



## Customized Employment:

Going beyond Supported Employment  
towards the  
Generic Workforce System

Presenter: Michael Callahan,  
Marc Gold & Associates

Marc Gold & Associates®  
4101 Gaudier-Vandaveau Rd. Ste. 102  
Gautier, MS 39553 (228) 497-6999

## Customized Employment

Customized employment means individualizing the employment relationship between employees and employers in ways that meet the needs of both.

Marc Gold & Associates®  
4101 Gaudier-Vandaveau Rd. Ste. 102  
Gautier, MS 39553 (228) 497-6999

## Customized Employment

It is based on an individualized determination of the strengths, needs, and interests of the person with a disability, and is also designed to meet the specific needs of the employer.

Marc Gold & Associates®  
4101 Gaudier-Vandaveau Rd. Ste. 102  
Gautier, MS 39553 (228) 497-6999

## Supported Employment: The Foundation of CE

- Customized Employment stands on the shoulders of Supported Employment.
- But CE goes beyond SE to include any individual with a complex life.

Marc Gold & Associates®  
4101 Gaudier-Vandaveau Rd. Ste. 102  
Gautier, MS 39553 (228) 497-6999

## Customization & Complex Lives

- Disability
- Health
- Poverty
- Homelessness
- Family responsibilities
- Lack of experience or skills

Marc Gold & Associates®  
4101 Gaudier-Vandaveau Rd. Ste. 102  
Gautier, MS 39553 (228) 497-6999

## Customization & Complex Lives

- Low self-esteem
- Cultural
- Age: youth/maturity
- Minority status
- Lack of education
- Habits/life routines

Marc Gold & Associates®  
4101 Gaudier-Vandaveau Rd. Ste. 102  
Gautier, MS 39553 (228) 497-6999

## Features of SE Found in CE

- Supports
- Creativity
- Innovation
- Expectation of success
- Flexibility
- Benefits interaction

Marc Gold & Associates®  
4101 Gaudier-Vandœuvre Rd. Ste. 102  
Gautier, MS 39553 (228) 497-6999

## Features of SE Found in CE

- Person Centered Planning
- Community focus
- Paid employment
- Accommodations
- Natural supports
- Self-employment

Marc Gold & Associates®  
4101 Gaudier-Vandœuvre Rd. Ste. 102  
Gautier, MS 39553 (228) 497-6999

## Unique Features of CE

- Negotiation of job duties and/or employer expectations required
- Individualization required: must be one person at a time
- Customized Plan driven by applicant's strengths, needs and interests

Marc Gold & Associates®  
4101 Gaudier-Vandœuvre Rd. Ste. 102  
Gautier, MS 39553 (228) 497-6999

## Unique Features of CE

- Discovery as the basis of planning
- Labor market direction and contribution determined by the individual, not openings or market demand

Marc Gold & Associates®  
4101 Gaudier-Vandœuvre Rd. Ste. 102  
Gautier, MS 39553 (228) 497-6999

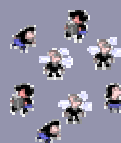
## Unique Features of CE

- Appropriate for all applicants with complex lives
- Services located in generic, one-stop system

Marc Gold & Associates®  
4101 Gaudier-Vandœuvre Rd. Ste. 102  
Gautier, MS 39553 (228) 497-6999

## Labor Market Job Development

Applicants



Potential Employers



Job Developer



In Labor Market Job Development, Job Developers meet with both applicants and numerous employers in the community to determine their needs.

Marc Gold & Associates®  
4101 Gaudier-Vandœuvre Rd. Ste. 102  
Gautier, MS 39553 (228) 497-6999

## Labor Market Job Development



Job Developer

### Potential Employers



Job Developers typically start by identifying employers based on who they know, what's hot and what's not, local market trends and former satisfied employers.

Marc Gold & Associates®  
4101 Gautier-Vandevore Rd. Ste. 102  
Gautier, MS 39553 (228) 497-6999

## Labor Market Job Development



Job Developer

### Applicants



The Job Developer then considers each applicant in relation to the demands of an interested employer.

Marc Gold & Associates®  
4101 Gautier-Vandevore Rd. Ste. 102  
Gautier, MS 39553 (228) 497-6999

## Labor Market Job Development



The arbitrary demands of each employer result in an inevitable sorting out of the applicants. Those with more skills and less complexity rise to the top. Those with less skills and more complexity are considered last.

Marc Gold & Associates®  
4101 Gautier-Vandevore Rd. Ste. 102  
Gautier, MS 39553 (228) 497-6999

## Labor Market Success



Some are chosen as having the skills to meet employer's needs.



The other applicants must keep looking, hoping for a good fit and to be chosen later.

Marc Gold & Associates®  
4101 Gautier-Vandevore Rd. Ste. 102  
Gautier, MS 39553 (228) 497-6999

## The Need for Customization..



Successful applicant using Labor Market Strategies



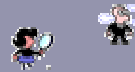
Applicant with a significant disability

While certain applicants are successful using a Labor Market approach, those with more significant impact of disability are often left out, again and again. For those individuals, a customized approach is needed for employment success.

Marc Gold & Associates®  
4101 Gautier-Vandevore Rd. Ste. 102  
Gautier, MS 39553 (228) 497-6999

## Individually-Driven Customized Job Development

### Applicant of Concern



Job Developer

### Pool of Potential Applicants



### Potential Employers

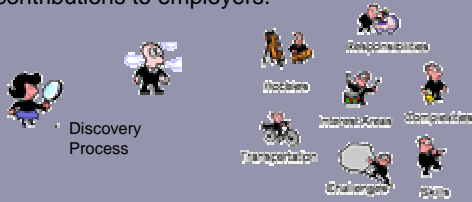


In Customized Job Development, Job Developers get to know one applicant at a time through **discovery** before meeting with potential employers in the community.

Marc Gold & Associates®  
4101 Gautier-Vandevore Rd. Ste. 102  
Gautier, MS 39553 (228) 497-6999

## Discovery..

allows us to determine who the applicant is, their complexities as well as their potential contributions to employers.



Marc Gold & Associates®  
4101 Gaudier-Vandevore Rd. Ste. 102  
Gautier, MS 39553 (228) 497-6999

## Customized Job Development



The Applicant's Conditions, Preferences and Contributions are identified through a Customized Planning Process as well as a **Task List**.



The Job Developer then meets with specific employers in an effort to negotiate a customized job description.



From a list of potential employers identified during the Customized Plan.

Marc Gold & Associates®  
4101 Gaudier-Vandevore Rd. Ste. 102  
Gautier, MS 39553 (228) 497-6999

## Customized Job Development



Customized Employment is successful when there is a negotiated fit between the applicant's "strengths, needs and interests" and the "specific needs of an employer".

Marc Gold & Associates®  
4101 Gaudier-Vandevore Rd. Ste. 102  
Gautier, MS 39553 (228) 497-6999