STRATEGIC JOB DEVELOPMENT

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Job Development

What are you currently doing?

Where do you go from here?

Strategic Job Development

Strategic job development is a strategic approach of defining job development goals and objective, then developing strategies to optimize networks—to help uncover and leverage new and existing opportunities for your organization.

An Old Proverb

It is better to find out what the customer needs and wants and then match it to what you can offer, than it is to try to get people to buy what you are selling.

The Job Developer and the Little Fish

One day a young and very enthusiastic job developer approached an old and wise job developer saying, "Teacher, everywhere I go businesses tell me they have no job openings. I seek the hidden job market. Can you tell me where to go?"

The master smiled kindly and told him the ancient tale of the little fish:

"Excuse me," said an ocean fish, " you are older than I, so can you tell me where to fin the thing they call the ocean?"

"The ocean," said the older fish, "is the thing you are in now."

"Oh, this? But this is water. What I'm seeking is the ocean," said the disappointed fish. And he swam away to search elsewhere.

CONNECTING THE DOTS

Personal, Operational, and Strategic Networks

	Purpose of these networks	How to find network members
Personal Network	Exchange important referrals and needed outside information; develop professional skills through coaching and mentoring	Participating in professional associations, alumni groups, clubs and personal interest communities.
Operational Network	Get your work done, and get it done efficiently.	Identifying individuals who can support a project.
Strategic Network	Figure out future priorities and challenges; get stakeholder support for them.	Identifying lateral and vertical relationships with other functional and business unit managers—people outside your immediate control—who can help you determine how your role and contribution fit into the overall picture.

Identifying Networks
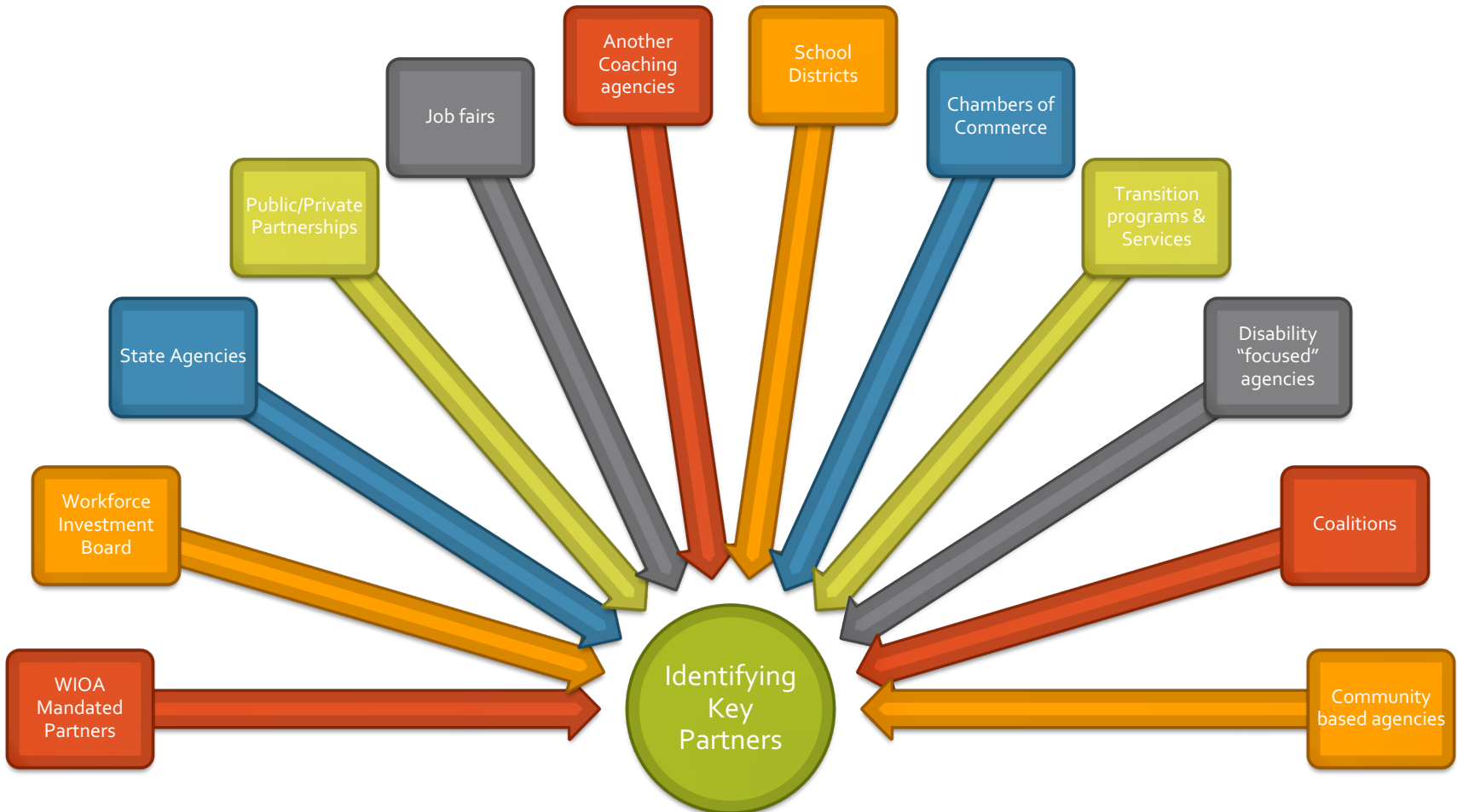
Starting A Formal Network

