DIGGING FOR GOLD!

A STRENGTH BASED APPROACH TO FINDING HIDDEN ASSETS TO EMPLOYMENT IN HARD-TO-EMPLOY POPULATIONS!

A Webinar Presented For Your Organization By

Larry Robbin Executive Director of Robbin and Associates

Over 45 Years of Experience Improving the
Employment Outcomes of Hard-to-Employ Populations!

More Than 100,000 People Trained! Over 1000 Organizations Served!
Over 300 Webinars Presented!

Larry's Webinars Hold the Attendance Records for Webinars Sponsored by the National Association of Workforce Development Professionals, National Youth Employment Coalition and the California Workforce Association

Services used by the Department of Labor, America's Job Centers, government agencies, schools, workforce boards, training providers, non-profits, behavioral health programs and other organizations serving the hard-to-employ

The traditional approach to working with people who are hard-to-employ begins with a focus on finding their barriers to employment. There are many things wrong with this deficit first perspective. It sets a negative tone in the relationship between the staff person and the job seeker that can make working together more challenging. Follow up surveys with program participants indicate that the barriers first model can easily make them feel more depressed, hopeless and less employable. This reduces their motivation to change. This type of negative experience is also a major reason that people do not return to employment programs after their initial visit.

When people are defined by their problems instead of their strengths, it gives staff a misleading image of the individual. This barriers image keeps staff from seeing the employment potential of the person. This has a direct impact on job seekers' ability to see and believe in their employability and envision their success in pursuing jobs and careers.

The strength-based approach in this webinar takes a very different approach. It will show staff how to uncover hidden assets to employment and an individual's strengths and match them with jobs and careers. Hidden assets can include skills, interests, belief systems, life experiences, aptitudes, personality traits, attitudes, soft skills and many other employment related strengths.

Once people can see the connection between their hidden attributes and a place in the labor market, it will increase their job search motivation and their interest in pursuing education or training that can help them achieve their employment goals. This approach has many positive implications for case management, developing employment plans, career counseling and helping to focus the job development efforts of staff.

In addition, when staff learn about the individual's strengths, they can help the person drawn on their strengths in order to overcome their barriers to employment. Linking strengths to dealing with employment barriers gives an individual a sense of hope that they can eliminate the barrier. This is a much more powerful approach than just talking about why people should work on their barriers. Just talking about how people need to work on their barriers does not address the lack of confidence many people have about their ability to overcome their employment challenges.

Finding the strengths in hard-to-employ populations isn't always easy to do. Poverty, substance abuse, discrimination, trauma, incarceration, mental health problems, homelessness, disabilities and many other things can make people feel like they don't have any real assets or labor market value. In addition, for a variety of reasons people may hide, deny or minimize their positive attributes. It takes new techniques to deal with these issues and bring the strengths of our customers to the surface.

This webinar will give your staff the tools they need to reveal all of the strengths of the people they serve in various areas of their lives. Strengths easily lead to conversations about employment and value in the labor market. Once a strengths profile is developed progress can be achieved much faster than ever before. This webinar features a wide variety of strategies that can be used to uncover the strengths and assets to employment in the people you serve.

The webinar is available in a number of versions customized for various populations depending on who your program serves. Digging for Gold! can be

done in an all hard-to-employ population version as well as in versions that are designed specifically for formerly incarcerated individuals, various populations of youth, people with disabilities, welfare recipients, people who are homeless and other populations.

This powerful model will help your staff find the hidden assets and strengths in the hard-to-employ that will jump start their employment progress!

INTRODUCING THE WEBINAR PRESENTER

Larry Robbin, Executive Director of Robbin and Associates, is a national trainer, consultant, program designer and keynote speaker. His services are used by organizations in a wide range of fields including workforce development, social services, education, training, housing, behavioral health, youth services, welfare, homelessness, anti-poverty work, reentry, disability and other areas. His clients include government agencies at the federal, state and local levels, America's Job Centers, nonprofits, schools, coalitions, training providers, direct service organizations, businesses and many other entities.

Larry has over forty-five years of experience working to improve the outcomes of organizations across the country. He has trained more than 100,000 people, presented at over 500 conferences and done more than 300 webinars. Larry trains on hundreds of topics. He has played a key role in the design of more than 150 programs and projects serving many different populations of individuals dealing with challenges and barriers to success. He has received over 100 honors and awards for his work. For more information go to http://www.LarryRobbin.com. To contact Larry email mailto:larry@larryrobbin.com.