

Empowered Connections

Job Design Employer Toolkit

Disability - A Source of Competitive Advantage

A toolkit to guide employers in building strategic, inclusive workplaces, creating roles that drive business success through diverse abilities.

**VALUED
LIVES**



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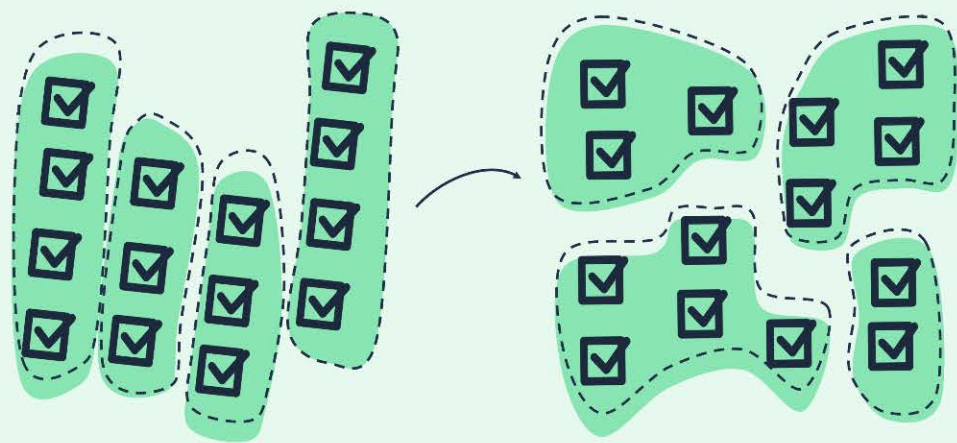
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TAPPING INTO THE NEW LABOUR MARKET

Accessing the competitive advantage

In Australia, only 53.4% of people with disability (PwD) aged 15-75 participate in the labour force. For many large private sector employers, PwD make up less than 1% of their workforce (NDIS Royal Commission, 2021). Barriers to sustainable employment for PwD include perceptions of additional costs, inadequate employer training on reasonable accommodations, and a general lack of awareness about disability (Moore et al., 2017).

Customised Employment (CE), the backbone of Job Design, is an evidence-based, flexible process designed to tailor the employment relationship between a candidate and an employer, satisfying the needs of both. This approach allows for negotiation of tasks, work hours, location, work expectations, and key performance indicators.

Valued Lives Foundation, an award-winning leader in Western Australia, excels in CE. They have extensive experience supporting PwD in launching and sustaining small businesses. They have also recently piloted an innovative approach to supporting school leavers in their post-school employment journey.

Funded by the Australian Government's Department of Social Services, the LEAP project (Link, Employ, Adapt Project) developed two toolkits, for Candidates and Employers, to increase workforce diversity and provide meaningful and purposeful employment to PwD.



'Many companies realise the value of diversity, equity, and inclusion. But most focus on gender and ethnicity, paying less attention to people with disabilities.'

Employing people with disabilities is usually seen as a social cause—one best suited to nonprofits or the public sector. That is a mistake—and more important, a missed opportunity. In many industries innovative companies are demonstrating that including people with disabilities can lead to real competitive advantage, in four ways: (1) Disabilities often confer unique talents that make people better at particular jobs. (2) The presence of employees with disabilities elevates the culture of the entire organisation, making it more collaborative and boosting productivity. (3) A reputation for inclusiveness enhances a firm's value proposition with customers, who become more willing to build long-term relationships with the company. And (4) being recognized as socially responsible gives a firm an edge in the competition for capital and talent.

There is nothing wrong with wanting to do good in the world, but there is also nothing wrong with wanting to do well, and the latter is enough reason to employ people with disabilities.'

By Luisa Alemany and Freek Vermeulen

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Job Design

Analysis for Inclusion

What is it?

Job Design is a strategic process used to assess a business's workforce to identify opportunities for designing roles for increasing consistency with diverse abilities. This process helps to address three things:

1. Provide meaningful and successful employment for candidates with diverse abilities.
2. Support business needs by ensuring team match candidates with required skill sets.
3. Enabling businesses to practically realise their diversity, equity and inclusion goals.

Who is it for?

Businesses who want to:

1. Boost their productivity.
2. Enhance their company culture.
3. Increase their reputation within their marketplace.
4. Represent a more diverse array of their customer base.

At these outcomes ultimately lead to: increased workforce well-being, increasing the robustness of the customer base and increase profits.

How does it work?

Job Design works by analysing a business's current needs and roles, identifying unmet needs or areas where roles can be redesigned to increase efficiency. Through techniques like scenario planning, task bundling, and creative job sharing, roles are redistributed to ensure efficiency and effectiveness while also ensuring increased diversity in the workforce.



Want to know more?
Reach out to one of our team on
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