

## Optimize Employment

### The Challenge

Community employment service organizations are measured and funded based on the achievement of employment outcomes – employment secured and retained - yet many do not have a *culture of job development*, a culture which includes building relationships with employers to secure jobs on behalf of job seekers with employment barriers. Building this *culture of job development* is critical to achieving employment outcomes yet this is often a new concept for many organizations; they don't know what it takes or where to start.

Although a common solution is to train front-line staff in job development techniques, many times these skills are not implemented back on the job because of the following:

- The organizational environment does not support job development efforts
- Staff are not required to or motivated to implement the skills
- Staff don't know what to do when their job development efforts fail and they give up

### The Solution - Optimize Employment

While teaching staff job development skills is very important, it may not be enough. Managers must create an environment for staff to successfully implement these skills and stay motivated. These managers play a critical leadership role and they require a practical, productive and effective system which they can learn quickly and implement immediately to meet present and future employment outcome goals. **Optimize Employment** will support them in doing this.

The **Optimize Employment** suite of job development training programs is designed specifically for organizations that assist job seekers with employment barriers to secure and retain employment. It focuses on the recognition that, without effective job development, many job seekers will never be employed.



**Optimize Employment** suite of training programs offers four complete components:

- 1. Employment Outcomes Management Professional III (EOMP III).** This two-day program is for new and veteran employment service managers. It covers the two critical roles required to lead a successful job development team:
  - Building the organizational environment to achieve employment outcomes
  - Supporting team members to work effectively with employers to achieve these outcomes through the development of their skills and motivation.
- 2. Employment Outcomes Fundamentals (EOF).** This one-day program is for all employment service team members including managers, resource and information specialists, workshop facilitators, employment counsellors and job developers. EOF provides an overview of the EEOS and highlights the need to align and blend client and employer interventions to achieve employment outcomes for all job seekers.
- 3. Employment Outcomes Professional II (EOP II).** This blended learning program (two hour webinar and two days on-site) is for managers and team members responsible for employer engagement and job development. This workshop covers the practical, effective strategies and skills needed to engage employers to hire all levels of job seekers, regardless of their employment barriers.
- 4. Advanced Job Development (AJD).** This two-day workshop is for successful job developers who are already able to influence employers to hire job seekers with barriers, without using subsidies, and without requiring the job seekers to go through a competitive hiring process. Job Developers will learn more sophisticated skills for more challenging job development circumstances.



## The Benefits of Optimize Employment

The benefits that managers and organizations will gain from **Optimize Employment** includes:

- Increased rates of successful employment outcomes (securing and retaining employment)
- Increased levels of customer satisfaction for job seekers, employers and funders
- Higher levels of staff skill, motivation and morale as a result of increased success
- Ultimately, employers who know they can call the organization first when they need help filling jobs

## The Credentials

Optimize Employment suite of training programs was developed by **Allen Anderson**, an expert in job development solutions for people with all levels of employment barriers, based on his 35 years of experience building job development strategies and skills in organizations across Canada and the United States. **Evolution Group Inc.** is the exclusive distributor of Optimize Employment in Canada. Evolution Group's President, **Angela Hoyt**, has 30 years of experience in the employment service sector providing innovative ways of thinking about employment services and employment outcomes for job seekers with employment barriers.

**Optimize Employment** is a practical solution with proven results. We would be pleased to spend some time with you to discuss your employment service needs. Please contact Angela Hoyt at Evolution Group Inc., 613-583-5368 or [angela@evolutiongroupinc.com](mailto:angela@evolutiongroupinc.com), to find out how we may assist your organization to build a job development culture that achieves results.

