

**DON'T
DO IT ON
YOUR
OWN!**

CREATING SUSTAINABLE JOBS

Self-Employment for persons
with developmental disabilities

PersonVentured™ Business

'pərs(ə)n/ | 'ven(t)SHər/d

“A small & simple business venture, primarily based on a persons', **interests**, hobbies, current abilities, is supported by a **diverse** team of friends, peers and mentors & contains a **community integration** strategy written into the business plan.”

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greetings

Will your plans for employment last a lifetime?

There is no question that employment provides individuals with a sense of purpose and impacts an individual's self-esteem and self-worth. As simply stated by one of our dear #JobCreators, "People need to work." – Julia Martin

When caregivers are asked to speak about the future when they have long passed, the emotions expressed are:

AFRAID of the unknown future
STRESSED about how to have a plan that ensures long-term happiness
UNSURE of how to garnish the help they need for self-employment
TIRED of having to do it all on their own
FRUSTRATED because their potential is underestimated
AFRAID of the unknown future, and
OVERWHELMED by it all



A message from the Santiago family....

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As parents of two sons with disabilities, we've been there. You worry about your child's future and the scarce opportunities for employment. The first step in creating a meaningful future for your child with a disability is to help them create their own meaningful job.

Let's talk about ways we can do that...today.

Cheers,

Talk with others Understand the impacts Plan a response

Conducting a Problem/Impact/Response (PIR*) is not easy. No one wants to talk about a time when they are no longer here. We get it. But avoiding the topic will guarantee one thing, an unsustainable future. *PIR model is exclusive to the #JobCreators Curriculum for parents/professionals.

Talk with your friends about what the future could look like in your absence. Understand how your absence would impact the person with disabilities. Explore ways you can address those impact now, and in the future.

