



GENERATING IDEAS

Self-Employment for persons with disabilities

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#JobCreators Movement

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greetings

What do you *really* want?

Employment provides individuals with a sense of purpose and impacts an individual's self-esteem and self-worth. Unfortunately, the majority of adults with intellectual and developmental disabilities (I/DD) are either unemployed or underemployed, despite their ability, talent, desire, and willingness to work in the community.

In many of our conversations regarding employment for someone with a disability, the emotions expressed are:

DISAPPOINTED because employment options are slim
UNSURE about how to move forward with a plan
LACK of time to do it all themselves
TIRED of employers that don't understand their needs
FRUSTRATED because their potential is underestimated
AFRAID of the unknown future, and
OVERWHELMED by it all



A message from the Santiago family....

As parents of two sons with disabilities, we've been there. You worry about your child's future and the scarce opportunities for employment. The first step in creating a promising future for your child with a disability is to create their own employment.

Let's talk about ways we can do that...today.

Cheers,

Boaz & Minerva Santiago

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EXPL RATION

Some call it “Discovery”

Conducting a “Person-Ventured” exploration is about getting out there and exploring the world that surrounds the person with disabilities. There are gems & jewels in every corner. But like any treasure hunt, you simply have to explore.

Here are jewels you seek through exploration

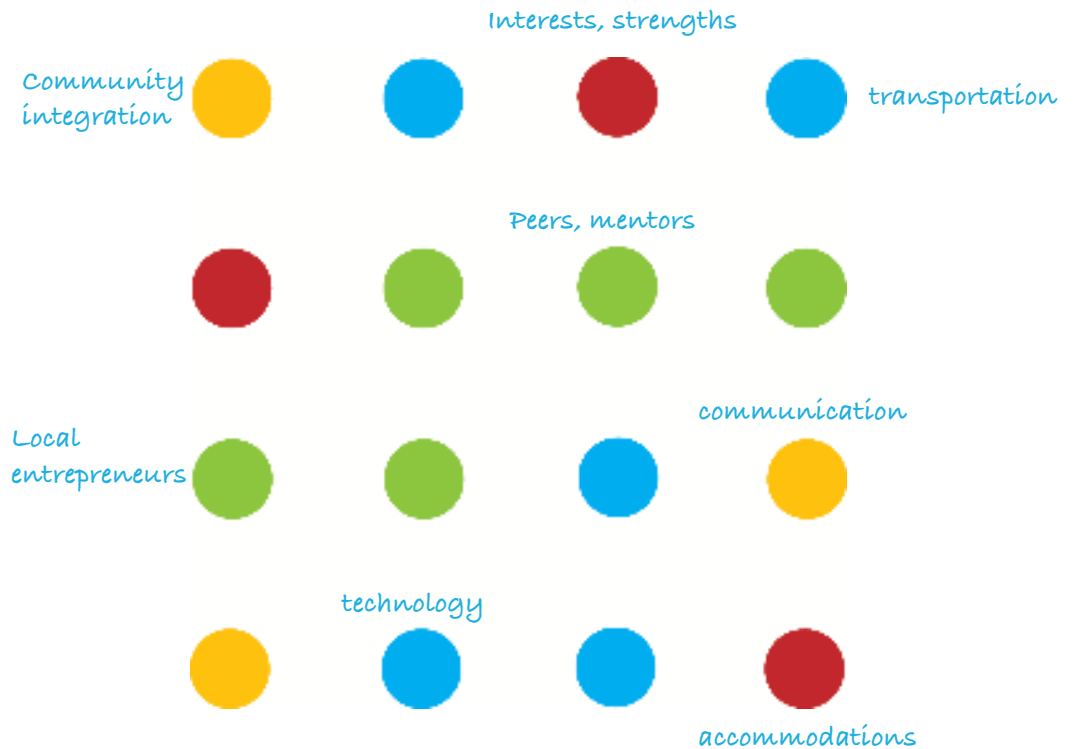
- The person’s interests
- The local and online community
- The person’s friends/family
- Local businesses, entrepreneurs and the college student body

CONNECT THE DOTS TO SELF-EMPLOYMENT



With self-employment in mind, connect the dots between all that you have learned and everyone you have met, as a result of your exploration. This will help turn knowledge into insight, and people into support teams.

Exploration is going to produce a wealth of invaluable information about the person with a disability and determine the feasibility of potential business ideas.



COMMON MISTAKES

Here are two big mistakes that are often made when coming up with a business idea for someone with a disability:

1

Not keeping the business idea “Person-Ventured”

It's easy for parents or support team members to get excited about starting a new business. So much to the point that they lose focus of the original purpose of the business.