➢ Research to find out if there is a strong need

➢ Assess the strength of interest in meeting the needs of particular members

➢ Sell the benefits of the network to potential members

➢ Get key leaders to help you lay the foundations and get your network up and running

➢ Get names of potential members from your networking sources and mailing list

➢ Utilize all resources
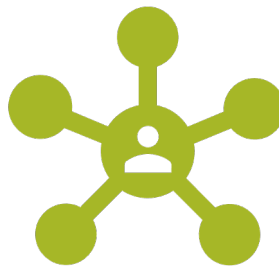
Current Organizational Network

- Snapshot of the current state of the organization
- Identify "gaps" between the current and desired services wanting to implement
- Evaluate organizational agility
- Know WHAT to do and WHEN to do it
- Keep from falling into the "fix it trap"
- Know HOW, WHEN and WHERE to spend critical resources
- Set realistic plan for achieving & sustaining organizational capacity.

IF OPPORTUNITY DOESN'T KNOCK, BUILD A DOOR
- MILTON BERLE

Developing Partnerships

Creating a partnership is an "Art" but includes some "Science". It involves many variables, many people, multiple issues but share a common purpose.

PARTNERSHIP CONSIDERATIONS:

Competitive Integrated Employment (CIE) Setting

Enhance or grow existing program(s)

Current referral streams

Serve underserved populations

Serving Individuals who need intensive instruction to learn work skills (hand over hand instruction)

Serving students with disabilities and youth with disabilities

Specialize workforce development programming (i.e. STEM)

Employer Engagement Model

Level 1 - Advising

- **Initial Contact - New Relationship**
- Agency and business get to know each other. VR learns business hiring needs, business competencies, work environment, range of jobs, etc.
- One-to-one or group information gathering.

Level 2 - Capacity Building

- **Establishing Trust and Credibility**
- Agency & Business respond to another's needs. Agency enlists business's help with job site tours, mock interviews, internships, needs assessment, etc.
- Establishes trust and highlights business champions.
- Partnership to develop to give customized trainings and supply skilled candidates to Businesses.

Level 3 - Program Designing

- **Working Relationship**
- Collaborating to build a pathway to meet business and client needs.
- Create work experience for youth and adults with significant disabilities

Level 4 - Convening

- **Trusted Provider and Collaborator**
- Agency and business collaborate strategically to bring together multiple business and workforce partnership.
- Removes the barriers that keep primary customers from finding one another.

Level 5 - Leading

- Full Strategic Partner
- Business in partnership with VR and/or Community based agencies advocates to promote a workforce system that is inclusive of people with disabilities.
- Provide leadership in supporting a diverse workforce at: Project SEARCH, Autism at Work, Starbucks, Lowe's and Hershey. The USBLN www.usbln.org/ unites businesses in promoting disability inclusion.

Key Steps for Partnership Development and Sustainability:

Identify Core Needs

Clear Communication & Expectation

Identify Your Network

Strategic Planning

Establishing Goals and Objectives

Recognize Golden Opportunities or Connects

Analyzing information and the kinds of help you will need in achieving your goals

Building and Cultivating your network

QUESTIONS