Here are some things to guide you as you explore

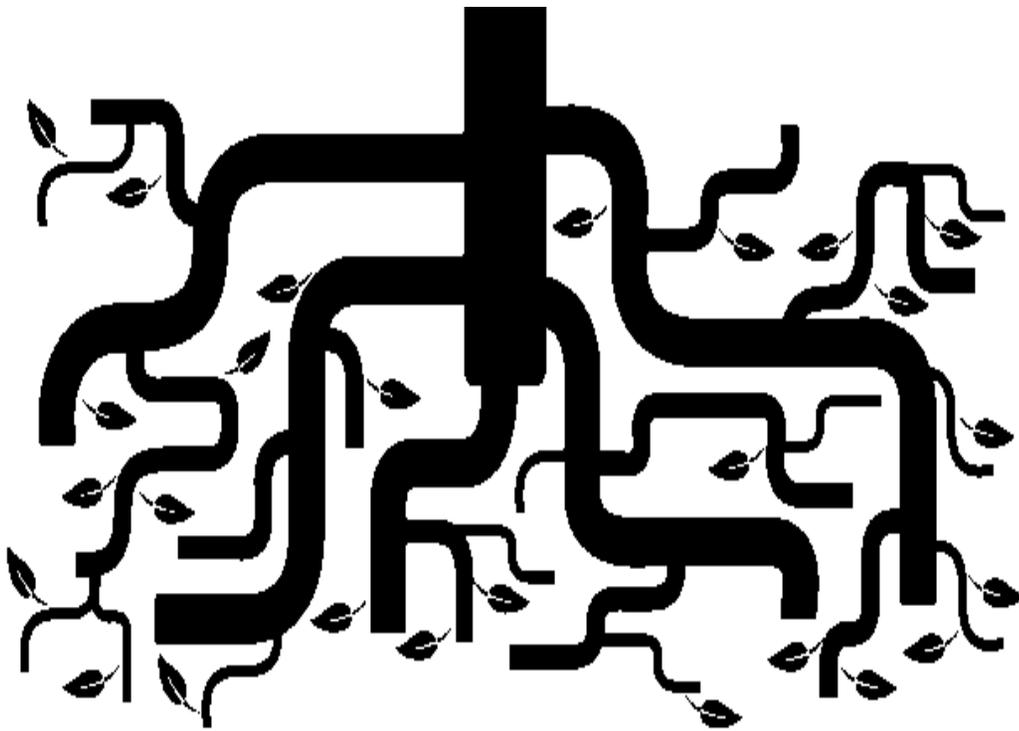
Case Study

Mom was the chauffer for her daughter with autism (in her early 20's). After conducting the PIR, they realized **transportation would be an impact** on the daughter when mom passed away. **What did they do?** That mother and daughter began taking the bus once a month with friends and family to create a positive introduction to public transportation. **The result?** That young lady with autism now takes public transportation on her own to her place of employment. **No chauffer needed!**
Now THAT is a sustainable RESPONSE!



LOOK AT THE FUTURE SQUARE IN THE EYE!

- Openly talk about different scenarios such as chronic illness, disability that comes with age, and even death of one and/or both caregivers/parents.
- List and understand all the impacts of each one of those scenarios (i.e. An impact of transportation can create a barrier to social activities, medical care, employment, etc. List them ALL!
- Don't look for answers, simply list out potential responses. In an unknown future, there are no answers, only sustainable plans.



GET TO THE ROOT OF THE PROBLEM

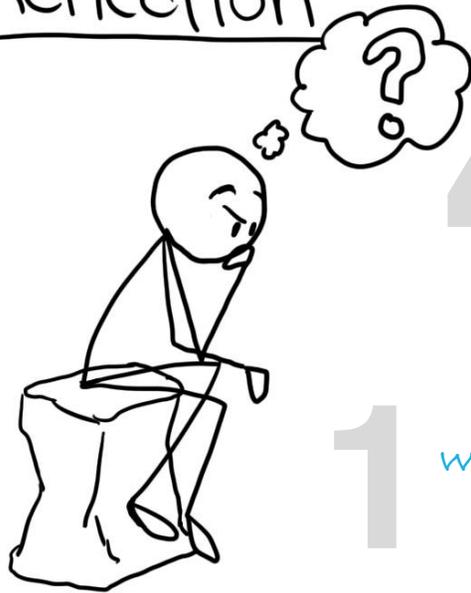
Getting to the root of any problem can be both challenging and enlightening at the same time. We have found that most problems are a result of either a **systemic cause** (causality often beyond the control of those impacted) or an **individual cause** (causality largely due to a lack of needed interventions and/or support).

This is not time for the blame game or guilt trips. This is time for hopeful collaboration, enthusiastic flexibility and a heightened focus on the potential to create a sustainable and meaningful lifelong experience and future with and for an individual with developmental disabilities. **Please remember:** *When you understand the root of any problem, you increase the effectiveness & sustainability of your plans for the future.*

- *Provide a Platform for honest conversation*
- *Provide a means of clarifying expectation of supports within the home*
- *Allow the process to serve as an opportunity for bonding, collaboration and delegation*
- *Always ask "Why" a problem exists without looking to blame*

Reflection

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4 QUESTIONS

TO HELP CLARIFY ANY POTENTIAL BARRIERS

1

WHERE does does this barrier exist?

Explore all areas where self-employment may cause a challenge to the person (home, high-traffic areas, outdoors, etc.)

2

WHEN does does this barrier exist?

Explore all times where self-employment may cause a challenge to the person (morning, afternoon, immediately after taking a particular medication, with friends, without friends)

3

HOW does does this barrier happen?

Explore the context of situations where self-employment may cause a challenge to the person (communication barrier, lack of awareness, lack of concrete direction/guidance)

4

WHO causes this barrier to exist?

Not all barriers lie within the abilities/disabilities of the person. Know for certain if the barrier is being created by behaviors of another person, an organization, the community or even a family member.

