

LARRY ROBBIN
EXECUTIVE DIRECTOR OF ROBBIN AND ASSOCIATES
WEBINARS THAT TRANSFORM ORGANIZATIONS

- * **Over 45 Years of Workforce Development Training Experience**
 - * **Trained Over 100,000 People**
 - * **Services Used by More Than 1000 Organizations**
 - * **More Than 300 Webinars Presented!**

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WHY DO PEOPLE USE WEBINARS BY LARRY ROBBIN?

“I have been using the training services of Larry Robbin since 1995 when I was the Oregon Department of Human Services Assistant Administrator. More recently, as the Executive Director of the Rogue Workforce Partnership and the lead for the Oregon Workforce Partnership’s online training programs, we have brought Larry in to do a series of eight webinars for us and all of our statewide workforce development partners, and we intend to keep on sponsoring Larry's webinars. The webinars have covered a wide range of topics related to many aspects of workforce development.

I have seen many trainers and webinar presenters during my more than 30+ years in workforce development. What impresses me the most about Larry's webinars is the practical knowledge and wisdom he shares, and the empowerment he creates for the staff and customers in our many workforce programs. His holistic approach, expertise, and accessibility are unparalleled. And I’m not the only one that feels this way. The responses on the evaluations of Larry's webinars coming from people from all kinds of programs and job titles are exceptional.

The comments show how much people appreciate his engaging webinar style, innovative thinking and practical ideas. I would encourage any organization that wants state-of-the-art strategies coupled with very doable approaches to use Larry's webinars. They will take your work to the next level of excellence.”

Jim Fong Executive Director of the Rogue Workforce Partnership

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TEN REASONS WHY PEOPLE USE LARRY ROBBIN WEBINARS

1. **Larry offers over 100 webinars covering a wide range of topics and new webinars are being added all the time.** This ever expanding catalog of webinars means that you have a lot of webinar options to choose from. You do not have to choose from a limited narrow set of topics. Having so many webinars to choose from makes it possible for you to get the right webinar that will be the best match for your needs. Larry will guide you through your webinar options to help you select the right session for you!
2. **Unlike most webinars that are prerecorded and last an hour, Larry's webinars are typically two hours long (although the time can be adjusted to meet your needs) and all of Larry's webinars are done live.** This allows him to customize the webinar to address your needs. Larry does not deliver one size fits all generic webinars. His webinars are focused on your audience, your program's needs and goals.
3. **Larry's webinars are not a passive learning experience.** His dynamic presentation style engages the audience in a way that leads to people processing the information as it is being delivered. The sessions include a focused group skill building break out room that will help build teamwork and partnerships among programs. Many people report learning about new resources and finding new partners in the breakout room. In addition, Larry's webinars include time for questions and answers to make sure people get their needs met.

“As someone with a long career in workforce development including working for the Department of Labor, being the Director of a Workforce Development Board and now as the Executive Director of the California Workforce Association, I have had an opportunity to be acquainted with the work of the vast majority of the national trainers and consultants in the workforce

development field. There is a reason that the California Workforce Association has asked Larry to do more webinars and training for us than any other presenter. The reason is that that he provides some of the highest quality and most innovative services of anyone in the field. His work is state-of-the-art and yet very practical. His approach to webinars is so different and engaging that people literally feel like they are sitting next to Larry as he presents. Larry transforms the work people are doing to higher levels and helps his training attendees and clients get results they never imagined. I highly recommend his webinars to any organization.

Bob Lanter Executive Director of the California Workforce Association

4. It is a common experience for staff to take a webinar without retaining the information and changing the way they work. In order to avoid this problem, **Larry has developed a list of management strategies that you can use to make sure that your staff learns and retains as much information as possible from the webinar.** This guarantees that the learning from the webinar will go deep, last long and actually change the way that your staff does their work. Once you have scheduled your webinar, Larry will send you the list and answer any questions you may have about it.

5. **Larry has the most experience doing webinars of anyone in the workforce development field.** He did his first webinar in 2005 shortly after the invention of Skype. He has presented more than 300 webinars for a wide variety of sponsors including government agencies, nonprofits, national, state and local workforce associations, America's Job Centers, workforce boards, adult and youth education programs, social services and many other types of organizations. Larry's webinars attract a large audience. **His public webinars hold the attendance records for webinars sponsored by the National Association of Workforce Development Professionals, the National Youth Employment Coalition and the California Workforce Association.**

“I had the pleasure of working with Larry on a 4-part webinar series that he presented for the National Association of Workforce Development Professionals that focused on working with job seekers with major barriers and challenges to finding employment. Larry is an engaging presenter who blends his expertise and experience to deliver a high-quality training experience. Larry is personable, relatable, and uses real life examples to get his point across to participants. The webinars were also interactive, and participants were able to learn from each other. Larry continues to empower individuals through insightful strategies that attendees can implement right away!”

Kim Meadows, NAWDP Training Director

6. People complain that many webinars are boring, but you will not hear that about Larry’s webinars. **Larry’s webinar presentation style is highly dynamic, engaging and personalized.** He does not lecture or read from a script, so the webinar participants feel a strong personal connection with him and the material he is covering. Larry is an excellent storyteller, and his webinars are filled with true and engaging stories related to the content of the webinar that enrich the learning experience.

7. **Larry brings over forty-five years of national experience in workforce development to his webinars.** He has trained over 100,000 people, worked with more than 1000 organizations and presented at over 500 conferences. Larry is widely regarded as a national expert in the workforce development field. The Department of Labor, Department of Health and Social Services and the Department of Housing and Urban Development have used his services. He has received over 100 awards and honors for his work. Larry has extensive experience with all the populations and issues addressed in the workforce development field. He also has a great deal of experience working with employers, so he understands their perspectives, and these play a major part in the content of his webinars.

