

# Progressive Employment: A Dual Customer Approach to Service Delivery

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Explore VR



# Progressive Employment: A Dual Customer Approach to Service Delivery

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# Progressive Employment: A Dual Customer Approach to Service Delivery

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# Today's Learning Objectives

## Trainees will be able to

- Describe the dual customer approach
- Define the key principles of working with clients
- List progressive employment activities
- Identify low/high dose activities
- Explain WBL and Progressive Employment to businesses





# Implementing Services to the Dual Customers



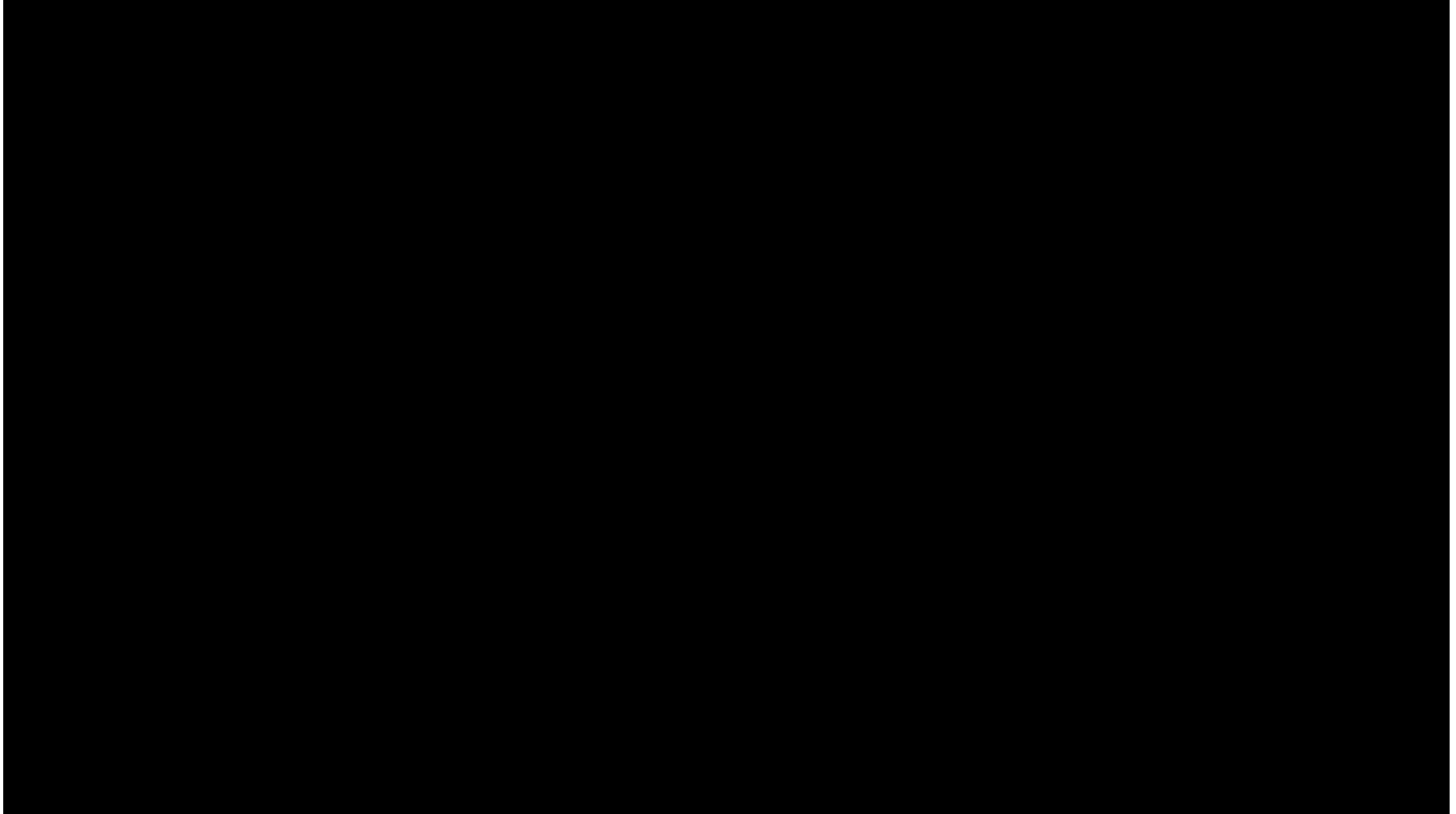
# PROGRESSIVE EMPLOYMENT: CLIENT FOCUS



## Mitchell's Progressive Employment Story



# Mitchell's Progressive Employment Story





# Client Focus - Activities



# Pause for a Quick Check-In



**Which of these are NOT low dose activities?  
(Select all that are not)**

- A. Informational interview**
- B. OJT**
- C. Company Tour**
- D. Paid work experience**
- E. Job Shadow**



What does  
“Dose” mean  
in Progressive  
employment?