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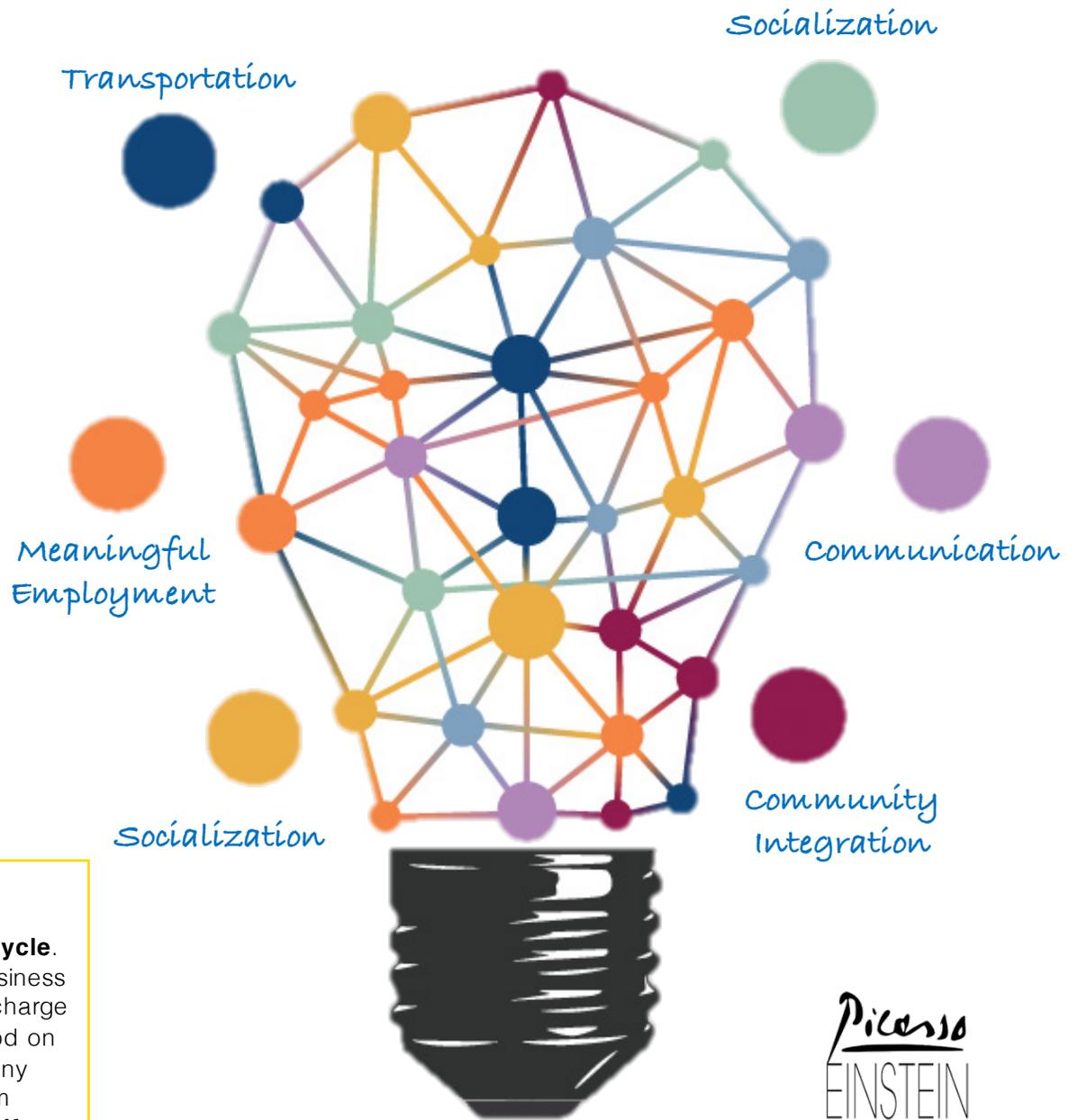
CONNECT THE DOTS

Now that you know what the problems are, now you must connect those dots to the business. How?

Ask yourself, “How can I use the business to address some of the potential impacts of the future?” For instance. If transportation has been identified through the PIR to be an impact, then think of a business concept that can respond to that impact by either addressing it directly, or by providing accommodations.

