

HOW TO TEACH JOB SEEKERS TO THINK LIKE EMPLOYERS AND GET HIRED IN BETTER JOBS IN LESS TIME!

**An Innovative Training for Management and Staff
Presented at Your Program**

By

Larry Robbin

Executive Director of Robbin and Associates

*** Over 45 Years of National Workforce Development Experience!**

*** Over 100,000 People Trained! * More Than 1000 Clients Served!**

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**“ If you want to teach people to fish, do not teach them to think like
someone who fishes, teach them to think like a fish!”**

**“If you want people to get better jobs in less time, do not teach them
to think like a job seeker, teach them to think like an employer!”**

**It does not matter what population you serve, if you want them to get
better jobs in less time, bring this training to your organization now!**

What we tell job seekers about hiring has been passed down in our organizations over the years, but it is not accurate or current information about the hiring practices of employers. Almost none of the staff or management in workforce programs have experience as private sector employers making the hiring decision. This means that we understand job seekers, but we do not have enough current and inside information about how and why employers hire. As a result, much of what we are telling job seekers does not match what employers want to see in the way people job hunt.

This powerful training will take staff and managers inside and behind the scenes of the private sector hiring process so you can understand the hidden hiring agendas that are at work and teach them to job seekers. The workshop will transform how staff teach job search in ways that align with the realities of private sector hiring! Once job seekers understand the truth about the hiring process, they will see how they can get job offers which will increase their job search motivation. Some of the highlights of this session include:

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- * **Learn why it is a myth to think that employers hire the people with the best skills, experience, education and fit for their business!** That is not who they hire and this session will show you why, so you can change your approach to match the employer's hiring realities!
- * **Find out the job search strategy that minimizes the impact of barriers to employment and opens the doors to job opportunities in less time!**
- * **Get rid of your interview question and answer lists! Stop doing your old out of date versions of mock interviews!** Find out why they are not what employers want to hear and replace them with strategies that will turn interviews into job offers!
- * **Learn why going after job openings is a bad strategy for job seekers with barriers to employment!** Replace it with a new way to job hunt that will get the attention of employers and put your job seekers at the head of the hiring line!
- * **The workshop will show you how employers actually evaluate applications, cover letters and resumes** so you can reinvent the way you do them and teach people the realities about these parts of the job search including online applications!
- * **Get new ideas for program design elements that will bring employers into your program** so they can review resumes, do mock interviews and get to know your program participants which often leads to job opportunities and deeper employer connections for your program!
- * Listen to **creative out-of-the-box job search strategies** that people have used to become employed! These are not things we are teaching our job seekers, but they work!

If you want people to get better jobs in less time, you need to update and reinvent how you teach job search using the latest information about employer hiring preferences! You can close the gap between job search and job offer by bringing this training to your organization now!

INTRODUCING YOUR TRAINER

Larry Robbin, Executive Director of Robbin and Associates, has over forty-five years of national experience in both workforce development and the private sector. He is widely regarded as a national expert in both of these areas. Larry has trained more than 100,000 people across the country, presented at over 500 business and

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workforce conferences and worked with more than 1000 organizations. His consulting and training services are frequently used by the Department of Labor, businesses, America's Job Centers, training providers, Fortune 500 companies, community based organizations, government agencies, business associations and other entities. Larry has done more training for the National Association of Workforce Development Professionals and the California Workforce Association than any other trainer.

Larry has extensive experience with both job seekers that are hard-to-employ and the programs that serve them and private sector businesses. He has designed more than 150 programs and projects that successfully connected people who are hard-to-employ with jobs and careers in businesses. He does hundreds of hours of volunteer work a year with people who are hard-to-employ.

One of Larry's areas of expertise is helping businesses improve their hiring processes. He has taught all types of employers how to evaluate resumes and applications, interview candidates and he has been involved in the hiring decisions for over 5000 applicants ranging from entry level workers to corporate leaders. This unique combination of experience with people who are hard-to-employ and private sector hiring practices makes him an ideal presenter to show your organization how to reinvent your approach to teaching job search skills in ways that match employer's hiring agendas and will help people get better jobs in less time. For more information about Larry, his services and his clients go to <http://www.LarryRobbin.com>. To contact Larry email him at <mailto:larry@larryrobbin.com>