End result: The business is not designed around what the person with a disability can do or is interested in but rather, what everyone else would like him/her to do. This removes all motivation for the person with a disability to desire to work in the business.

EVERY TIME we meet with a new group of parents or professionals, there are always those who think that self-employment is *beyond* the abilities of the person.



2

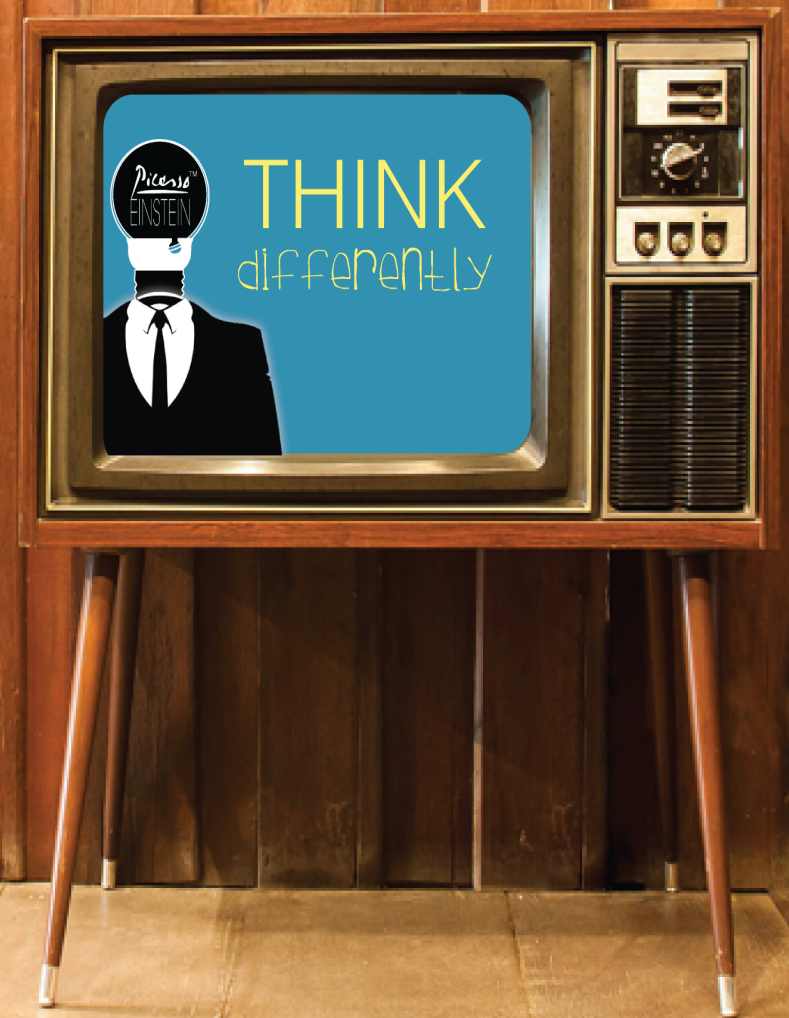
Too much focus on the DISABILITIES rather than the ABILITIES.

We recommend that you always assume competence! When we think someone with a disability cannot do particular tasks, we tend to make generalized assumptions about other things the person cannot do.

End result: You remove the opportunity for the person to even try.



beyond the Stereotypes



Self-Employment *Dismantles* Stereotypes!

Small businesses break the mold when it comes to making money. Don't get stuck thinking in terms of what has already been done.

Need a lot of money? **Nope**
Need a suit? **Nope.**
Need a degree? **Nope.**
Need talent? **Nope.**



Generating business ideas for self-employment while focused on *job titles* will, without a doubt, limit your self-employment ideas.



