



### **UNMET BUSINESS NEEDS ACTIVITY**

Customized Employment involves the creation of an individualized job by re-assembling existing tasks or formulating new products/services/processes of value to a company. The tasks and environment must match an individual's vocational themes, profile, and preferred conditions of employment. This training activity offers an opportunity to practice your skills at recognizing: unmet needs of employers; potential areas for performance or quality improvement; profitable customer service improvements; opportunities to introduce new technology or processes; the potential for new products or services through Resource Ownership or a Business Within a Business.

*Remember: Smooth Listening and Observation are more effective than an interrogation.*

1. Are there production bottlenecks? In other words, is a worker waiting for a piece of equipment that's being used by someone else? Are workers downstream waiting for workers upstream?
2. Does production need smoothing? For instance, does a worker have to stop in order to gather new supplies or parts?
3. Are steps out of alignment? For instance, is a worker performing a core tasks, but repeatedly interrupted by episodic tasks? Does she halt assembly to greet arriving customers?
4. Are there bureaucratic delays? Does the employee need to stop to enter data or do paperwork that someone else or a machine could do instead?
5. Are workers looking for items they need? For example, is the inventory room disorganized causing time loss while parts or inventory are located?
6. Is the work area safe and organized, free from clutter? Does the tool room need to be monitored and managed?
7. Are customers waiting to be served? Are they leaving dissatisfied?
8. Are there routine customer service issues?
9. Are there products or services currently unavailable that would compliment existing items or improve customer satisfaction?
10. Is there an opportunity for Resource Ownership or a Business Within a Business that would satisfy more customers, enhance production, or compliment the company?
11. What are the challenges and opportunities of the future from Competitors, Technology, and Changing Demographics?
12. What would this company add tomorrow if it could? What would the employer like to change?

*Trainer's note: The exercise should be used during the tour portion of a scheduled, formal, Informational Interview; as a specific exercise for understanding unmet needs where the employer is prepared ahead of time; or during a formal Worksite/Task Analyses training exercise.*