Case Study

A young man with autism could not drive, and unfortunately did not have supports to help provide transportation for work. But, he **LOVED riding his bicycle**. He and his team started a small “house-watching” business for a nearby seasonal community in which he would charge a monthly fee to ride bicycle through this neighborhood on a weekly basis and report back to the home-owners any issues such as a broken window, water leaks, or storm damage and other items. **The business concept itself was a response to the impact identified through the PIR!**
Now THAT is a sustainable RESPONSE!



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Here are two big mistakes that are often made when putting together a support team for a PersonVentured™ Business:

Mistake #1

A Business Support Team lacking PEERS.

It's easy for parents to begin asking all of their friends to jump on board as a support team member. But they do so with little or no focus of the **sustainability** of the business.

End result: The Business Support Team is comprised of members all similar in age of the parents/caregivers and/or professionals. When the entire team potentially approaches old age, disabilities and even death around the same time, who will be left over to ensure the business continuity beyond the years of the support team? That is not a sustainable plan.

Mistake #2

Thinking the team must have a connection to “disabilities”

There are a plethora of other individuals in your community that can help support the business, as you focus on the needs of the person with disabilities.

End result: You open the door wide open to individuals who possess and are willing to share incredible knowledge, skills & assistance in a particular area of expertise that will help your business. Classic example: A college student that knows nothing about disabilities, but everything about websites, & can help build one for you! Just be sure to give him/her credit for the work!

EVERY TIME we meet with a new group of parents or professionals, there are always those who think that **supports** must come from those within the disability community.

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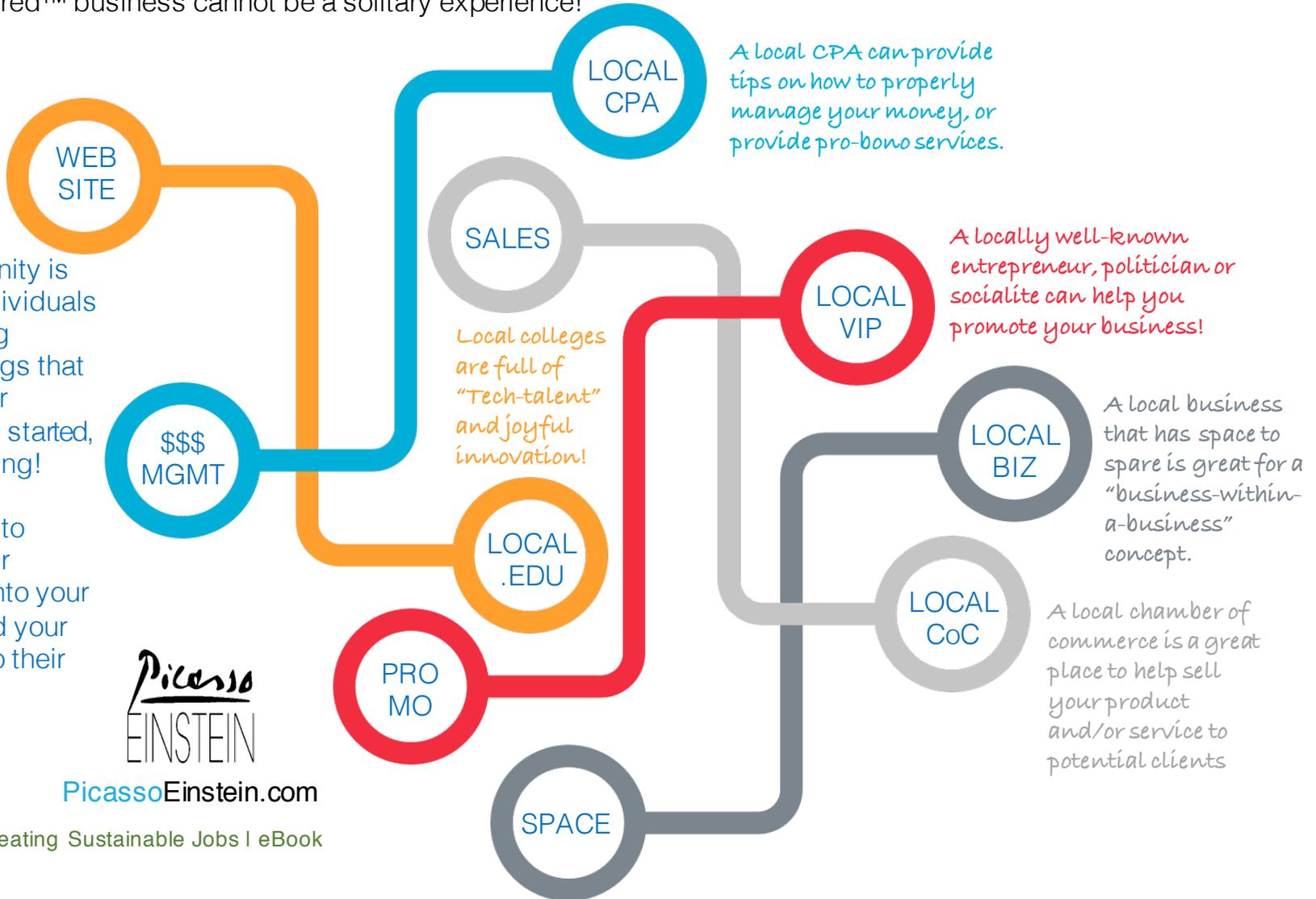
COMMUNITY INTEGRATION