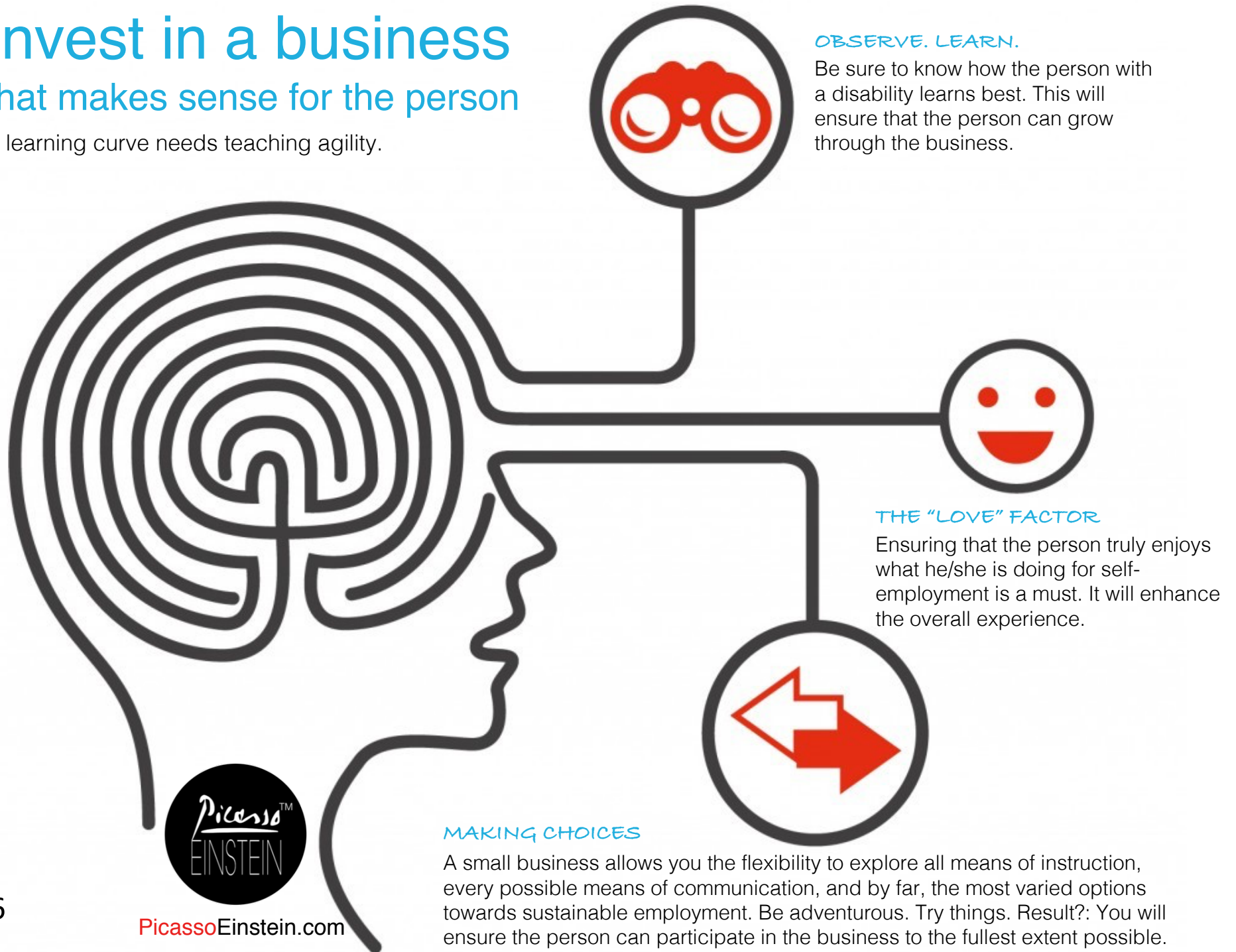
Some “Mold-breaker” businesses

Writing emails for the elderly at retirement homes, creating sensory toys, using alternative communication to write poetry, creating greeting cards, and even designing wooden puzzles are examples of some Person-Ventured® businesses we have seen.

Vending machine owners, paper shredding businesses (for someone who cannot read), a laundry business from the garage, are examples of how going beyond stereotypes opens new doors to income and sustainable employment.

Invest in a business that makes sense for the person

A learning curve needs teaching agility.



1

BE PRACTICAL

A business that exceeds the person's current abilities will only frustrate the person out of ever wanting to be self-employed. Remember, there is always room for growth, later.

3

START WHERE IT MAKES SENSE

If you focus on starting a business concept, based on what the person is interested in doing, with or without assistance, then it simply makes sense. If a person has an affinity for Legos, make a list of places and persons that make money involving Legos. If the interest is in animals, do the same.

Don't reinvent the wheel!

Keep it Simply Sustainable (KISS)



2

BE REASONABLE

Sometimes, a person with a particularly exceptional skill or talent will send the business support team into a whirlwind of grand money-making ideas. Remember, Person-Ventured® businesses are about the person. Be reasonable about the concept, and don't lose sight of its' true purpose:

Sustainable and Meaningful Employment

4

EXPLORE THE ENTIRE BUSINESS MODEL

Businesses have multiple sources of income. So, just because the person enjoys animals doesn't mean the business model must directly involve animals. The business can be a supplier of animal treats, hand-crafted dog apparel or any of the various aspects of the animal industry.

Lesson: Know *all of the ways to make money* within the interest.

Use a Business Support Team

“Wisdom is in the multitude of counselors.” We love that saying because it’s true. You may have great ideas, but so do other people. So, when trying to come up with business concepts for a person with disabilities, just follow the following formula:

your idea + other people’s ideas = the best ideas

DON'T DO IT ON YOUR OWN!

