

HOW TO TRANSFORM YOUR WORK WITH BUSINESSES TO GET THE BENEFITS OF BUSINESS ENGAGEMENT!

**A training session for management and staff
Presented By**

Larry Robbin Executive Director of Robbin and Associates

*** Over 45 Years of National Workforce and Private Sector Experience that Will Take Your Organization to New Levels of Success with Employers!**

*** Over 1000 workforce programs, employers, training providers, government agencies, nonprofits and other types of organizations served!**

*** More than 100,000 people trained! Over 500 conference presentations!**

www.LarryRobbin.com larry@larryrobbin.com

Do you have a well thought out effective model that will take your placement relationships with businesses to higher levels of partnership that will engage businesses so they become champions for your program? Do you know how to initiate an engagement conversation with businesses that have never used your services so they become your champions? Business champions can do an amazing array of things for your program!

- * Champions can **donate money, computers and other things to your organization!** They will **market your services to other employers** so you get more hires, internships, work experience opportunities, on-the-job training and apprenticeships with less effort on your part!
- * Champion relationships create **seamless pathways from your program to jobs and careers** for your program participants!
- * A champion can connect you with their business networks and associations so you can **develop powerful sector strategies that work with multiple employers at the same time to open the doors of opportunity on a wide scale for your job seekers!**
- * An engaged employer can provide **mentoring for your program management and job seekers** that will transform your outcomes!
- * **Develop innovative joint projects** with your business champions that can take your program to the cutting edge of workforce development!
- * Organize your champions into a dynamic **Business Advisory Board** that will take your organization to new levels of excellence!

- * Champions can be your **advocates** with policy makers, funders, the media, politicians and other influential players to **put your program at the center of their agendas!**

These are just a few of the benefits that can come with a well-designed business engagement strategy. This management consultation session will make it possible for you to get these benefits using a well-crafted plan that is customized to your organization and your goals for business engagement.

- * Learn how to **position your organization from the first use of your services** to go from placement, to becoming a partner and getting businesses to be your champion. Find out ways to approach businesses that have not used your services with a **compelling case for engagement.**
- * Get the tools you need to **conduct an assessment of the engagement potential of each business** so you do not waste your time trying to engage the wrong employer.
- * Find out how to **make an engagement proposal that looks and feels like a private sector business plan** so it appeals to the employer mindset. Find out from the candid feedback from employers why they accept some proposals and reject others so you can **make your proposition a win win strategy that makes businesses want to engage with you!**
- * **Avoid the initial deadly problems** that keep engagement plans from getting off the ground. **Use fast and effective interventions** if problem arise as your engagement plan moves forward so it stays on the pathway to success!
- * Discover how to **use benchmarks and indicators** that will tell you at each step of the process how well your engagement strategy is working.
- * Get examples of successful employer engagement initiatives so you can **create a sequential plan to keep going to higher levels of engagement.**

These proven engagement strategies will transform both your work and how the employer operates to take you to higher levels of partnership success with the private sector than you ever thought possible! Larry Robbin, Executive Director of Robbin and Associates, has over forty-five years of national training and consulting experience with both workforce organizations and employers. Because he has so much experience in both worlds, he is an ideal resource to show you how to make your organization an engagement success story! To bring this workshop to your program contact Larry Robbin at larry@larryrobbin.com. For more information, about Robbin and Associates go to www.LarryRobbin.com.