

## Customized Job Development

### *The rarely used recruiting method to increase productivity while “doing good”*

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Imagine a recruiting method that results in lessening the workload of other staff so they can focus on their strengths in a more productive and cost effective way; a recruiting method where candidates are very likely to be loyal, work harder, come in earlier, and are thrilled to have a job that fits. And imagine growing your business because customers see you as an inclusive employer and doing your part to make a better community. These are just some of the benefits of **customized job development**, also known as “job carving”.

Customized job development is “the act of analyzing work duties performed in a given job and identifying specific tasks that might be assigned to an employee with disabilities,” according to Cary Griffin of Griffin-Hammis Associates.

*It is a unique, personalized method of recruiting that meets the needs of both employer and employee. It is a process that determines the strengths, needs, and interests of the person with a disability while addressing the specific productivity needs or concerns of the employer. If it doesn’t “fit” for both employer and employee, it is not customized job development.*

Craig Denby of Quiznos on the Mountain Regional Training Store in Hamilton, Ontario is always on the lookout to create synergy and reciprocal partnerships, because put simply, he believes “you have to give to get”. That’s why in 2011, when he was approached by a staffing specialist of **ableworks.ca**, a no-cost job service that helps businesses in Hamilton, Niagara, Brant, Haldimand and Norfolk regions recruit, hire and train the right candidate who happens to have a **disability**, he knew he wanted to learn more.

For Craig, all of his team members are cross-trained on every function, but he saw an opportunity to increase his productivity by relieving the stress and workload of busy staff. He created two new customized positions for candidates selected by **ableworks.ca** that wanted to work at his store and had the skills to help him with his business. These newly created positions gave everyone “a chance to get good at their job before learning to go fast,” according to Craig.

Craig knew the benefits of using the services of **ableworks.ca** far outweighed any concerns he had. “There are lower labour costs if you are eligible for wage subsidies. There is a trial period to ensure it is a good fit for both employer and employee. And the staffing specialists are easy to work with and help with the training and any other issues. It’s really worth it.”

Craig also knows there is a competitive advantage to becoming an inclusive employer. “There’s a goodwill factor that you can’t put a dollar amount on.”

But most of all, Craig wants other employers to know the loyalty factor is “incredible”. “Most kids come in one minute before it’s time to work. These kids come in 30 minutes earlier, study what they need to do on the job and they are so glad to be here.”

Customized job development actually happens in the workplace every time a business rearranges job duties because of a customer need or perhaps when there is a change in equipment or product. It is a recruiting process that not only gives employers an opportunity to diversify by hiring people who



happen to have a disability, but to really think about where they can improve their productivity and to match people's strengths with the right task.

Consider the following examples of customized positions by two Hamilton-based businesses.

***Finding solutions to productivity challenges***

A mid-sized employer in Hamilton used customized job development to get a job done efficiently and quickly. With a recent physical expansion, the company wanted to ramp up their marketing campaign. A staffing specialist with ableworks.ca had approached them about a candidate who wanted to work at their company. His skill set? Data entry, confidentiality, and getting the job done; his disability paled against his abilities. This employer created an 8-hour per week data entry position in preparation for an email blast as part of their marketing campaign. Minimal training was required and the candidate shows up on time, works at a laptop and gets the job done.

***Dividing the task and doubling the success***

A staffing specialist from ableworks.ca approached a large, unionized business about a candidate who was looking for a job that fit his skills; cleaning and physical work. Upon analyzing their current needs, this employer realized they had an existing staff member who was only able to do partial duties as a result of an injury. With customized job development, they created a unique position where the candidate goes to each department and does the task the injured worker is unable to do. That was more than three years ago; a resounding success for both employer and employee.

To learn more about customized positions, contact the Diversity Recruitment Specialist at ableworks.ca.

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