



# DISTANCE LEARNING

OPPORTUNITIES FOR

JOB PLACEMENT PROFESSIONALS

Innovative Employment Strategies

# DISTANCE LEARNING

Kenfield Consulting Inc. is excited to offer an affordable, unique and innovative learning alternative for job placement professionals, recognizing that staying current and up-to-date with the latest techniques and skills can be challenging as well as expensive.

With this in mind Kenfield Consulting created a Distance Learning Unit that is rapidly becoming the most efficient and cost effective way for Job Placement Professionals to grow their skills.

Our Distance Learning Unit is a series of online courses presented remotely using the latest web-based video conferencing software with features that include interactive presentations and online discussions.

The Distance Learning curriculum has been developed using our traditional workshops and modified to be effectively communicated via the web. From the comfort of their own desks, participants can easily access our courses using a desktop, laptop, iPad or smartphone. No travel required.

# WHO CAN BENEFIT?

Kenfield Consulting understands there is a wide range of professionals within the job placement industry and has developed encompassing programs that will all benefit from including Job Developers, Job Coaches, Case Managers, VR Counselors, Program Managers, and their Administrators.

By focusing on candidate preparation and job market penetration, our experience tells us job placement

specialists of varying experience and knowledge benefit greatly from our highly specialized curriculums.

With the latest innovative techniques being shared, Kenfield Consulting strongly encourages managers at all levels to participate in the Distance Learning Units to best support and maintain the skills staff acquire.

# WHAT OUR CUSTOMERS HAVE TO SAY

“All of the examples were our real life experiences and were very helpful. Thank you for the new energy to develop job opportunities for persons with disabilities!”

- **Connie Schupbach, SD**

“One of the very best presentations I have participated in. Very job related and useful information for all staff. Thank you!”

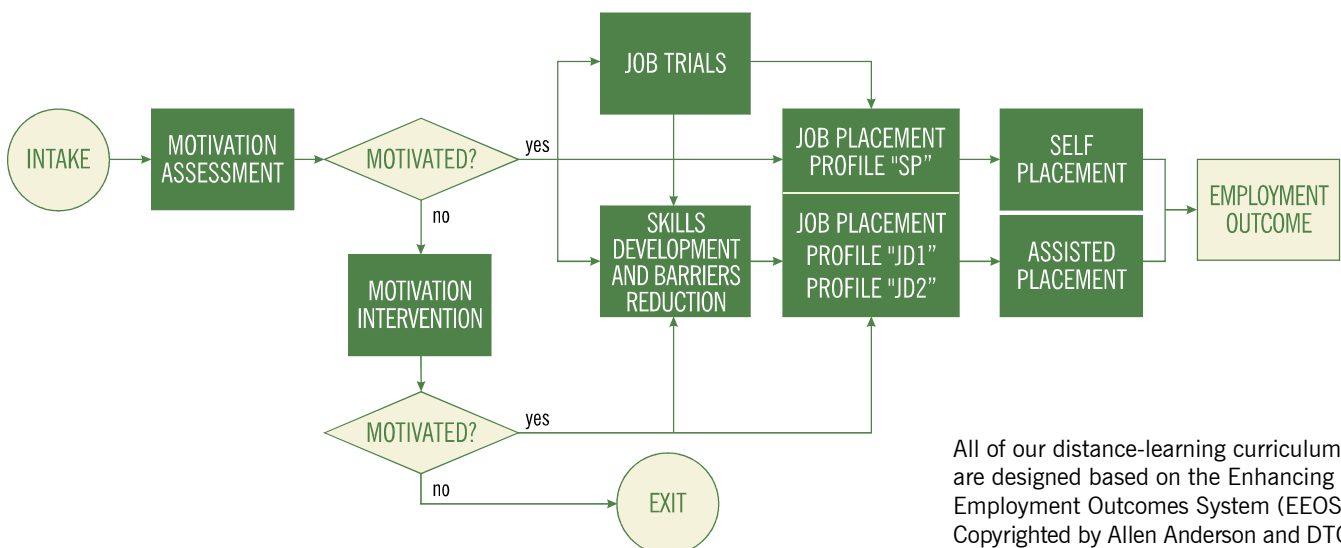
- **Melinda Jordan, FL**

“Very good training with very detailed information on how to approach employers and how to sell our consumers and making sure consumers are job ready before referring.”

- **Lou Adams, CANAR**

“Thank you very much – these steps should be common practice for all job developers (JDSE).”

- **M. McIntyre, VT**



All of our distance-learning curriculums are designed based on the Enhancing Employment Outcomes System (EEOS). Copyrighted by Allen Anderson and DTG-EMP, Inc. All courses are CRCC Accredited.

# MACRO AND MICRO SKILLS BASED CURRICULUM

Kenfield Consulting teaches job placement marketing and sells concepts at three macro levels. Each macro level is indispensable in learning how to perform job development. These skills, including appropriate candidate

preparation, effective job development, job market penetration and a strategic change focus need to be in place before effective and efficient solutions to job placement challenges can be implemented successfully.

These macro skills are large in scope, and so they are each followed by a myriad of micro, smaller scale and specific skills training that attach perfectly to the macro information's bigger picture concepts and theory.

## MACRO CURRICULUM

For Job Developers, Job Coaches, Case Managers, VR Counselors, Program Managers, and their Administrators.

