

Customer 1

Background

- Unemployed for just over 2 years.
- Worked as an administrative assistant in a large manufacturing firm until being laid off
- Has a high school diploma and 10 years work experience in lower level clerical and administrative positions
- Interested in training
- Single parent of 2 teenage children

Behaviors/Personality

- Slightly withdrawn and cautious sharing information
- Tends to take a bit of time when answering questions to consider answers

Career Interests

- Interested in changing career fields to learn new skills
- Motivated to find employment
- Wants to help people but unsure what field to pursue
- Values- stability and steady income to support family

Customer 2

Background

- Dropped out of high school but completed the 11th grade
- Had a daughter at a very young age
- Has been working in a grocery store as a cashier until hours were cut

Behaviors/Personality

- Very forthcoming with information, makes eye contact, has a firm handshake
- Articulate and seems excited

Career Interests

- Expresses interest to enter the law enforcement- either a probation officer or police officer
- States father was a detective and she would like to follow in his foot steps
- Values: achievement and challenge

Customer 3

Background

- Has high school diploma and limited work experience mostly in food service
- Took care of a sickly relative for 6 months in their home
- Has a 3-year old drug related conviction that has not been expunged

Behaviors/Personality

- Aggressive personality- often interrupting and tends to try and speak over others
- Reiterates several times “I can do what a nurse does- I did it before”
- Does not share personal information readily. Answers questions with very short answers-especially closed ended questions. Does not elaborate unless asked directly.

Career Interests

- Only interested in nursing.
- Values: Income and Lifestyle

Customer 4

Background

- Has high school diploma and took a couple classes through community college
- Has held a couple jobs in retail but readily admits to quitting each one
- Interested in business but doesn't have a clear idea about what “business” entails

Behaviors/Personality

- Easy going and friendly- smiles and happy to answer questions
- Tends to ramble off topic and may over offer information at times
- Admits to occasionally smoking marijuana- only at parties

Career Interests

- Interested in “business”
- Would like to pursue a associates through a community college that would get him a job in an office
- Values-Prestige, Independence

Customer 5

Background

- Has extensive experience in childcare--5-6 years caring for children in homes
- Dropped out of high school in 10th grade
- Started several trainings in the past but did not complete any of them
- Applied to military in the last year but has some physical issues so failed physical screening
- Took TABE- scored 6th grade level in reading and 5th grade level in math

Behaviors/Personality

- Uses sarcasm and inappropriate humor to deflect questions
- Feels misunderstood and feels that people are standing in the way of reaching goals
- Most career goals have been made using information learned from television

Career Interests

- Interested in being a “forensic scientist” or a “crime scene investigator”
- Values: workplace, lifestyle and achievement

Customer 6

Background

- Has been working as a handy man and as a machine operator in a large factory for 15 years until being laid off
- Enjoys working with tools and hands
- Eager to find stable work
- Has 2 adult children still living at home
- Has high school diploma and attended training for maintenance right out of high school
- Extremely worried about maintaining household. Behind in mortgage payments.

Behaviors/Personality

- Slightly cold and standoffish. Feels pressured by life circumstances and wants to move the process ahead.
- Feeling highly stressed with trying to find adequate employment
- Open to training opportunities but nervous that age might be a barrier.

Career Interests

- Wants to enter a field that is stable to provide for family
- Open to new fields but unsure where to start
- Values: Security, Income, Independence

Customer 7

Background

- Has GED and experience the behavioral health field. Worked in a residential facility with youth and adolescents.
- Volunteers at local animal shelter
- Has 3 small children. Spouse has been out of work on disability for over 1 year
- Family has been living with mother in law for almost 8 months
- TABE scores- 10 in reading, 11 in math

Behaviors/Personality

- Appears somewhat timid although happy to answer questions when asked directly
- Somewhat unsure about where to start process of training
- Very vocal about concerns of being there for her children
- Looks for validation when answering questions.

Career Interests

- Long term dream has always been to be a veterinarian
- Willing to explore other fields but wants to be in a position to earn a higher income
- Feels burnt out in current field and would rather not continue to work with children or in the behavioral health field
- Values: Supervision, Variety, Income

Customer 8

Background

- Working in sales for 7 years before being terminated for “personal” reasons. Unwilling to share any details
- Has high school diploma
- Believes -I am smarter than most people. Often references the “dummies” that they have to report to
- Has a family- but unwilling to share many personal details

Behaviors/Personality

- Irritated because of 30 minute wait to speak with a counselor and the paperwork that needed to be completed
- Feels “above” the other customers in the WorkOne
- Unwilling to openly share information. Tries to rush the conversation to talk about the vast amount of skills they have

Career Interests

- Wants to continue in sales. Also interested in obtaining management level positions
- Stated that they have been “networking” but has not been successful “landing anything”
- Thinks maybe training might be necessary “just to get the piece of paper” necessary to compete for opportunities available
- Values: Prestige, income