



# CUSTOMIZED EMPLOYMENT FOR SMALL BUSINESSES: A WIN-WIN!

## Meet Walter.

Walter is focused, dependable, and enjoys working with his hands. He is also a job seeker with a disability. Like many others, filling out job applications did not showcase his abilities. That's where Customized Employment comes in.



## What is Customized Employment?

Customized Employment (CE) is a free service that helps small businesses meet real needs by matching them with reliable job seekers in their community. This service is funded by Michigan Rehab Services.

Instead of filling a traditional job opening, we work with you to:

- **Understand your daily operations**, and
- **Identify tasks that often get missed or take time away from your key team.**
- We also spend time learning what the job seeker does well—on the job and in daily life—to find the right match.

## Here's How it Worked for Walter

### 1 Getting to Know Walter

We visited Walter's home, met his family, and watched him in action. He kept his tools spotless and organized. He helped neighbors haul materials and prep minor repairs. He even brought his power drill and gloves to every job!

### 2 That's **resource ownership**—he came with tools, experience, and a work-ready mindset.

### 3 Trying Out Real Tasks

Walter helped stock products at a resale shop, wiped down equipment at a mechanic's garage, and prepped tools at a landscaping company. Each setting helped us notice where he thrived—and where he needed a little support.

### 4 Talking to Local Businesses

We met with small business owners—not to ask for a job but to learn. What tasks go unfinished? What would make your day easier? Could Walter try a few things with support?

### 5 Creating the Right Fit

A local lawn care company needed help organizing tools, prepping materials, and loading trucks. They didn't need another crew member, but Walter could handle those prep tasks, allowing the team to get out the door faster. His work intersected with theirs and improved the flow of their day.



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## The Business Got More Than Just a Good Worker

- A cleaner, more organized truck and tool area
- A reliable person to take on routine tasks
- **Time savings**-the crew started jobs faster
- **Less stress for the owner**
- Someone who brought **his basic tools** and kept things in order



## Why Customized Employment Works for Small Businesses

- You get a team member matched to the work you identify
- No pressure—we start with a conversation
- No cost to your business
- Support is provided throughout the process to the job seeker and team
- We focus on a **custom role that adds value** to your day

## Why Customized Employment Works for Small Businesses

- Prep work (tools, cleaning, organizing, stocking)
- Inventory or restocking
- Deliveries or pickups
- Office or storefront upkeep
- Quality checks or closing tasks
- Projects your team hasn't had time for
- **Let's Talk!**

## Contact Us!

Ready to see the benefits of Customized Employment in your business? Let's start a conversation today.

If you have any questions regarding this program and whether this could be a good fit for your business when looking for local talent to add to your team please contact New Horizons representative:

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