## Low Dose

- ❖ Informational interviews
- ❖ Company Tours
- ❖ Practice (mock) Interviews
- ❖ Job Shadows

## High Dose

- ❖ Short-term work experience
- ❖ Paid Work Experience
- ❖ On-the-Job Training
- ❖ Temp-to-hire

# Client Focus: Key Principles

If the  
presumption  
is that  
everyone is  
ready for  
something...

- Meet clients where they are mentally & emotionally re: work
  - ✓ Create work-related exposure to match client readiness level but start with something.
  - ✓ Start small. Build on successes.
- Progress at individual's pace: let person work thru fear & learning curve to gain confidence.



# Prescribing the Right Work-Based Learning “Dose”

- Which Work Based Learning dose?
  - Should the client start with tours, shadows, or paid work experience?
  - How to think about progression through doses?
- Number of activities in each dose area
  - How many job shadows before you progress to next level?
- Number and duration of high dose activities?
  - How many paid experiences are expected per client?
  - How many weeks should the paid experience last?



# Client Benefits: Info & Experience

WBL gives job seeker, staff & counselor information on:

- Skill gaps & training needs
- Interest level in work and types of jobs
- Accommodation & support needs

Employer feedback gives information on:

- Attendance, punctuality, best schedule
- Stamina & physical capacity
- Ability to follow directions & accept feedback
- Supervisory needs/learning curve
- Aptitude for particular occupations
- Capacity to work with others collaboratively or with customers



# Client Focus: Explaining Progressive Employment



- ✓ Describe: (and include family in discussions as appropriate)
  - The range of WBL experiences
  - The purpose of WBL experiences
    - Career Exploration
    - Gaining work experience
    - Learning soft skills
    - Developing a work ethic
- ✓ No client commitment to that job/business



Client  
Focus:  
  
Explaining  
What  
Progressive  
Employment  
Is NOT

Client/family must understand,  
Progressive Employment is:

- **Not** for everyone! Many VR Clients can & should go directly into competitive employment.
- **Not** a promise of a job!
- **Not** work paid by business (unless an OJT or business puts on payroll)
- **Not** a full-time job: most WBL experience are for limited hours.
- **Not** long-term WBL experiences: most are short-term (< 8 weeks)





Client  
Focus:  
VRCs  
Making  
it  
Happen

- ✓ VRC explains Progressive Employment to client/family & writes IPE
  - Stress importance of **rapid engagement**
    - **Push for WBL experiences ASAP (w/in 1-2 weeks)**
  - Maintain communication with CRP staff
  - Assist with leads/contacts where possible
- ✓ Goals: get to paid experience & ultimately - JOB



# Pause for a Quick Check-In



**Do you find that clients and their families easily grasp what Progressive Employment offers and what they can expect through Progressive Employment services?**

