

TRANSFORM YOUR WORK WITH BUSINESSES BY GOING FROM PLACEMENT TO ENGAGEMENT WITH EMPLOYERS! TURN EMPLOYERS INTO CHAMPIONS FOR YOUR PROGRAM!

A webinar for management and staff

Presented By

Larry Robbin Executive Director of Robbin and Associates

- * Over 45 Years Of National Workforce And Business Experience That Will Take Your Organization To New Levels Of Success With Employers!**
 - * Over 1000 Workforce Programs, Employers, Training Providers, Government Agencies, Nonprofits And Other Organizations Served!**
- * More Than 100,000 People Trained! Over 500 Conference Presentations!**
 - * 300+ Webinars Presented For A Wide Variety Of Organizations!**

www.LarryRobbin.com larry@larryrobbin.com

The vast majority of workforce programs do not have any well thought out plans to take their placement relationships with businesses to partnerships and then on to turning businesses into champions for your organization. Most of our relationships with employers start and end at placement. This is a huge mistake, and it keeps us from getting all the things that employers can do for our programs when they become our champions. Here are just a few of the benefits you can get from turning businesses into your champions.

- * Champions will **market your services to other employers**, so you get more hires, internships, work experience opportunities, on-the-job training and apprenticeships with less effort on your part!**
- * Champions can **raise funds** for your program! These are unrestricted funds so they don't come with endless rules and regulations about how you can use the money.**
- * Champions can become mentors for your staff and program participants. They can share their knowledge, help people learn how to be successful and **open the doors to important individuals and connections!****

- * Champion relationships can create **seamless pathways from your program to jobs and careers** for your program participants!
- * A champion can connect you with their business networks and associations so you can **develop powerful sector strategies that work with multiple employers at the same time to open the doors of opportunity on a wide scale for your job seekers!**
- * Champions can **develop innovative joint projects** with your organization that can take your program to the cutting edge of workforce development!
- * Organize your champions into a dynamic **Business Advisory Board** that will take your organization to new levels of excellence!
- * Champions can be your **advocates** with policy makers, funders, the media, politicians and other influential players to **put your program at the center of their agendas!**

These are just a few of the benefits that can come with a well-designed business engagement strategy that creates champions for your program. This webinar will give you the ingredients for creating a well-crafted champion development plan that you can customize for your organization and for the goals you want to achieve with business engagement.

- * Learn how to **position your organization from the first use of your services** to go on the employer relationship continuum from placement, to becoming a partner and to getting businesses to be your champion.
- * Get strategies to help you **identify the right employers for your engagement efforts**, so you do not waste your time trying to engage employers that will not be strong partners for you.
- * Find out how to **make engagement proposals that look and feel like a private sector business plan**, so it appeals to the employer mindset. Learn from the candid feedback from employers why they accept some proposals and reject others so you can **make your proposition a win win strategy that will compel businesses to engage with you!**

- * Discover your organization's potential to offer employers fee for service opportunities as an engagement strategy. **Find out how to get employers to pay you to train them using your expertise! Make engagement fee for service generate unrestricted income for your program!**
- * See a list of the **deadly mistakes** that can ruin your attempts at engagement so you can avoid these costly problems.

These are just a few of the key points covered in this idea packed webinar!

These proven engagement strategies will transform both your work and how the employer operates to take you to higher levels of partnership success with the private sector than you ever thought possible!

"Larry is a compelling, thoughtful trainer whose ideas and presentation style are spot-on. Larry's wealth of wisdom is relevant, inspiring and always interesting. The training provided useful tips and tools that will help build upon our relationships with private sector businesses so they can help to grow and sustain our programs. The session included many examples of best practices that can be immediately put to use. The time was well worth it and yielded a quick and positive return on investment. We met with a businessperson after the training from Larry. We only had fifteen minutes and got \$2500 in funding, and we hope to get even more as we position our relationship, so they become champions of our program. That would not have happened without the time spent with Larry Robbin."

Lori Higa, Development Director at Asian Neighborhood Design

Larry Robbin, Executive Director of Robbin and Associates, has over forty-five years of national training and consulting experience with both workforce organizations and employers. Because he has so much experience in both workforce development and the private sector, he is the ideal webinar presenter to show you how to turn your organization into a role model for business engagement success stories. To bring this webinar to your program contact Larry Robbin at larry@larryrobbin.com. For more information about the clients and services and the more than 100 webinars that Larry provides go to <https://larryrobbin.com/v2/about/>.