### LEVEL ONE: EMPLOYMENT OUTCOMES MANAGEMENT PROFESSIONALS

EOMP Provides managers and staff with an opportunity to take a closer look at their work, their team and themselves in order to make a real difference to their employment outcomes.

4.5 HOURS

Prerequisites: No prerequisites for this course.

### LEVEL TWO: JOB DEVELOPMENT SELLING ESSENTIALS (JDSE)

The Enhancing Employment Outcomes System's approach to marketing skills and job development is outlined so that participants can:

- Be more effective at getting jobs
- Have greater control over the work they do
- Achieve better results with less effort

6 HOURS

Prerequisites: No prerequisites for this course but EOMP is highly recommended.

### LEVEL THREE: ADVANCED MARKETING AND SELLS (AMS)

Gives seasoned job placement professionals advanced marketing and selling skills so they can perform using:

- Better thinking; anticipation, planning and execution
- More advanced selling techniques.

4.5 HOURS

Prerequisites: Participants should have some exposure to the Enhancing Employment Outcomes System either through JDSE or EOPII.

### CONNECTING MOTIVATION

- Introduction to MI and Skill Building "Focusing" and "Evoking"

- MI OARS Skills: Open Questions, Affirmations, Reflections and Summarizing

3.5 HOURS

Prerequisites: Introduction to MI and Skill Building as prerequisite for MI OARS training.

## MICRO CURRICULUM

For Job Developers, Job Coaches, Case Managers, VR Counselors, Program Managers, and their Administrators.

- Management Essentials 1.5 HOURS
- Systems Thinking and Managing 1.5 HOURS
- 10 Things JD Directors Should Know 1 HOUR
- 4 Crucial Elements in the Success of a Prospecting Plan 1 HOUR

- 3 Red Hot Issues All Successful Job Developers MUST Address 1 HOUR
- Practical Approaches to Job Coaching 1 HOUR
- JD for Blind and Visually Impaired 1 HOUR
- JD with Criminal History 1 HOUR
- Rural Job Development 1 HOUR
- 3 Strategic Marketing Activities 4.5 HOURS

- Marketing Sells Series: Opening Line, Needs Analysis and Closing 3 HOURS
- Rural Job Development 1 HOUR
- The 3 Needs Types You Can Sell To 1 HOUR
- The 4 Stages of Selling 1.5 HOURS
- Appearance and Language JD Confidence 1 HOUR

- Buying Job Development 1.5 HOURS
- Customize the Job 1 HOUR
- Understanding Employer Needs and Don't Sell to the Disability 1 HOUR
- JD Practices Unique to Youth 1 HOUR
- Job Trial Appraisals: What do you Want to "DISCOVER" during a Job Trial? 1.5 HOURS
- 10 Marketing Tips for JD Professionals 1.5 HOURS

- Employment First 1 HOUR
- Don't Sell to the Disability 1 HOUR
- Customize the Job 1 HOUR
- 6 General Rules to Avoid Working Against Ourselves 1 HOUR
- Scoping Opportunities vs Finding a Job Match 1 HOUR

- Moving Away from Resumes and Applications 1 HOUR
- 10 Common JD Problems and 10 JD Solutions 1.5 HOURS
- How to Talk with Employers About Accommodation Needs 1 HOUR
- Where Have All The Simple Jobs Gone 1 HOUR

## PERSONALIZED LEARNING

Any or all of the distance learning curriculums listed above can be tailored to meet the needs of a specific population i.e. blind, IDD, MH, Supported Employment etc., or a specific agency or organization. Courses can also be given as a series designed by the agency or

organization to meet their individual training needs including any system's change or other overarching job preparation or job placement activity goals. Please contact us to discuss your specific needs.

## ABOUT KENFIELD CONSULTING

Kenfield Consulting has over thirty years of experience assisting individuals with barriers to employment get jobs.

We are known nationally for developing employment program strategies for agencies and organizations that work to consistently increase employment outcome quantity and quality.

All of our trainings stem from the belief that the value job placement professionals bring to the table is more than just numbers. True

value comes from the professionals' ability to shape and work in an employment outcomes environment that is successful at persuading employers to hire individuals they would not typically consider.

**The value job placement professionals bring to the table is more than just numbers.**

Kenfield knows from experience that employment outcomes success comes when these same

## REGISTER TODAY!

To register today or to learn more about our Distance Learning visit our website [dtg-emp.com](http://dtg-emp.com).

Our courses rotate bi-monthly so we encourage you to sign-up for newsletters and you won't miss any announcement.

professionals are provided the necessary instruction to work successfully in a service delivery system that has at its core these two components:

- The ability to ensure a candidate's motivation to work
- The ability to penetrate the job market as per the candidates needing jobs

We continue to stay attuned to the challenges job developers experience and provide proven solutions to help them overcome and excel.

## CONTACT US

For more information about our Distance Learning options, please call us, email us, or visit our website.



Kenfield Consulting Inc.  
4560 North Cheyenne Trail  
Tucson, AZ 85750

**Telephone: 520-638-6218**  
E: [kris@kenfieldconsulting.com](mailto:kris@kenfieldconsulting.com)  
W: [dtg-emp.com](http://dtg-emp.com)



Kristina "Kris" Kennedy  
President and Director  
Kenfield Consulting

You can also purchase an online recording of our Distance Learning Units on our website.