The business can ONLY be sustainable with a support team behind the concept.



LEARN MIXOLOGY!

Learn to mix and match what you know of the person, and never lose sight of the potential.

There are an unlimited amount of ways to make money in this world. Are you willing to take the time to find the right business concept? Keep in mind four main ingredients below as you put together the right blend for a self-employment venture. Now get mixin'!

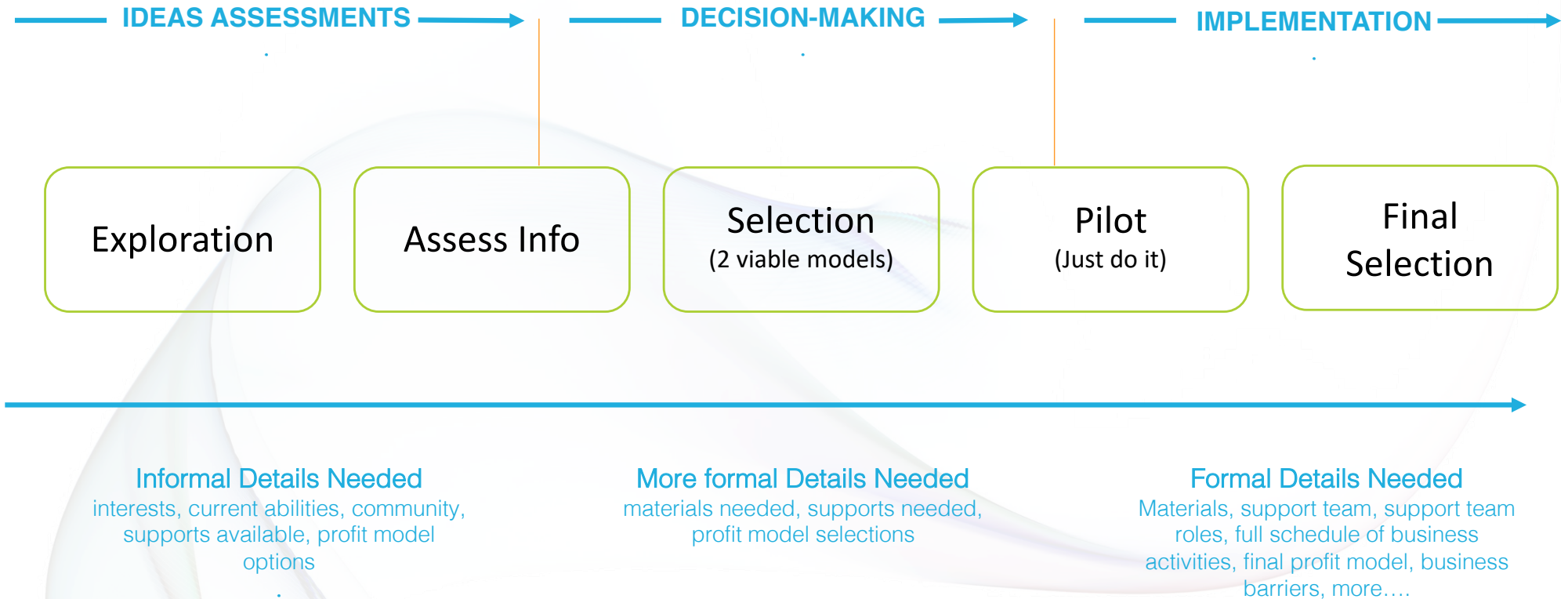
Mix/matching what the person *can do* (**skills**), along with what the person *enjoys* (**love**) as the driving force with lots of **research** (in-depth **information** on various business concepts), ensures that the business concept will lead the person to his/her fullest **potential**.



THE IDEATION FLOW

10

Follow this chart as you develop ideas for a Person-Ventured® Business concept



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Let's get started!

take the next step...



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We have been where you are right now. Are you feeling frustrated, like you're spinning your wheels in the mud, or the job opportunities being presented are just not what you envision for the future? We are here to tell you that you can do something to change that. You can create meaningful and sustainable employment for a person with disabilities by choosing the next right move. We can help you take the simplest approach to employment by teaching you how to **create one job**, for **one person**. It's that simple.

We have not only chosen the self-employment path for our family but, we have also helped countless families and professionals look beyond the disabilities and successfully join our #JobCreators Movement.

We look forward to hearing about your ideas and seeing you prosper as #JobCreators.

It's time to stop waiting, and get creating,

A handwritten signature in black ink, reading "Boaz & Minerva".

Boaz & Minerva Santiago

CONTACT

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