**Yes or No**

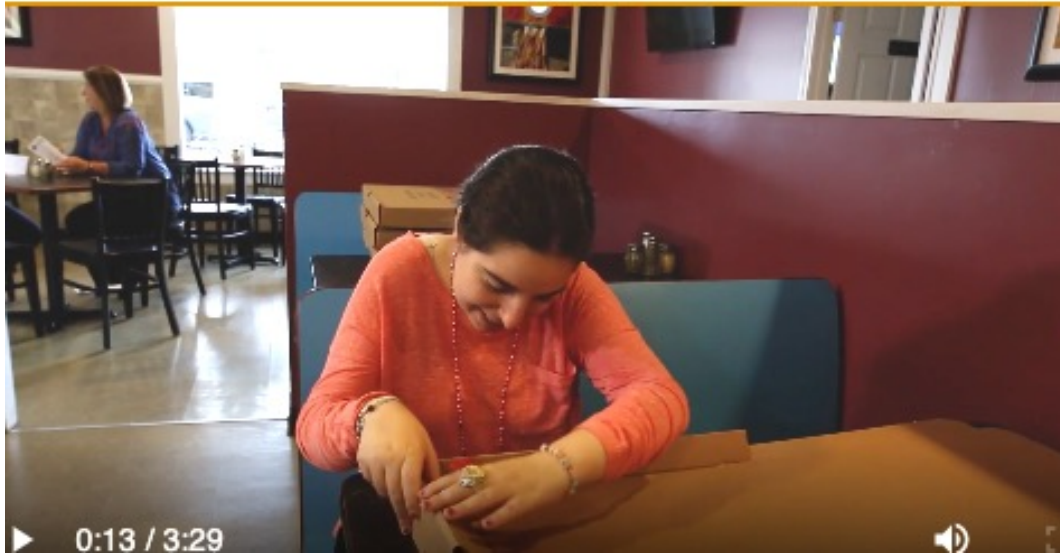


Client  
Focus:  
CRP staff  
Making it  
Happen

- ✓ Meet client ASAP after handoff to plan WBL
- ✓ Explore WBL options
  - Conduct business outreach, explain Progressive Employment dosing, ID's match, develop agreement
  - Arrange WBL dose ASAP (within 1-2 weeks)
  - Team evaluates (business input depending on dose) & plan next step (repeat dose for more info or new direction OR next dose?)
- ✓ Goals: get to paid experience & ultimately - JOB



## Gabby's Progressive Employment Story



# Gabby's Progressive Employment Story

[MUSIC PLAYING]





# PROGRESSIVE EMPLOYMENT: BUSINESS FOCUS



**Business  
Focus:  
Remember  
the Dual  
Customer  
Strategy**



We're not new to working with business, but the dual customer approach is relatively new.



We need business relationships in order to do our jobs.



We must understand business needs, just as we must understand client needs.



We **need a structure for** & approach to managing business relations.



# Business Focus: Big Picture



Provides business a continuum of options



Helps a business grow, learn, expand their diversity & disability awareness



Business moves through a progression of exposures & “doses”



As with a client IPE, business should have an individualized plan.



Business is a customer & critical part of the team





# Pause for a Quick Check-In



**Which responses do you get from business when you approach them about WBL experiences? (select 2)**

1. Happy to do company tours
2. Reluctant to have students with disabilities in their workplace
3. Concerned about liability
4. Interested in offering short-term work experiences



**Business  
Focus:  
A  
Paradigm  
Shift**

**From: asking for jobs...**

**To: offering opportunities to help  
job seekers explore careers**

**Low risk options for business:**

- A spectrum of options business can try
- Not required to hire worker afterwards
- Business & employment staff negotiate options
- Written agreement outlines goals of experience, roles, training & desired outcomes for skill development.



**Business  
Focus:  
Understand  
Business!**

Why does business exist?

To provide goods/services & make money

Why are businesses employers?

To have workers to make, sell or provide, goods &/or to provide services.

Employer role takes focus from providing goods &/or services & growing business!  
(Interviews, benefits, payroll, managing staff, insurance, etc.)

Businesses are bombarded by sales calls, fundraising & community requests for \$, job applicants & by us.



**Business  
Focus:  
What You  
Offer  
from a  
Business  
Perspective**



Low risk opportunity to meet prospective employees



Access to new talent pool of qualified job candidates



Access to team with knowledge & expertise re: employment of people with disabilities



Guidance re: ADA, accommodations, accessibility & Disability Awareness Training



A chance to see People with disabilities working & interacting in their business



A model & Safety net to mitigate risks during WBL activities



An opportunity for partnership & possible collaboration with workforce, education & community colleges



# Pause for a Quick Check-In



**In your experience which of the following do businesses find to be most valuable? (select 2)**

1. Low risk way to meet prospective workers w/disabilities
2. Access to qualified, pre-screened applicants
3. Guidance on ADA, accommodations & accessibility
4. Disability awareness training
5. Availability of & funding for work experience, OJTs, & internships
6. A chance to collaborate with workforce, VR, education, etc.



**Business  
Focus:  
Be Sensitive  
to Potential  
Concerns  
re:  
Disability**

Can he really work? Can she work full time?  
I don't have time to hand-hold.

I don't have a ramp or elevator & our space is  
limited. I can't afford this!

