

YOU CAN BE A CHANGE AGENT! **HOW TO INCREASE EMPLOYMENT MOTIVATION** **IN THE HARD-TO-EMPLOY!**

Presented by Larry Robbin

Executive Director of Robbin and Associates

Over 45 Years of National Workforce Development

Consulting and Training Experience!

More Training for the National Association of Workforce Development

Professionals and the California Workforce Association Than any Other Trainer!

Trained Over 100,000 People! Presented at 500 Conferences!

Worked with More Than 1000 Organizations Across the Country!

larry@larryrobbin.com www.LarryRobbin.com

**This innovative workshop for management and staff of all types
of workforce programs serving any population
will transform your services into a springboard
that will improve employment motivation in the hard-to-employ!**

This powerful workshop will reinvent how you go about increasing employment motivation in adults and youth with little or no work history and low levels of interest in going to work.

- * Learn from a revealing survey about the transformations that occurred in over 500 hundred people that started out with “no work no way” attitudes and then went on to say, “I got the job!”. These work resistant individuals had multiple and severe barriers to employment and yet they ended up changing their outlook, overcoming their challenges and becoming part of the workforce.**
- * Find out from the perspectives of hard-to-employ people themselves why much of what we are currently doing to increase employment motivation is not working.** We know that the lives of the hard-to-employ will improve dramatically when they become employed and on the pathway out of poverty. Discover how to work with these individuals so they can build that pathway to a better future.
- * Learn how to use management and staff strategies to change your program design and direct services to transform them into a dynamic powerhouse of employment motivation.** Discover the power of shifting your motivation work from the traditional information based approach to an entirely new role model concept.
- * Find out why our current approaches do not match the reality of what it really takes to help people go through the transition to employment.** In workforce development, we tend to use generic approaches to increasing employment motivation. These one size

fits all strategies do not go deep enough to activate the real change triggers in the hard-to-employ individual. They often miss the motivational interests of a specific individual. **What we need to develop is a customized motivation plan tailored to those special things that will stimulate interest in employment in each of the hard-to-employ.**

- * This workshop will teach you how to identify which of the six motivational forces will trigger more interest in employment in each individual.** Learn to distinguish your motivators from those of other people and you can focus on the things that create change in them.
- * Find out how to do a motivation assessment and create the plan that unleashes the personal motivational forces of change.** Learn how to uncover hidden motivation blockers and get them out of the way of progress.
- * Get a set of unique highly effective handouts for work with the hard-to-employ that will create new levels of enthusiasm for going to work.**

You will leave this session with a completely new toolbox of motivational strategies that will take people from low employment motivation to high levels of desire to start working! For more information about how to bring this workshop to your organization and information about the trainer Larry Robbin, go to www.LarryRobbin.com.

QUOTES FROM EVALUATIONS OF YOU CAN BE A CHANGE AGENT!

“ I have been in workforce development for over thirty years. Frankly I did not expect to learn a lot. I was so wrong! This training completely reinvents my approach to motivation. I will be so much more successful!”

“ As a manager, I was amazed to learn how many things in our program design can be done differently to increase employment motivation. The innovative roles for alumni and employers will be so helpful! Thanks so much!”

“ I really appreciated how practical these ideas are because I can start implementing them tomorrow. I will definitely be using the handouts with my clients tomorrow. There were so many new insights and tools in this training that I would easily take it again.”

“ I supervise a lot of people. This workshop helped me understand why each of my staff are successful with some individuals and not others. We have been using the same approach to motivation with everyone and it just does not work. This session gave me the tools to help my staff customize their work so they will be more successful with the full range of people we serve. I can't wait to put these strategies into action!”

ROBBIN AND ASSOCIATES

Turning Workforce Program Challenges into Success Stories for Over 45 Years!
For a list of our references, more training topics, free resources and handouts and to sign up for our free newsletter, go to www.LarryRobbin.com.