

by **Teresa Mizgala**

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## Embracing the “C” Word

How can you accomplish more and be successful in the face of change?

Exactly how do you embrace change when you are nothing less than confronted with it?

Most of the time, change comes at the perfect time. We just don't always recognize it. Human beings are creatures of habit and our instincts make us pause and survey the situation.

Your personality traits may make transition time longer or shorter, more or less painful. Focusing on positive actions and outcomes will make all the difference in the world. You will be healthier, happier and more productive.

You'll be able to help others move through challenging times by telling them how you let the future drive your present.

You will find yourself sharing your success stories and the new tools you've developed with coworkers, customers, family members and friends.

### **Team Blah, Blah, Blah & MRD**

Teams exist for a reason. You can't do everything all by yourself. Everyone on a team has a job to do. Success is much easier to achieve when everyone involved participates in the concept of team. You'll accomplish more and have less stress if you do not start to think, “blah, blah, blah” at the mere mention of team.

The ball team's catcher does not run to the outfield to catch a ball; the outfielder is trusted to

handle it. Few sports are one-man shows. Each individual on a team is a trained expert and everyone must work together to get the job done. A healthy dose of trust is required.

Counselors are the pitchers in this job development ballgame. They know what motivated, reliable and dependable means. They have been trained to toss MRD customers your way, but the bigger picture—the job development game, if you will —should be your main focus.

Just because someone has been defined as MRD, they automatically can't be “sold” to an employer as such. Letting employers know how you can help make their life a little easier and their work more productive will develop a level trust that translates into success.

Forget about presenting the customer. Focus on the bigger picture. If you are presenting a customer, you cannot build a relationship with an employer.

What would your day look like if an employer eventually came up to you and started a conversation: What if they stopped doing the duck-and-run and stopped screening you as an unwelcome visitor? Once you become valuable, employers will approach you because they will know you are valuable.

How do you overcome the fear that either flickers or overwhelms you when you approach someone to start a conversation?



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There always is something to talk about to strike up a conversation. Remember that those employers put their pants on just like you do every day: one leg at a time!

Employers have feelings just like you do; they feel life's stresses just like you do. They have similar problems with business just like any other business owner. Bottom line: they are people too.

Try focusing on how much of a difference you can make in the life of an employer when you engage with them. When you are clear about the benefits you provide when you walk into a place of business, the interaction will be more meaningful.

Find out what they need. Listen and look employers in their eye. Be real and listen to the problems and needs regarding hiring people. The hiring process takes time, and that time to the employer means money.

Don't be afraid to ask questions. Employers enjoy conversations with people who care and want to hear their concerns, ideas and opinions.

After the needs are laid out on the table, do not try to present a customer; you are not there to talk about a customer. You are there to provide a service that will help make this employer's life easier.

You are there to provide a service that offers employment. Think of it as a mobile Michigan Works — in reverse: Michigan Works pools job openings for people to see; you have a pool of customers to fill needs for employers.

You provide a service that enables employers to focus on their business. Building a relationship on trust, reducing the time lost and all the headaches due to the hiring process, is valuable.

When you are concerned with the needs of an employer and enable that employer to focus on other important tasks on their desk, you will gain that trust.

When listening to the employers needs, focus on what to look for in a customer and even commiserate about how bad the economy is, they will know you care about their business and its growth.

Information is a beautiful thing. Discovering the needs of employers enables you to mold and personalize the service you can offer. Employers only want MRD people to work in their place of business and see it excel, plain and simple!

When you deliver MRD people to work in a company, the employer will value your services. They will rely on you to do this again and again by calling you when the need for customers arises.

On the flipside, you must specifically explain that even though you bring in MRD customers, you can no more promise that customer will work no more then they can promise that one that is hired off the street will work out. Try to relate our assessment for MRD as being akin to having someone screen for unwanted phone calls. Build up our MRD customers by explaining our high level of assessment and the benefits of knowing which ones are MRD.

This is a huge benefit to employers because we have taken the time to know something about the customer—unlike hiring someone off the street.

Once you have embraced change and the team concept, do not let your confidence cause you to over promise anything. Start to under promise



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and over deliver every time. Let the employer find out later that there is more.

Be honest, but never say, “No.” Saying, “Let me find out,” or “I’ll check on that and get back to you” beats making it up or guessing.

### **Explaining MRS & Benefits**

One of the benefits to hiring through MRS is a tax incentive and the benefit of an OJE and OJT, as well as retention.

How happy are you at the grocery store when you put something in your basket and arrive at the register only to find your item is on sale that day?

After you have just explained how your service can help your employer and they will be happy about it, discussing the incentives will make that smile bigger!

All the employer has to do is evaluate the customer. The trust scale suddenly will be balanced because now the employer feels the trust by you asking for their opinion. Make sure the employer knows we value the opinion on every customer we place.

Employers often ask about the customers and what be might wrong with them. Here are some examples of questions you might use and comments you could make to help them relate:

- Have you ever been in a car accident and were injured?
- Have you ever had a heart attack or stroke?
- As I get older, my hearing is leaving me, how about you?
- As I get older, I hope MRS is still around!

- I’m one accident away from needing MRS.
- Was it ever hard for you to grasp any subject in school?

After talking with the employer, you will know which way you can go with this and what to use to explain. Even though you represent customer with a disability, you may not like using the word disability. Some people are not educated enough to understand what a disability is. When you use the word disability, some people automatically think the worst. Then again there have been some employers that say they know a person with a disability or someone in their family that is disabled — and working every day.

### **Resumes & Applications**

Some employers still want to see a resume, but if you sell your service based on benefits, you eventually will discover employers no longer ask to see one.

Some employers still want an application completed for their files. As you build trust, employers eventually will call and tell you to send someone to fill a position. The service you are selling will become more valuable to the employer as time goes on.

Job developers must be able to approach, listen, learn, inquire, explain and be genuine.

Successful ones will make employers feel as though they are a name and not a number.

Good customer service is hard to find, but if you cover your bases, you’ll deliver the best service around!

