

WINNING THE HEARTS AND MINDS OF YOUTH!
HOW TO MAKE YOUR YOUTH EMPLOYMENT PROGRAM
SUPPORT GANG DIVERSION AND INTERVENTION!

Presented at your organization by

Larry Robbin

Executive Director of Robbin and Associates

Over 45 Years of Youth Employment Experience!

More Than 100,000 People Trained! Over 1000 Organizations Served!

References From National Leaders in Youth Employment!

larry@larryrobbin.com www.LarryRobbin.com

Why are gangs often more successful in attracting youth than youth employment programs? In this innovative workshop, you will conduct an objective youth based analysis of what your youth employment program offers young people and compare it to what gangs offer them. Discover the many ways that gangs are often better than your organization at the recruitment and engagement of youth. Gangs are run by young people and their leaders are generally more in touch with what youth really want than most adult driven employment programs so many young people choose gangs over employment programs.

This unique training will show you how to make your youth employment program successful with youth that are at-risk for gang involvement and those that are already gang members. This training has been a featured session at the National Youth Development Symposium, California Workforce Association Youth Conference, Chicago Department of Children and Youth Services Conference and at many other youth employment events. Here are a few of the things covered in this workshop.

* **Watch as we actually stage a mind blowing recruitment battle between youth employment providers and gangs for the hearts and minds of young people!** Find out why in the majority of cases when this exercise is done in the workshop, the people representing youth choose gangs over the employment programs. Learn how you can reverse that trend!

* Find out from surveys conducted with gang involved youth why they are not interested in what your youth employment program is currently offering. **Discover how to change your image, services, culture and ways of working with youth so they appeal to youth at-risk of gang involvement and gang involved youth!**

* Conduct an in-depth program improvement assessment that will tell you what you need to do in your program to **support gang diversion and intervention and help youth go into the legal labor market!**

* Learn about the seven categories of youth gang affiliation so you can understand the differences in the degrees of connection between youth and gangs. This important information will help you **focus and customize your services so they meet youth where they are at on the gang connection continuum!**

* **Get new ideas about how to talk about employment in ways that resonate with gang minded youth.** Change what you say and your employment services so they help youth become motivated to follow a job and career pathway and not a life of gang involvement!

INTRODUCING YOUR TRAINER

Larry Robbin, Executive Director of Robbin and Associates, has over forty-five years of experience with gangs and youth employment. He is widely regarded as a national expert on youth workforce development. Larry grew up in gang involved community and had friends in gangs so he understands this issue. He began his career in workforce development working in a gang diversion program and has continued to focus his work on the goals of youth employment and gang diversion and intervention.

Larry has trained over 100,000 people across the country and presented at more than 500 conferences. He has worked with government agencies, nonprofits, schools, community based organizations, training providers and many other types of organizations. Larry has designed over fifty youth employment programs serving all types of youth and consulted with hundreds of youth serving organizations. He has been invited to present more workshops at the National Youth Development Symposium and the California Workforce Association Youth Conference than any other presenter. His work has received international recognition and among his many awards and honors, he was one of the first Americans invited to visit China to discuss workforce development.

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***PUT OUR 45 YEARS OF NATIONAL YOUTH EMPLOYMENT
PROGRAM IMPROVEMENT EXPERIENCE TO WORK FOR YOU
AND TURN YOUR CHALLENGES INTO SUCCESS STORIES!***

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