

SOFT SKILLS ARE SUCCESS SKILLS! YOU NEED TO TEACH THEM TO YOUR PROGRAM PARTICIPANTS!

**A Webinar Training Presented For Your Organization By
Larry Robbin
Executive Director of Robbin and Associates
Over 45 Years of National Workforce Development
Training and Consulting Experience!**

**More Than 100,000 People Trained!
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Soft skills are a complex set of personal attributes that have a major impact on the hiring decision, success on the job, promotions and retention. They frequently determine the difference between who gets a job offer and who is rejected. Soft skills are a huge factor in employer's decisions about who to advance in their workplaces. They are critical to both successes in life and in the world of work. But, in spite of their importance, very few workforce programs have a very well developed soft skills improvement focus. This is one of the reasons our program participants are not as successful as possible.

A study done by Stanford and Carnegie Mellon Foundation found 85% of achievements in careers are determined by soft skills and only 15% by hard skills.

Soft skills can be very difficult to teach unless you have a variety of strategies for approaching them. This information packed webinar will give you an array of techniques for teaching soft skills that will work regardless of the population you serve or your type of program.

***** Discover a variety of ways to put soft skills training into your program!
Integrate soft skills improvement ideas into all of your program services!**

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- *** Learn how to help your program participants identify their soft skills strengths and challenges so they can develop a Soft Skills Improvement Plan that will help them make progress in strengthening their soft skills!
- *** Employer research will show you the soft skills that are the most in demand in today's workplaces so you can prioritize them in your work on soft skills!
- *** Find out how to use role models, life situations, peer learning, innovative group activities and other techniques to improve the understanding and use of soft skills!
- *** Get a list of 80 soft skills and ideas for how to use them in your work! Expand your understanding of the world of soft skills!
- *** Discover how culture, age, lifestyle, class, gender and other socio-demographic factors influence soft skills and their development!
- *** Analyze the different soft skills that are required for different types of jobs. This is important so job seekers can interview in ways that present the soft skills that will be of most importance in that particular position and get the job offer!
- *** Help people understand how soft skills will influence their ability to be successful in many aspects of their lives!

Soft skills can be success skills if you teach them to your program participants! If you want the people in your program to be as successful as possible in the world of work and in life, bring this training to your organization now!

Robbin and Associates Offers Over 100 Webinar Topics
Go to <http://www.LarryRobbin.com> for more information!

INTRODUCING YOUR WEBINAR PRESENTER

Larry Robbin, Executive Director of Robbin and Associates, brings over forty-five years of experience in workforce development and work in the private sector to this webinar. Larry has trained over 100,000 people and presented more than

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300 webinars. His webinars hold the attendance records for public webinars sponsored by the National Association of Workforce Development Professionals, National Youth Employment Coalition and the California Workforce Association. Larry's webinars have been used by the Department of Labor, America's Job Centers, government agencies, nonprofit organizations, schools, training providers, workforce boards and many other types of organizations.

In Larry's position as Director of Training for a Fortune 500 manufacturing company, he instituted an extensive soft skills training program that was credited with increasing productivity, teamwork and profits in the business. He has extensive knowledge about soft skills and how to integrate them into workforce program services. This transformative webinar will show you how to make soft skills development an integral part of your program. For more information about this webinar and the more than 100 webinars Larry provides, email him at <mailto:larry@larryrobbin.com>.