


GRIFFIN-HAMMIS ASSOCIATES, LLC
CUSTOMIZED SELF-EMPLOYMENT MILESTONES

Action Step	Process	Duration	Total Effort In Hours	Reporting	Team Member(s)
DISCOVERY PLAN	Develop plan with initial steps needed to create the Employment Seeker's profile. <i>Recommended: start with home/neighborhood visit & build the plan based on preliminary findings</i>	1 week	5 to 16	CE Plan	
DISCOVERY	Implement Steps of the Plan and Record findings. <i>Recommended: Interview people who know the person well; identify & conduct activities to test what you are told or observe. Engage in activities that reveal themes; skills; talents & interests; teachable skills of relevance to the individual; potential contributions (humor, friendliness) in a worksite, etc. Take pictures for possible portfolio. Note: Discovery helps us determine options for employment that fit: wage, self, or both.</i>	4-6 weeks	6 – 20	CE Plan	
EMPLOYMENT SEEKER PROFILE	Create a descriptive narrative of Employment Seeker developed from the activities of Discovery resulting in a solid profile including Ideal Conditions of Employment, Support needs and strategies, etc. <i>Recommended: identify at least 3 vocational themes arising from Discovery to investigate as discrete interests or combine into something unique (e.g. an interest in computers & baseball may become a search for internet-based baseball-related companies). If the Ideal Conditions of Employment reveal self employment as a strong desire or the most workable accommodation, then think in terms of creating a business. Caution: do not think in "Dream Jobs" or "job descriptions"</i>	2 weeks	4-8	Profile completed and recorded in CE Plan or Voc Profile	
PLAN FOR SELF-EMPLOYMENT (If Discovery indicates this is the best option)	A self-employment development plan is developed with the Prospective Business Owner's team and includes the "List of 20" (Going where the career makes sense); timeline for action; support strategies; referral plans (SBDC, One-Stop, VR), Benefits Analysis development plan, etc. <i>Recommended: Create a 20-List for each of the 3 themes; combine ideas, refine, select 5 or 6 places to begin conducting informational interviews and let the information revealed from those guide your next steps of investigation. Pay attention to opportunities to contribute as a supplier or as a biz-within-a-biz. Listen & probe regarding market entry points a new biz could exploit.</i>	2 weeks	3	CE Plan or Voc Profile	

GOING WHERE THE CAREER MAKES SENSE	Develop timeline for Informational Interviews. <i>Recommended: read Chapter Two, Making Self Employment Work; Chapter Four, Job Developer's Handbook</i>	1 week	4	CE Plan	
BUSINESS DEVELOPMENT (OVERLAPPING STAGES)	Begin Info Interviews; refine business ideas <i>Recommended: Observe similar or related businesses; pay attention to processes and equipment; note on-coming competition and market openings. Formulate several business ideas/models & further research employment seeker match. Note: Be open to recognizing a wage job fit during this exploration period!</i>	2-8 weeks	10 – 40	CE Plan	
Feasibility	Design a feasibility study to test one or two solid ideas. <i>Recommended: Use at least 2 forms of testing (e.g. sell some items; conduct a local survey of potential customers); read Chapter Three, Making Self Employment Work</i>	1 week	2 - 4	CE Plan; GHA Business Feasibility Worksheet	
Conduct Feasibility Testing	Set up at a flea market; consign items with retailers; list items on Ebay; solicit customer responses via phone or e-mail surveys, etc. <i>Recommended: review data; consider potential of the biz; identify primary and secondary customers; consider modifications learned thru testing; develop owner-support plan. Test next idea if original idea appears weak.</i>	1 - 2 weeks	6 -18	CE Plan; GHA Business Feasibility Worksheet	
Develop Initial Budget, Cash Flow/Sales projections & Work Incentives Proposal	Develop a preliminary budget for start-up and operations; include possible PASS revenue and funding sources (e.g. VR, PASS, loans, Medicaid) for equipment, rent, training, tools, support/coaching. Develop cash flow projections for 3 years along with a Breakeven projection. <i>Recommended: Visit SBDC for assistance with financials; info on best local suppliers; local licenses and costs; loan funds. Read Chapters Six & Seven, Making Self Employment Work</i>	1 - 2 weeks	3 - 18	CE Plan; Quick Launch GHA Financial Statements; SBDC financial templates	
Write Business Plan	Develop a business plan that addresses market and PBO needs; that represents the ideal conditions of employment; and that generates a profit. Create a reasonable production schedule tied back to cash flow and budget. <i>Recommended: Read Chapter Four, Making Self Employment Work; review Quick Launch examples; seek SBDC review; follow GHA Business Planning Flowchart</i>	1 – 2 weeks	6 – 35	CE Plan; Business Plan document; GHA Business Plan Worksheet	
Review & Approvals	Work with PBO, funders, family, stakeholders to gain agreement; review and refine approaches; align funding; and set a launch date. <i>Recommended: Make certain all stakeholders are clear on their roles & commitments; review initial production plan; anticipate problems and address</i>	1 week	2 – 6	CE Plan; Business Plan; Production Plan	

LAUNCH & GROW	Refine marketing, growth, production, customer service, and support strategies. <i>Recommended: Review business operations weekly to begin, fading to monthly and quarterly if operations are smooth. Adjust strategy as needed. Compare revenue to projections and adjust.</i>	On-Going	1 – 15 per month	CE Plan 1/4ly Reporting; Business Plan	
REFINE BUSINESS SUPPORTS	Work with Business Owner, funders, family, and stakeholders to gain agreement; review and refine approaches to maintain business operations. <i>Recommended: Fade rehabilitative supports to business supports (i.e. family, employees, public transit or shipping companies, contractors, et al.); financial plan should reflect move from rehab to business supports</i>	2 days and then on-going	As needed	CE Plan; Business Plan	