He's gonna get hurt & there goes my insurance rates.

I already have 1 staff always late for childcare issues,  
1 guy drinks & I worry about him, 2 staff have bad  
backs. Now they want me to hire this one?

I think my unemployed brother-in-law has these  
kinds of issues.

I am not comfortable around these folks. Is he/she  
going to fit in with my other staff?.



# Pause for a Quick Check-In



**Which business objections about workers with disabilities do you find most difficult to address? (select 2)**

1. Doubtful that person with a disability can do the work
2. Business isn't accessible – can't afford accommodations
3. It will increase business liability costs
4. Will require too much supervision
5. Person with a disability won't fit in at the business



Business  
Focus:  
Maybe  
There is  
An  
Interest

- ✓ Have concerns but willing to try & see how it goes
- ✓ Know other businesses do it successfully
- ✓ Have family members with disabilities & have hopes for them. Willing to try.
- ✓ Interested, but don't have openings right now.
- ✓ Enthusiastic & ready to try it.







# Pause for a Discussion



## Business Receptivity & Your Approach

Thinking about your business interactions, ID an example of a Receptive business & a Reluctant business.

For **reluctant** businesses:

What strategies have you found to be more successful?

What ideas/strategies you might try?

For **receptive** businesses:

Do you make different kinds of asks of them?

How do you think about growing that relationship?



Business  
Focus:  
Meeting  
Businesses  
where they  
are!

## First, Ask Questions:

- \* Listen
- \* Learn the perspective

## Next, think about your approach depending on whether they are:

- ✓ Hesitant
- ✓ Less hesitant but maybe not hiring
- ✓ Receptive to the idea



Business

Focus:

*Hesitant*

*Business*

Start Small  
(Low dose)

Low Dose Options for Exposure to VR Clients.

Company  
tours

Info  
interviews

Job  
shadows

Mock  
interviews

Hopeful outcome:

Business views VR client in positive way.

WBL = Meet clients they otherwise  
might never know or interview.



Business  
Focus:  
*Less  
Hesitant  
Business*  
(high dose)

Discuss low dose options & introduce higher dose  
too

Present high dose as:  
Experience for Evaluation Purposes

Time-Limited Job Tryout to Evaluate:

Skill on tasks

Skill in job

Career Info  
for client

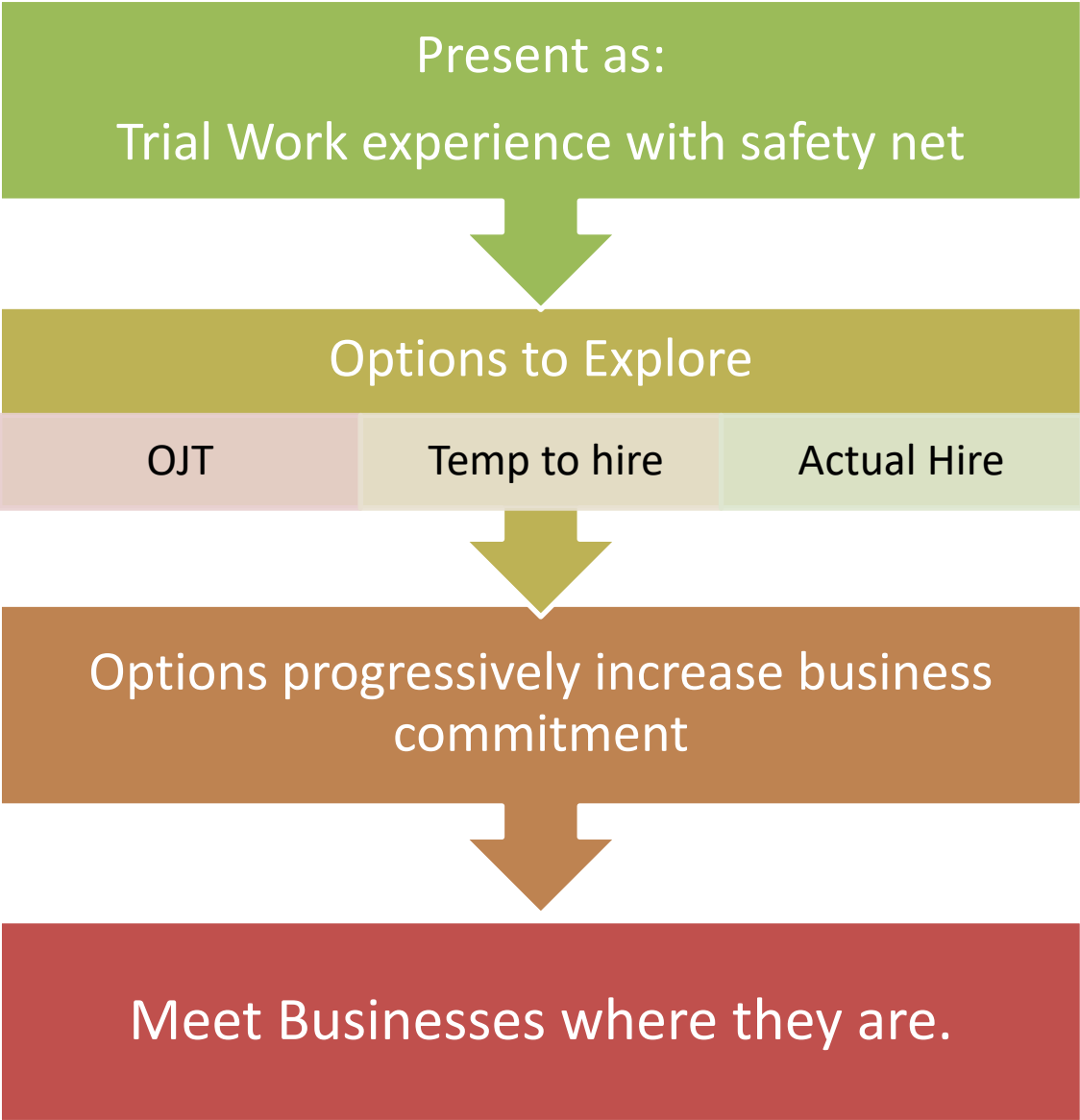
Job Match  
Info

Business see potential employee at work but no  
commitment to hire

Safe/No risk – Insurance rider



Business  
Focus:  
*Business  
Receptive  
to the  
Idea*





# Pause for a Quick Check-In



**How quickly do you return a phone call from a business?**

1. Immediately/within an hour
2. The same day
3. Within 2 days
4. Within a week



# Business Focus: Engagement Questions

**Work at the “speed of business”!**

- ✓ How quickly do you follow up with a business after a WBL activity? (Does Maine have a standard time frame? What are you asking about?)
- ✓ How quickly do you respond to a work-site issue for a business?





# Pause for a Discussion



Carl, a well-known, liked, & respected community member, ran a 3-bay auto shop in his rural town, employing 3.5 people including himself. Then he converted 1 bay to a small engine shop for snow mobiles & lawn mowers to attract out of state folks with 2<sup>nd</sup> homes, but that expanded to include boat engines, chain saws, tractors, wood splitters, etc. He got a large tow truck to bring in all sized vehicles for services. Fast forward in time, now he has 4 auto service bays, a 2-bay machine shop, and a self-service car wash. He has more ideas for expansion but right now he's sitting tight.

Now he employs 7 part-time & 6 full-time workers: his daughter (F/T to does book-keeping, HR, dispatching, & inventory), son (F/T tow truck driver trying to learn to be a mechanic) nephew & a friend (F/T mechanics in addition to Carl), 3 P/T mechanic's helpers & 1 F/T & 2 P/T machinists, and 2 PT machinist assistants. He has hired students before & as Carl explains "a guy with a handicap," but Carl feels they've not work out. "They don't like this work. I don't have time to sit on them. I need folks here on time, sober (not high or drunk), ready to work & without a damned cell phone in their faces. Last year 1 guy wrecked my tow truck. Who needs this?"

**What low dose opportunities exist here? List all you can:**

**What high dose opportunities exist here? List all you can:**

**Knowing Carl's reluctance to hire: What would you Say and Not Say to Carl?**





# Employer Focus: Final Thoughts

Remember business prime objective:  
Goods & Services & making \$



Progressive Employment is about  
business engagement, relationship  
building & earning their trust.



Be respectful at all stages of relationship  
development – you are a guest in their  
space & borrower of their time.



Provide good customer service.  
Be responsive.



Businesses like good PR.

- Publicly recognize them  
(Awards, articles, thanks)





**Any Questions?**

**Next Session:**

