

YOU ARE THE GLUE!
Management Strategies for Improving Staff Engagement
and Reducing Staff Turnover
in Workforce Development Programs

A webinar presented for your program by

Larry Robbin

Executive Director of Robbin and Associates

Over 45 Years of Experience in Workforce Development

More Than 100,000 People Trained

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No matter what great plans we have for improving our services and our work with job seekers and employers, if we keep having problems with staff turnover those plans will never live up to our expectations. The engagement and retention of staff are two of the most important elements required for success in workforce development, yet most programs struggle to engage and retain their staff, and the problem is getting worse.

There are obvious reasons for these problems including low pay, stressful jobs, too many people to serve, funding uncertainties and other reasons, but these may only be the tip of the iceberg of the real problems. This webinar is for everyone in leadership positions that wants to improve staff engagement and retention in your program. You will learn from candid interviews with hundreds of people that have left jobs in workforce development why what they tell their bosses about their reasons for leaving are frequently not the real reasons that generated turnover.

Most programs focus on addressing staff retention and engagement after people are hired. This is too late in the employment relationship to be effective. Retention and engagement should be a primary focus in the hiring process. This unique webinar will show you how to integrate retention thinking into your job descriptions, interviews and hiring decisions. Get new ideas about how to

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evaluate candidates not only on their ability to do the job, but also on their degree of interest and commitment to staying with your organization.

Shift your focus from concentrating on retention to making increasing engagement a critical part of the organization. Get new ideas for building rapid engagement strategies into your onboarding process so new employees are well integrated into your workforce as quickly as possible. Discover how to work with your new hire to develop an ongoing Personal Professional Development Plan that will turn working in your organization into a dynamic perpetual skill building experience that makes your new employee feel like a highly valued member of your team. Conduct an assessment of your organization using engagement and retention lenses to help you spot the factors that breed job loss and learn how to turn these into retention strengths. Get new intervention strategies including the use of stay interviews to help strengthen the bonds between employees, their jobs, the team and the organization.

This webinar draws on the best employee engagement and retention strategies from many types of workforce organizations as well as those used leading private sector businesses. If you want to strengthen engagement and reduce turnover, bring this idea packed webinar to your program now!

This webinar is presented by Larry Robbin, Executive Director of Robbin and Associates. Larry has over forty-five years of experience in the workforce development field. He has held positions ranging from working on the front lines to managing a wide range of workforce development programs and other types of organizations. Larry's consulting and training services have been used by over 1000 organizations including the Department of Labor, Department of the Navy, America's Job Centers, workforce boards, nonprofits, educational institutions, Fortune 500 companies, training providers and other entities. For information on the more than 100 webinars Larry offers, please visit www.LarryRobbin.com. Larry can be reached at larry@larryrobbin.com.

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