IT TAKES A VILLAGE!!

HOW TO DEVELOP A SEAMLESS AND POWERFUL REFERRAL SYSTEM COMMUNITY TO HELP PEOPLE SUCCEED!

A WEBINAR FOR THE STAFF OF ALL ORGANIZATIONS WORKING WITH DISADVANTAGED POPULATIONS FACING BARRIERS TO SUCCESS

PRESENTED BY LARRY ROBBIN
EXECUTIVE DIRECTOR OF ROBBIN AND ASSOCIATES

No single organization can meet all the needs of people facing multiple and difficult barriers to success. With some people, it is a challenge to get them to go to other resources. Simply giving these individuals information about another agency is often not enough to get them to go there. In addition, agencies often get inappropriate referrals because there is no strong network of organizations that shares information about who to refer and not to refer. Serving people only in one program when they need critical help from other programs means the original program's services will not work.

How do we get people to go to for help in other places and forge strong relationships among programs that will eliminate referral problems? Eliminating the referral gap and getting people all the help they need turns us into a powerful village of services that is the springboard to success for the people we serve. This webinar for staff and management of all your partner organizations will help you build that village!

* What are the hidden causes of resistance to referral that keep people from going to other agencies? Learn from surveys conducted with people that were referred, but did not follow up why they did not go to the other resource. Use this information to change your approach to referral so you can get people to access other organizations successfully.
* Why don't information lists get people to go resources? Some people need a counseling process not a list to get the motivation go to the resource. You need to learn the time efficient and powerful technique of referral counseling!
* What do people giving referrals need to know about the other agency in order to refer people to the right place? How do you go from describing the resource to selling it so people want to go there? Describing is ineffective, but selling generates the hope and optimism people need to believe in the other agency!
* How do we solicit the feedback and opinions of people giving referrals and people being referred to learn how to improve our services? Feedback loops help us build the quality of our whole referral village so people get better help from all our partners.

When organizations operate like islands people can't swim between them and they will drown in their problems. Working like a village means we operate as one powerful and successful resource for change that can truly help people overcome their challenges! Make your network of agencies a village now with the unique strategies in this webinar!

Larry Robbin, Executive Director of Robbin and Associates, has over forty-five years of experience helping organizations of all types develop referral counseling strategies and relationships that produced better results for individuals and the partners. His services are widely used by government agencies, non-profits, public organizations and others to help them become a unified and seamless system. Larry has studied the referral process for decades and developed an innovative model that changes both how people give referrals and the referral relationships among the agencies. He put this model to the test as a manager in a large non-profit organization with over fifty referral partners. The results improved the outcomes of all the agencies involved with this collaboration. People made progress faster than ever before when this unified system was supporting their efforts to change. Larry has replicated this process in many situations and he can teach you how to do it with your partners. Larry has trained over 100,000 people across the country, presented at over 500 conferences and worked with more than 1000 organizations. For further information contact larry@larryrobbin.com. For more information about Larry Robbin, go to http://www.LarryRobbin.com.