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A PersonVentured™ business cannot be a solitary experience!

Your community is filled with individuals already doing amazing things that can help your business get started, and keep going!

Think of how to integrate your community into your business and your business into their lives!



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KNOW HOW TO ASK FOR SUPPORT

The best help is from someone who sees it as fun....

ASK THE RIGHT PERSON!

Just because someone seems to know a lot about something, doesn't mean they will be the most helpful. Strike a balance between **knowledge and enthusiasm**. You will receive more meaningful assistance from the person who perhaps knows less, but more inclined to find a way to "make it happen" no matter what.

At the same token, a brief meeting with someone who knows a lot about a subject-matter and willing to offer you less of their time, can be equally as valuable for the business. Just be sure to ask something that the person is already familiar with.

Can you help with my website?



ASK THE RIGHT THING!

Just because someone knows about a particular subject, or is working in a particular industry, doesn't mean that they are only a good resource for one subject, and subject only. Most people, although they engage in professional activities, are equally as driven to be knowledgeable about the things that they enjoy!

For example; You are starting a any business. You know a CPA that also loves and knows a lot about it. If you ask that CPA to help you with financial literacy or photography, which do you think will be a more enjoyable experience for the CPA? So, the point is, get to know people enough to know if you are asking for the **right** help!

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BE SURE TO HAVE A RESPONSE PLAN

Don't worry about ANSWERS OR SOLUTIONS!

Part of our Problem/Impact/Response (PIR*) model, is helping individuals focus less on trying to have an answer for each unpredictable, unforeseen challenge or problem of the future, and focus more on researching and understanding as many options (or potential responses) to these challenges as possible.

Solutions today, may no longer be a solution next year. Solutions next year, may not even exist yet. Therefore, instead of sinking your teeth into one solution that works for you today, but may or may not exist in the future, it is far more sustainable to explore all options, all avenues and all potential responses that address the needs of both the business, AND the person.

Solutions expire, but responses evolve...

Transportation has always been a challenging barrier for persons with disabilities, particularly as it pertains to employment. Well, 10 years ago, companies like Uber & LIFT didn't exist. But they do now. Those services should very well be explored to the fullest extent possible as a potential response to a transportation barrier. Will it work? You won't know unless you try. **Remember this also; what doesn't work today, may work tomorrow.**



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5 REASONS WHY MENTORING WORKS

- 1 Mentors can assist the budding entrepreneur **focus** on specific aspects of the business.
- 2 Mentors can assist in reaching established **goals** for the person and/or the business
- 3 Mentors can model **positive behavior** and specific tasks for the budding entrepreneur
- 4 Mentors become an additional **advocate** for both the person and the PersonVentured™ Business.
- 5 Mentors assist with the much needed **community integration** aspect of the business

