

CASE STUDY: 5 Steps to Rapid Employment 58% Job Placement Rate!



**BREVARD
WORKFORCE**



The Problems Faced

Like many other Workforce Investment Boards across the country, Brevard Workforce is faced with high unemployment rates (11-12%) and the resulting high volume of job seekers entering their one-stop centers. They also are serving an expanded cross section of job seekers, including those with higher technical skills and managers. Couple that with the layoffs of thousands of workers at Kennedy Space Center and the cascading loss of supporting community jobs and their challenges are significant.

Brevard Workforce recognized that traditional resume and job search workshops were no longer effective and a new approach was needed. They began looking for ways to address as many of their key issues as possible:

- How to get more people hired quickly and effectively
- How to support increased numbers of job seekers with existing staff
- How to change the mindset of severely discouraged job seekers
- How to make their job seekers stand out during the hiring process
- How to effectively fill the needs of job seekers from all career levels

The Approach Taken

Brevard Workforce partnered with Dynamic Works Institute and the Jay Block Companies to pilot a new curriculum for job seekers designed to address the issues faced in today's difficult job market. This program, *5 Steps to Rapid Employment*®, is a blended curriculum that includes motivational videos, self-paced online courses, and live workshops designed to change lives by addressing the whole individual in a structured process.

This new curriculum leads job seekers through a step-by-step process that changes attitudes, gets them to take responsibility for their career, and builds the skills and tools needed to stand out and get noticed in today's job market.

The five modules in this curriculum are:

1. **Riding the Emotional Roller-Coaster:** Take control of your fears and emotions. Master emotional channeling techniques and learn the 10 principles of personal success.
2. **Defining and Aligning Your Life and Career Goals:** When you can identify a career path that inspires your life's dreams you become empowered to do whatever effort it takes to get the job you desire.
3. **Creating Value-Based Resumes and Self-Marketing Tools:** Value-based resumes and reference and case study portfolios quickly and powerfully communicate your ability to produce results BETTER than other qualified candidates. With these new tools you will get noticed, get the interview, and get hired!
4. **Creating Your Meticulous Action Plan (MAP):** Students create a personal weekly action plan that will give them a clear advantage over the 99 percent of their competition who are just "winging it."

Brevard Workforce is a network of one-stop career centers in Brevard County, Florida offering a variety of services to job seekers and businesses across Florida's Space Coast.



"I have been unemployed for more than 2 years. I've been feeling pretty much hopeless, especially in terms of finding a job. Literally, the first day of this class I walked out of here going WOW! and feeling so empowered to take back control of my life and make it different. I have my mojo back! I can't thank you enough for developing this program because it has literally changed my life." [Click here](#) to listen to Mechelle's story



[Click here](#) to listen to Elizabeth's story



[Click here](#) to listen to John's story



[Click here](#) to listen to Pam's story

**Dynamic
Works**
Institute

JB the **jayblock** companies

www.dynamicinstitute.com

5. **Putting Your Plan into Action:** Students take personal responsibility, eliminate obstacles, establish their campaign headquarters, increase their personal network, meticulously prepare for successful interviews, and then take the actions to get that job!

From January through April, Brevard ran four, three-week workshop sessions in their Cocoa office with an average of 15 students per workshop. The attendees included a cross section of job seekers from the chronically unemployed to recently displaced workers from Kennedy Space Center. The students in this pilot group were closely followed using surveys and direct contact for setting a starting baseline and tracking progress during and after the classes.

Each course module was presented in two, two-hour workshops, with additional hands-on workshops for creating their new value-based resumes and self-marketing tools. A facilitator's guide and train-the-trainer program brought staff up to speed quickly and ensured successful implementation.

The Results Achieved

The results of this program have been miraculous. Discouragement and disappointment have changed to excitement and hope. The new value-based resumes and portfolios have energized the job campaign process and have resulted in dramatic increases in interviews and hiring. Job seekers have detailed weekly plans for job campaign activities that keep them moving forward and help them focus on the activities that will bring results, when followed.

The amazing results from this pilot program:

- **> 58%** of the students in the first workgroup obtained employment.
- **> 45%** of all students in the 4 workgroups obtained employment - and growing.
- **Over 95%** of the students completed the program, including all required coursework.
- **Over 90%** of the respondents in course surveys rated the courses a 5, the highest possible rating.
- **Over 90%** in a recent post survey said the program was still impacting their life and job campaign.

Chris, the workshop trainer, said the following:

"When originally approached, I wasn't 100% on board as I have extensive Human Resource and recruitment background. The first day of class was an eye-opener! The first module takes the negative mind sets and thoughts and asks that they take responsibility for their lives, take back the control, and then channel it to a better use. What a way to start!"

Those in the workshop remarked how their lives began changing within the first 30 minutes! ANYTHING that can have such a tremendous impact on even ONE individual is worth our time and money! To think we can touch more than one is even more exciting. I don't think anyone could ask for more of an impact than this Program produced in just one week!"



> 45% of all students have obtained employment

"On my own, it's been 18 months, 5 interviews, no job. Since then - 1 month, 1 JOB! Employer made many comments on that Graphics loaded - WOW resume I submitted. The 5 steps really do work!"

"I'm so happy to report that I just accepted a position at Health First. I am convinced that the assistance I received in re-working my resume and creating the plan to keep me focused is the reason I have this job today."

"It has been 3 weeks since I completed your course. I have had tremendous response and have landed a job which I am starting next Tuesday. It had to do with my changed positive attitude, my willingness to be successful again, and my eagerness to bring value to every company I interviewed with."

"I have good news. I started a quality administrator job today. I am positive that the skills I learned in the 5-Step program are what landed me the job. Thank you for all your positive support! I will and have been recommending this course to all I know."

"I start my new job tomorrow, just five miles from where I live. What landed me the interview was the resume I learned to write in your 5-steps class. Thank you, very much!"

"I finally received a job offer. I've also signed with a Broker and will go for the 'multiple' jobs/income approach.... doing my first 'open house' this weekend. I really enjoyed being in 'your' 5-Steps seminar. You are the best!"

"I GOT IT! I got the job. I will be the Executive Administrative Assistant to the Big Guy at Lighting Science Group. Thanks for all your support, prayers and good wishes."



info@dynamicinstitute.com
www.dynamicinstitute.com

Phone: 321-205-1590