8. **Larry charges a flat fee for his webinars.** He does not charge by the number of participants so you can have as many people attend the webinar as you like. You can also cosponsor the webinar with other organizations and share the cost. The fee is the same regardless of how many organizations are sponsoring the webinar. If you choose, you can charge people to take the webinar. If you decide to make the webinar available to the public and charge them to attend, Larry will give you some free consulting to make your webinar as successful as possible.

9. **You can record the webinar without paying any additional fee and the sponsor or sponsors can use the recording in-house for staff training on an unlimited basis.** This means that people that could not attend the live session can still get the training. It also means that you can use the recording to train new staff so that everyone has their skills at the same level. Organizations that use a series of Larry's webinars can use them to create a training library resource for their staff.

10. **Webinar participants can download and print the slides prior to the webinar.** This will make it possible for them to take notes on the slides as Larry is presenting. Having the information in advance and in front of them while the webinar is being presented contributes to a better and deeper learning experience. People can also go back and review the information after the webinar. This helps people retain the information longer.

11. **Larry is always revising and updating his webinars based on the new things he learns, the latest research in the workforce development field and the feedback of people that take his webinars.** You will get a webinar that is state-of-the-art in workforce development and yet is still very practical with ideas, tools and strategies that people can put to use in their work right after the webinar! Want more information about Larry Robbin and see

highlights from his webinars? Go to his LinkedIn profile at <https://www.linkedin.com/in/larryrobbin/> and click on Training Show Details on the first page of his profile.

QUOTES FROM PEOPLE WHO HAVE ATTENDED AND SPONSORED LARRY ROBBIN WEBINARS

“Larry has a lifetime of first-hand experience and presents practical information from a personal level. His straight to the point, no-nonsense teaching style is both interesting and interactive. His webinars are full of stories, anecdotes and examples, Larry’s training demonstrates his passion for understanding and helping job seekers, employers and workforce staff improve their performance.

Larry is absolutely one of my favorite trainers. He is genuine, real and engages his webinar audience through the relevancy of the content of his webinars training to the work that we do. His energy and enthusiasm are contagious and his use of personal stories about people struggling to make employment progress are captivating and informative.

Larry shows compassion for helping people by volunteering to work with diverse groups and populations and helping them make employment progress. In fact, he is so good, that if I have a scheduled vacation day, I will cancel it to be part of one of his trainings. Larry is simply one of the best trainers. Anytime, there is a training offered by him, I sign up immediately.”

Vivian Hochschild

Career Employment Specialist

Southeast Los Angeles Workforce Development Board

“If you want to know anything about workforce development, you need to be following and reading Larry Robbin and bringing his webinars to your organization. Not only is he a lovely human, but he’s also a true leader and visionary in the workforce development space and an absolute treasure

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trove of knowledge, information, and wisdom. I have learned so much from his webinars, trainings, newsletters, and consulting sessions - all of which have helped me build and lead more effective, more human-centric programs.”

Julia Hatton

Executive Director of Rising Sun Opportunity Center

“Larry Robbin is my go to trainer for webinars and onsite training. He has the depth and breadth of experience to provide the training our staff and partner staff need when they need it. His ability to connect with the webinar attendees brings the material to them in their space so they can engage it in their daily work. He stays relevant and if I have a training need, he will adapt one of his many trainings to my needs. Unlike most consultants, he does not fit me into his portfolio. The best part is he is a pleasure to work with.”

Melanie Hitchcock Ph.D.

Regional Initiatives Manager

San Diego Workforce Partnership

“Larry Robbin has provided many webinars, workshops and coaching sessions to The Unity Council’s workforce programs and leadership over the years. It is a true privilege to work with Larry. Not only is he a national workforce expert, he has a deep understanding populations with multiple and severe barriers to employment, but he is also an amazing human being, with intimate knowledge of how to reach individuals and move the needle with staff, employers and systems. Larry’s technical knowledge and passion for social equity comes across in every webinar and coaching session. I am fortunate to have Larry’s guidance and our programs and service quality are stronger with his help.”

Armando Hernandez, MPH Chief Operating Officer of the Unity Council

“Larry's webinars are such an asset to the youth employment program field. He does incredible research and can distill this information into practical, useful, and fun presentations. NYEC has hosted Larry as a webinar

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presenter for many years and the reviews from participants are consistently excellent. Larry has done more webinars for the National Youth Employment Coalition than any other presenter. The reason for that is his material is relevant, current, practical and impactful. We are big fans of Larry Robbin!”

Mary Ann Haley - Executive Director National Youth Employment Coalition

More references and quotes are available upon request.

Larry has specific lists of webinars that are focused on the hard-to-employ, people who are homeless, youth, people with disabilities, America’s Job Centers, work with employers, case management, education programs, justice involved individuals, social enterprises and many other topics. To see the lists of webinars by topic area, go to <http://www.larryrobbin.com> and click on the webinar topic tab on the home page.

For more information about Larry, his clients and services go to www.LarryRobbin.com. On the homepage of the website, you will find information about Larry’s upcoming public webinars.

On the website you can also sign up for Larry’s free workforce development newsletter that is read by more than 25,000 people in the workforce development field. The website has over 500 articles from past issues of the newsletter that include best practice reports, resources, program evaluations, research and other helpful information.

You can also download free helpful employment counseling handouts for use with your job seekers.

If you have any questions about Larry Robbin and his webinars, please email him at <mailto:larry@larryrobbin.com>.