

Scripts for Job Development

Based on the Job Development Interactive Webinar 2: Engaging Employers

In this document, we've captured some of Milton's ideas from the second job development webinar. You are welcome to use them as speaking notes when you are engaging with employers.

Job Development phase

Initial contact with employers

- If I contact a business by email, I really don't use it to get an appointment. I use it to say, "I'm going to call you on Tuesday". Then I'll call and say, "I'm calling to follow up my email". I don't ask whether they've read the email but just say, "I'm calling to follow up on my email to you".
- Use warm leads, such as, "Bill Landis suggested getting in touch with you. Is now a good time to talk? Do you have a few minutes?"
- "I'm interested in learning about what you do there. You don't need to be hiring."
- [Example from participant: Milton indicated this was a strong lead sentence] My son is very passionate about your industry and keen to hear about the tasks involved and to request a tour.

Explaining that you are representing someone

- "I'm representing a young man seeking employment. We're using a customised employment method, meaning we are putting some work into knowing his skills and understanding the types of businesses we are looking for."
- "I'm representing a woman with disability. I think she'd have a lot to offer, and I want to know who to talk to. Could you give me the manager's name?" And then, through that manager, you could say, "The regional manager suggested I contact you."
- Family representatives: "I know this is a little different, but I'm representing my son or daughter because I know what they can do and feel I can represent that well".
- "I'm an employment consultant working with businesses and people with disability to design jobs that are good for everybody."
- "I want to talk to you about Michael and his interest in the kind of work that you do. I'd especially like to learn more about your business. Can we set up a time to meet?"
- Milton sometimes uses this: "It just isn't right that people with disability have been excluded from life and such a big part of life is work. It has so much to do with how we see ourselves and how other people see us; we know it can be really good for

everybody. It's good for the community. It's good for society. We've been learning how to figure out what people are interested in doing and then finding businesses that need what people are good at doing. So it's not terribly important to me whether you have a job opening right now. I'm just interested in learning about the nature of your work for the possibility that someday, we don't know when, but someday there could be a possibility here.”

Other scenarios

- **What to say when the business says, “I just don't have time, I'm just too busy.”**
- “Okay. That's fair enough. I understand. You've listened to a bit of my pitch and what I'm interested in. Do you know somebody else in your line of work that I might contact?”
- **When discussing the Employer Needs-Benefits Analysis (ENBA):** Instead of using the term ENBA, you could frame it as a desire to understand their operations better. You might say, “I'm keen to learn about your work, what matters most in your team, and how tasks are typically accomplished here. This will help determine if there's a potential fit that I could recommend or that you suggest.”
- **Talking about conditions:** I won't say, “Hey, look, I can't work till five like most people do.” Instead, say something like, “This is a really terrific company. I'd like to be a part of it and learn more about how you do things and what's important to you, as well as know something about the company.”
- **Proposing a business enhancement (ENBA):** “I've noticed you're so popular. You've got such great coffee here. But people have to line up for it, and I've noticed some people leaving. I bet they just don't have time to wait. I'm just wondering what it would be like if the person I'm representing could go up to people in the line and ask them what they wanted, get their orders, and put them on the tablet.” Or maybe you're representing somebody who could be in the back, or perhaps they could do both.”

Initial cold-call inquiry to a potential employer based on Alison O'Connor's letter.

We are grateful that Alison has allowed us to share this letter as an example of reaching out to a potential employer.

Hello {name of the person you have identified as the best contact},

I hope this finds you well.

My name is Alison O'Connor. My son Cameron and I recently moved to this beautiful village.

I'm turning to you for advice to see if you can give me any direction. My son Cameron will finish his seven-year Special Education High School program at Saunders Secondary School this June. Even though we're still in COVID times, I hope to find him some meaningful employment, a few shifts a week, in a role that helps him live an awesome, ordinary life.

Cameron is 20 years old. He lives with a permanent developmental disability and is a joy. He is a chatty, sports-minded young man who had success working at Kelsey's, Swiss Chalet, and Shoeless Joe's for his work placements. In particular, his managers told me Cameron is skilled at food portioning.

I'm looking for a workplace that will allow Cameron to grow into the person he's meant to be.

In anticipation of any direction you can offer, thank you.

Sincerely,

Alison O'Connor