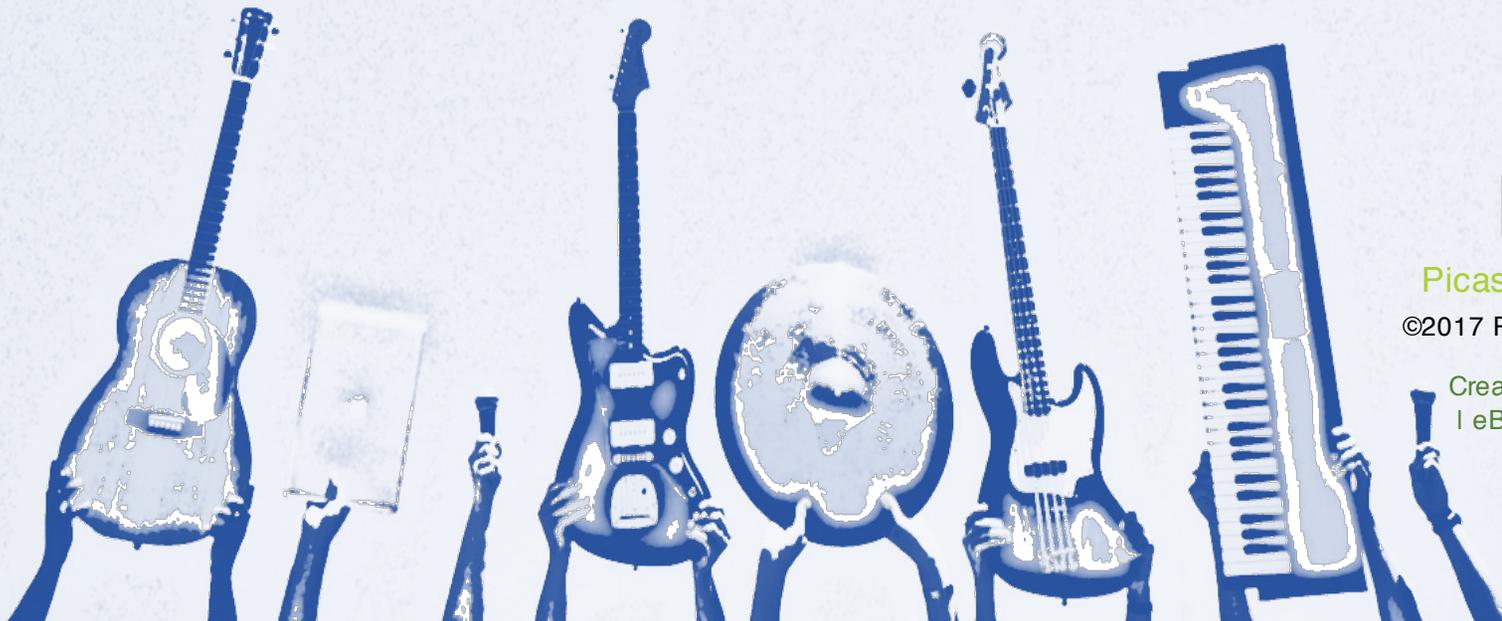
There are **FIVE MORE** reasons why Mentoring Works. Want to know what they are? Check them out in our E4i Curriculum for Parents/Caregivers/Professionals. Learn more at: www.SelfEmploy.org/Curriculums

ENSURING YOU HAVE THE *RIGHT* SUPPORT MAKES FOR A HARMONIOUS EFFORT

Sustainability is about having the **right** supports for needs that have been clearly and thoroughly identified for both the person and the business. When thinking about your Business Support Team, refer back to page 4 of this eBook to ensure you don't fall into the traps of your support team recruitment efforts.

Think of your team as a band. Each person has a unique skill & unique interest. Not all instruments are needed to put together a song, and some instruments are only needed during certain parts of that song. Supports are similar in the sense that you should know what supports you need, for what purpose, and for how long (see "Anytime Factor" section of the AAA Supports on the next page). Also, don't focus on what someone knows, but rather on what someone likes, and does!!!

