

Labor Market Co-Creation Case

From Welfare Benefits to Paid Hours in a “Small Job” at a kindergarten

Introduction

A citizen has been receiving social assistance for 10 years, registered as an activity-ready unemployed individual. Over the years, the citizen has participated in various offers, initiatives, and activation processes, but none have led to permanent employment. Throughout this time, the citizen has lost confidence in themselves and their ability to secure a job with paid hours. The motivation has faded, and when the job consultant asks the citizen where they see themselves in the labor market, the response is: "I don't know."

A new job consultant is assigned to the case and attempts to apply co-creation methods, as the conventional tools used so far have not worked for this citizen's situation.

Graphic Facilitation

Before meeting the citizen, the job consultant prepares an alternative approach for the meeting using a template developed through graphic facilitation. The specific template brought to the meeting is tailored to the citizen's situation, with space for them to fill it in during the meeting. The meeting is not conducted through drawings; instead, the template is completed together with the citizen.

While many other methods could have been used, the graphic facilitation process stands out by directly involving the citizen in the process. The citizen is required to fill out parts of the template, which also provides them with an overview of the upcoming process and ensures a shared understanding between the job consultant and the citizen, with both working from the same framework.

Curiosity about the Case

The job consultant starts the meeting by asking open questions about the citizen's situation. Instead of beginning with questions about future employment, the consultant asks broader questions like: "What do you dream about?" or "What did you dream about as a child?" When the citizen responds, "I don't know," the job consultant continues to invite the citizen to reflect by asking: "What could it be?" or "What gives you energy?"

The aim of these types of questions is to encourage the citizen to talk about what excites and motivates them. Since the citizen has been involved in the system for 10 years, it takes some time for the right question to unlock a response. Through active listening and questioning, the consultant and citizen discover that the citizen is motivated by helping others, which the citizen writes down on the template.

Now that the motivation is clear, the job consultant and citizen explore possible solutions to realize the goal of helping others. However, before doing so, the consultant examines what relevant resources the citizen can access to achieve their goal. Colleagues who have worked with the citizen before mention that the citizen has a strong network. But as the consultant and citizen discuss the network in detail using the template, it becomes clear that the citizen does not actually have a relevant network to rely on. This surprising revelation only came to light because of the template, which explicitly asks for information about available networks. The consultant and citizen must now explore other relevant resources.

Exploration of Solutions

Together, the job consultant and citizen explore various possibilities for fulfilling the citizen's goal of helping others. They use the IDEKU tool as a quick brainstorming technique, generating 50

different ideas related to the labor market. The citizen then selects the three most relevant options from these 50 ideas: restaurant, kindergarten, and library. The job consultant connects with a business consultant, who uses their network to find part-time jobs in these areas.

Co-determination

In the next meeting with the citizen, the job consultant, and the business consultant, the citizen decides to pursue a specific part-time job at a kindergarten. The citizen agrees to contact the kindergarten directly, as arranged with the job consultant.

Co-responsibility

Since it has been a long time since the citizen was last employed, the job consultant takes a strategic approach to gradually integrate the citizen into the new workplace. The citizen commits to showing up at the agreed-upon times. Additionally, the citizen agrees to:

- Have follow-up meetings every two weeks with the job consultant
- Reflect on what motivates them in their work
- Report back to the job consultant on what they find interesting about the job

The job consultant is aware that the citizen has a strong sense of ownership in the solution. Therefore, it is essential to follow up regularly to maintain the citizen's high motivation and create momentum for a positive experience in the labor market.