting with a community rehabilitation provider (CRP). Topics include:

- The difference between labor market job development and customized job development.
- The creation of a plan that denotes actual employers to be contacted and timelines.
- Representing the individual with a portfolio.
- Monitoring job development to ensure it meets both the employer's needs and the job seeker's contributions.

Supervisors will have information to understand how a customized job is developed and how to monitor the progress of job development.

[Archive & materials](http://tacesoutheast.org/webinars/2011/050511/index.php) [http://tacesoutheast.org/webinars/2011/050511/index.php]

## **Self-Employment as a Viable Option for Individuals with the Most Significant Disabilities**

*Presenters: Abby Cooper and Jill Houghton*

This webinar highlights self-employment as a viable option for individuals with the most significant disabilities. Topics include:

- Attitudes that frequently prevent us from being supportive of self-employment.
- Starting from the vantage point of how does this fit with who the potential business owner is and what supports need to be in place to for success.
- The importance of working with a team.
- Different models – business within a business, customized self-



employment, supported self-employment.

Supervisors will understand when self-employment might be a good match for an individual with the most significant disability.

[Archive & materials](http://tacesoutheast.org/webinars/2011/060911/index.php) [http://tacesoutheast.org/webinars/2011/060911/index.php]