

***OJT Program Design:
Your Connection Strategy***

***Two OJT
Process Directional Flows:***

- ✓ Talent to Jobs (Supply)
- ✓ Jobs to Talent (Demand)

→ Process: Talent to Jobs →

**Job Seekers:

OJT
Candidates**

***Connection:

OJT
Talent/Jobs***

**Employers:

OJT
Opportunities**

← Process: Jobs to Talent ←

Four OJT Connection Strategies

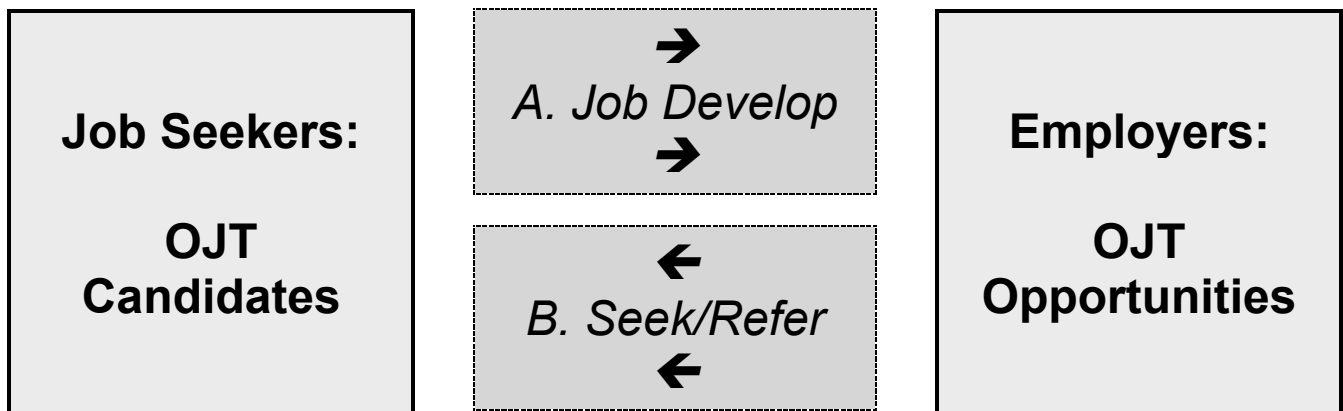
Strategy A:
Start with OJT Candidates
Promote Candidates and Job Develop

Strategy B:
Start with Employers
Promote OJT and Refer Candidates

Strategy C:
Start with OJT Candidates
Teach Job Seekers to Promote OJT

Strategy D:
Start with Employers
Promote OJT for Employer Referrals

→ C. Job Seekers Market OJT →



← D. Employer Referrals ←

Strategy A:

Promote Candidates and Job Develop

- ✓ You Know Who You Got
- ✓ Employers Always Want to Know the “Who”
- ✓ Tie to Job Referral
- ✓ Retail May Take More Time
- ✓ After Classroom Training, When No Training-Related Jobs
- ✓ Performance: Entered Employment for Registered Customers

Strategy B:

Promote OJT and Refer Candidates

- ✓ Identify OJT Opportunities You Have Candidates For
- ✓ Inventory Available OJT Talent
- ✓ Target Employers and Jobs by Available OJT Talent
- ✓ Seek, Screen, Refer Center/Program Customers
- ✓ Control Quality in Referral Process
- ✓ Promote Candidate/s Post-Referral

Strategy C:

Job Seekers Market OJT

- ✓ Teach Candidates to Promote OJT During Job Search
- ✓ Develop Letter for Job Seekers to Use
- ✓ Ensure Clarity to Prevent Problems
- ✓ Embed in Job Search Workshops
- ✓ Coach Job Seekers in Appropriate Use
- ✓ Avoid, “They Pay You to Hire Me”

Dear Employer:

The above individual is eligible for our On-the-Job-Training (OJT) to assist in retraining of unemployed workers.

OJT can be used to train this individual in new skills to perform a different job from his or her previous job. The length of the training period is negotiable and depends on the complexity of the job to be learned and the skills and qualifications of the trainee. There must be a “mismatch” between the skills required by the job and the skills the individuals already possesses.

We will reimburse you for the costs associated with training this new employee, which are usually calculated at a portion of the pay rate for the agreed-upon training period.

A simple OJT agreement must be signed prior to the first day of work. If you are interested in finding out more about these savings, contact us at (phone number) or (email address).

*Sincerely,
(Staff Person, Staff Title)*

Strategy D:

Promote OJT for Employer Referrals

- ✓ Be Careful: OJT is a Training Subsidy, Not a Hiring Subsidy!
- ✓ Clarify: “Not All”; “Must be Eligible”
- ✓ Clarify: “Would Not Hire Without Special Training”
- ✓ Clarify: “Not Start Before Contract”
- ✓ Ensure Full Process to Become Eligible Participant
- ✓ Mirror ITA Training Entry Processes
- ✓ Decide If Meets Your Obligation to Current Customers

Considerations In Deciding Your Connection Strategy

- Deploy All, Some, or One?
- Number of OJTs to Be Developed and OJT Budget?
- Quantity and Quality of Available OJT Eligible Customers?
- More OJTs or More OJTs for Current Customers?
- Primarily a Job Seeker Service or a Business Service?
- Job Seeker and Business Service Staffing Levels?
- Current OJT Connection Strategies and Employer Expectations?

One Set of Strategic Choices:

- Meet your obligation to your current center/program customers
- Invest in customers where investments have been made
- Promote who you have either though job development or referral
- Target employers and jobs by current customer inventory
- Start with Strategies A and B (“Promote Candidates and Job Develop” and “Promote OJT and Refer Candidates”)
- Implement Strategy C (“Teach Job Seekers to Promote OJT”) if you have no dedicated Business Services Staff and Job Seeker Staff time is limited
- Deploy Strategy D (“Promote OJT for Employer Referrals”) as last resort and be very, very careful about eligibility

Now is the time to...

- ✓ Position on economic recovery and reinvigorate employer services
- ✓ Develop effective employer marketing strategies
- ✓ Train staff how to effectively market in a tough economy
- ✓ Streamline your OJT policies
- ✓ Develop Center customer-flow protocols to successfully connect job seeker and employer services and staff

Greg Newton would like to help:

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