

# Building A Job Development Strategy



## THE FOUR BASIC QUESTIONS

### QUESTION #1

What work has to be done?  
What are the Employment Outcomes Objectives?

### QUESTION #2

How important are  
Employment Outcomes to  
us in broader terms?

### QUESTION #3

Who is going to do the  
work that needs to be done  
in generating these  
Employment Outcomes?

### QUESTION #4

Do we really value  
achieving our Employment  
Outcome objectives?

## Begin by asking yourself these questions

There are four basic questions you must consider and address if you are to make an employment strategy work for you. In this article we will look at these questions and the implications of the answers to these questions on your ability to achieve your desired outcomes.

**The first question is:** *What work has to be done? What are the Employment Outcomes Objectives?*

- ➔ How many jobs are needed and what kind of jobs are they?

- ➔ What quantity and quality are needed and which will be the most important?

Setting an employment outcomes objective will raise the tension created between the necessity of producing a specific quantity of jobs and the quality of the jobs. With the resources we have should we have fewer jobs but of good quality or more jobs but of lesser quality or should we do both?

**The second question is:** *How Important are Employment Outcomes to Us in Broader Terms?*

Your agency's Vision is your roadmap or guide for organizational efforts and activities. This Vision and what it emphasizes will highlight and direct the organization on what is really important.

- ➔ Do we have a strategic Vision for guiding our work in generating employment outcomes?

- ➔ How does generating employment outcomes effect the viability of our organization over the short, medium and long term?

- ➔ What do we anticipate will affect our ability to generate employment outcomes and what are we going to about this?

- ➔ If we are **able** to meet our employment goals what will happen?

- ➔ If we are **unable** to meet our employment goals what will happen?

It is one thing to have a good plan it is another thing to be able to enact it.

**The third question is:** *Who is going to do the work that needs to be done in generating these Employment Outcomes?*

Whose shoulders will carry the employment outcomes burden and can they do it?

- ➔ The Consumers should find their own jobs

- ➔ Vocational Counselors know the consumer best and they are mandated to achieve these employment outcomes .

- ➔ Internal Job Developers are to the find jobs. Vocational counseling and job development are two different skill sets and one person does not have both skill sets

- ➔ Vendors should be hired to do job development. This will let us specialize where everyone has his or her strengths

Finally, how serious is the organization going to take this focus on achieving employment outcomes?

**The fourth question is:** *Do we really value achieving our Employment Outcome objectives?*

- ➔ Who is managing our strategic approach to employment outcomes? Do they have power?

- ➔ Do we have a senior manager responsible for marketing/job development strategies?

- ➔ How highly valued is this work in our organization?

- ➔ What weight does employment feedback have in our decision-making and organizational development?

- ➔ Are we results driven—candidates getting jobs or process driven—delivering the processes whether they get jobs or not?

To put in place a strategy and tactics for ensuring employment outcomes you have to make decisions about these basic questions of the role "getting a job" will have in our organization.

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