THINK ABOUT IT: Just because you know a CPA doesn't mean he should be a financial literacy support. What if his personal passion is photography, and a photography business is precisely what you plan on starting as your PersonVentured™ Business concept. That CPA will certainly enjoy the time as a photography mentor than a finance support.



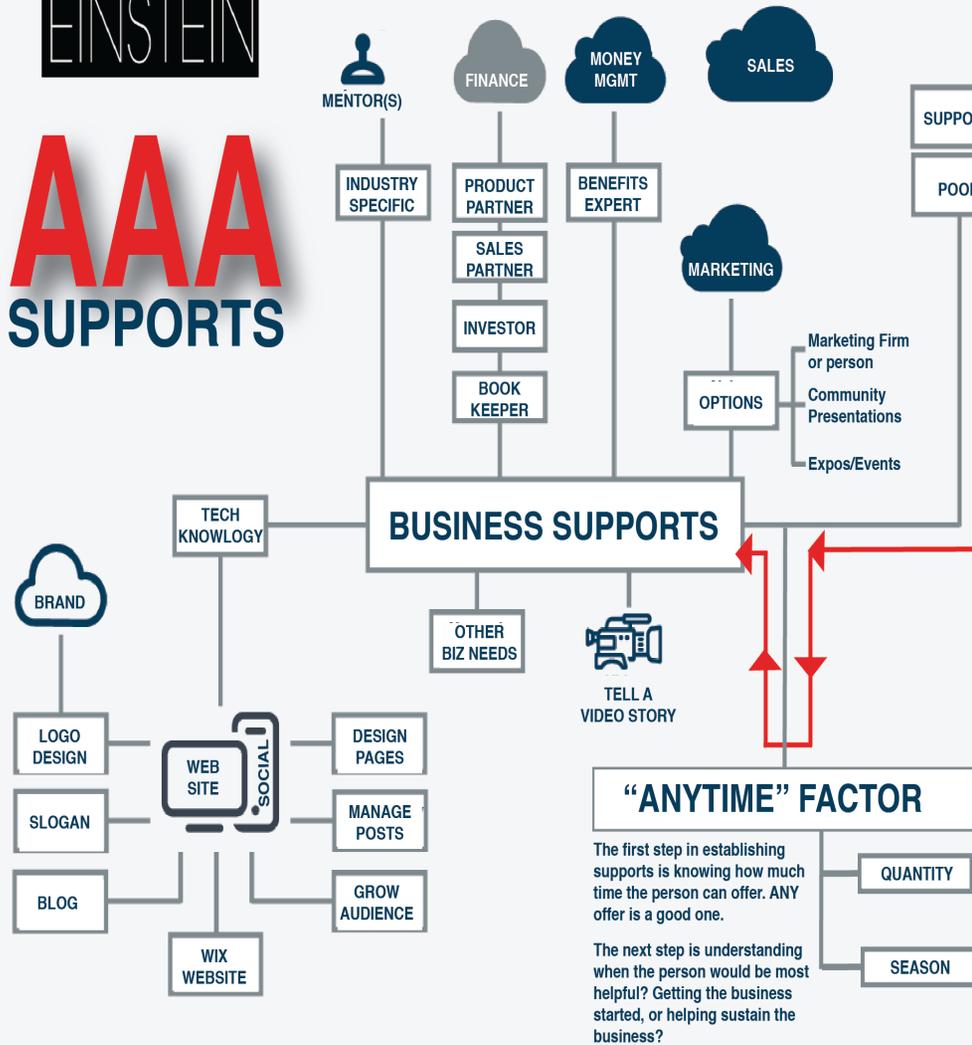
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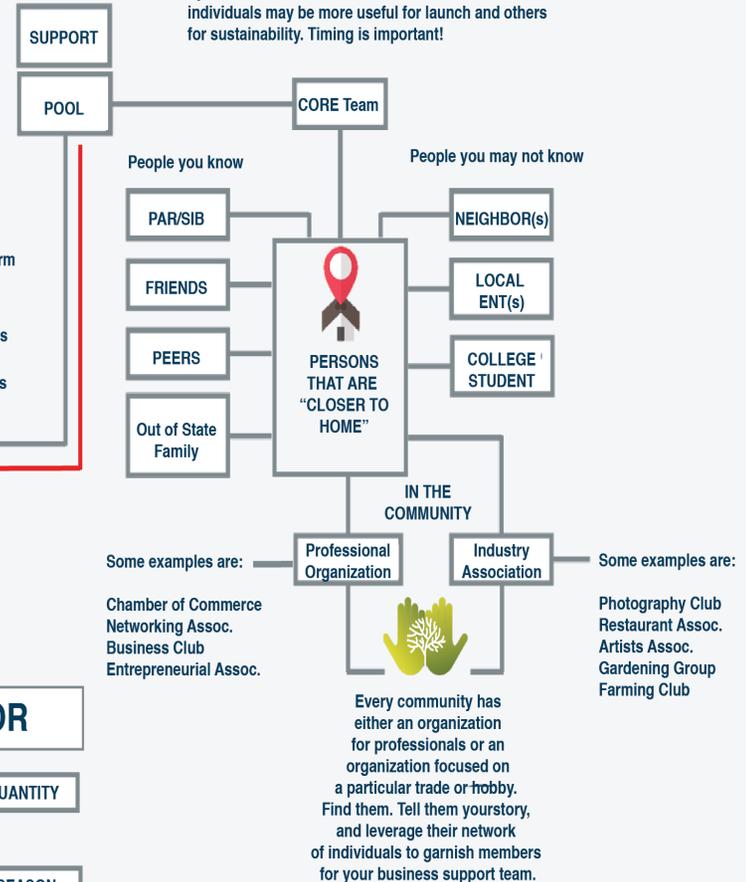
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AAA SUPPORTS



