

# CAREER LAUNCH @ Perkins



## Quick fact sheet

Career Launch Virtual is an innovative online training and career services program that helps adults who are blind or visually impaired land their first career-oriented job in the field of Customer Success.

### Eligibility

- Between the ages of 18 and 35
- A high school diploma (college welcome, not required)
- Blind or visually impaired (need not be legally blind)

### Free application and assessment process

- Written application
- In-depth interviews
- Exercise-based assessment of work and technology skills
- Results shared with applicant and VR Counselor

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# Training curriculum (2 months, full time)

## Foundational professional skills

- **Business fundamentals:** Understanding customer experience, value proposition, customer acquisition and retention, customer service metrics
- **Career:** Resumes, online profiles, job search tools and process, building professional and social networks, dressing for success
- **Communication:** Empathetic listening, clear and concise communication, professional writing, communicating when working from home, mindful body language
- **Organization/time management:** Note-taking, organizing tasks and to-dos, calendar management, prioritizing tasks and time
- **Technology:** Microsoft Suite, Google Suite, Google Voice, calendar, Zoom, access technology, access technology apps, web browsing, Salesforce.com
- **Unique employment obstacles for the blind or visually impaired:** Your rights as a job seeker or employee, advocating for workplace accommodations, communicating about a disability, ADA in the workplace, social integration in the workplace, SSI and benefits

## Customer Success job skills

- **Information-giving roles:** Educating your customer, establishing rapport, going the extra mile
- **Sales and marketing roles:** Personalizing service, understanding customer needs, responding to resistance
- **HR/recruitment roles:** Qualifying leads/candidates, making a personal connection
- **Customer support roles:** Managing expectations, delivering unwelcome news, ensuring satisfaction
- **Problem-solving roles:** Uncovering the problem, defusing an angry customer, end-to-end ownership

Training includes customer service simulations, guest speakers, mock interviews, improv, independent assignments and more. Monthly reports provided to the VR counselor.

## Career services (during training and for 12 months after)

- Customized to each participant's career goals and partnering with the VR counselor
- Weekly one-on-one job coaching
- Monthly job development workshops on topics such as job retention strategies, boundaries in the workplace, work life balance, working from home, etc.
- Resume consultations and mock interviewing
- Advocating for workplace accommodations, promotions and upward mobility
- Training, resources and support for employer partners
- Monthly reports provided to the VR counselor

## Program cost

- \$20,000 for the 14-month program

## Equipment requirements

- Computer with a camera and microphone (either internal to the computer or external)
- Access technology (e.g. JAWS, ZoomText, Voiceover etc.)
- Headphones recommended
- Reliable, consistent, high-speed internet connection
- A quiet space for use during live sessions



# Meet some of our participants



“I recommend Career Launch to any young adult who is looking for a job because it does what they say they’re going to do: help you get the skills that you need to get the job done.”

*Estefani, North Attleboro, MA*

[>> Meet Estefani in this video](#)



“Career Launch is unlike any other job prep experience I've had. I'm learning a lot and learning how to deal with customers. I'm learning a lot about myself and what I'm comfortable with and what I'm not comfortable with.”

*Brianna, Long Island, NY*

[>> Meet Brianna in this video](#)



“Getting my first paycheck was a milestone experience. This is the first paycheck I've ever received, and I felt so proud of myself. It is something that I will not soon forget.”

*Thomas, Princeton, NJ*

[>> Meet Thomas in this video](#)



“I'm glad I made the decision to enroll in Career Launch. This program has taught me to become more confident in myself and in the workplace.”

*Arienne, Macon, GA*

[>> Meet Arienne in this video](#)

We're accepting applications for the next virtual session of Career Launch. (Interested in the residential program? Contact us to learn more about expected dates.) For more information, get in touch. Email: [Deana.Criess@Perkins.org](mailto:Deana.Criess@Perkins.org). Call: 617-972-7804.

Visit [Perkins.org/CareerLaunch/Virtual](https://Perkins.org/CareerLaunch/Virtual)