Garnish Supports From: Anyone. Anywhere. Anytime.

Use the Support Pool to provide the supports needed by the business in order to launch and sustain. Some individuals may be more useful for launch and others for sustainability. Timing is important!



LEGEND

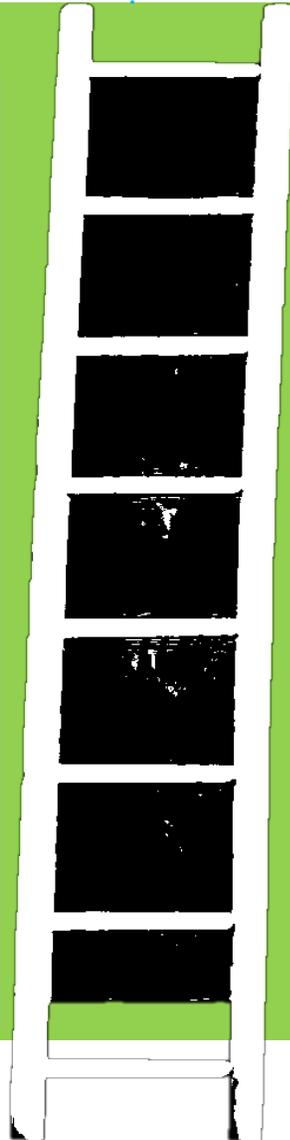
ENT = Entrepreneur(s) | PAR/SIB = Parents and/or Siblings | ASSOC. = Association

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take the next step...



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We have been where you are right now. Are you feeling frustrated, like you're spinning your wheels in the mud, or the job opportunities being presented are just not what you envision for the future? We are here to tell you that you can do something to change that. You can create meaningful and sustainable employment for a person with disabilities by choosing the next right move. We can help you take the simplest approach to employment by teaching you how to **create one job, for one person**. It's that simple.

We have not only chosen the self-employment path for our family but, we have also helped countless families and professionals look beyond the disabilities and successfully join our #JobCreators Movement.

We look forward to hearing about your ideas and seeing you prosper as #JobCreators.

It's time to stop waiting, and get creating,

A handwritten signature in blue ink that reads "Boaz & Minerva Santiago".

Boaz & Minerva Santiago

CONTACT

Start@PicassoEinstein.com
(800) 554-2263

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