

# **VOCATIONALIZE YOUR SERVICES!**

**A New Service Delivery Concept Developed by  
Larry Robbin**

**Executive Director of Robbin and Associates**

**Over Forty-Five Years of National Consulting and Training Experience!**

**More than 1000 nonprofit, government agencies, education,  
social services and community based organizations served!**

**[larryrobbin@aol.com](mailto:larryrobbin@aol.com) [www.LarryRobbin.com](http://www.LarryRobbin.com)**

Vocationalizing is an innovative and powerful process that shows you how to improve your program outcomes using ideas related to the world of work in the course of delivering the services you already provide. The world of work is a very rich resource that can be used in many different ways to enhance your program. Using various aspects of the world of work as part of your services will give you new deeper levels of insight about the people you serve. The world of work connection can also include a wide range of activities that will help people make progress in ways you may have never thought possible. Vocationalizing helps people set goals for progress that support the services you deliver. It gives them higher levels of motivation and a deeper understanding of themselves.

Vocationalizing will help organizations without an employment focus get another set of powerful tools to work with the people they serve. In multi-service organizations that have an employment program, vocationalizing all the other services will lead to better employment outcomes. In programs that refer their participants to employment programs, vocationalizing is an excellent way to make sure your referrals go to those programs with very high levels of commitment to employment. This will ensure that they stay with the program and make the best use of the services. Vocationalizing works with all types of organizations regardless of their services or population.

Vocationalizing is done differently in every organization. For example, in a mental health program, it can be used as part of therapy to discover an individual's strengths so they can be used as part of the process of recovery. In a housing program, vocationalizing can create opportunities for residents that will build employment motivation and move people closer to the labor market. Vocationalizing will help people believe more in their employability so when they job hunt, or go to employment programs they will be more

successful. Vocationalizing can also be used to help everyone make progress and overcome their challenges in many areas of their lives besides employment.

When people hear the term vocationalizing, they often think that it is for people that are ready to go to work. However, vocational development starts much earlier than a work ready age. We know that children are aware of the world of work when they are four to six years old because in that age range they start acting out jobs as they play together. In a children's program vocationalizing creates opportunities for new activities and awareness that support positive child development and at the same time making age appropriate connections to the world of work. In a parenting program, vocationalizing can teach parents how to play work with their children to help put these youngsters on a pathway to employment. In programs serving seniors, vocationalizing can help them improve their outlook on life. If the seniors can still work, vocationalizing will give them the confidence they need to make the best use of employment programs. Every type of program serving any population can be vocationalized to add more depth and effectiveness to the service delivery model.

Vocationalizing is a highly customized approach that is tailored to each organization. Vocationalizing uses many strategies to accomplish its goals. These can involve using the world of work in a discovery process to enhance existing services. It can involve teaching the staff how to use their own work history to support the goals of vocationalizing. Vocationalizing can also teach program personnel how take the things people do well and integrate them into conversations about where they fit into the world of work. Vocationalizing can create new levels of interest in things that an individual never considered and open up their view of themselves and the world. This process of uncovering hidden assets and aptitudes raises self-esteem and lets people see their value in a new way. Vocationalizing can involve transforming the environment using pictures of people at work that can be referenced by staff as they work with program participants. Vocationalizing is a very transformative process that will take your program participants to new levels of success!

Vocationalizing is accomplished through management consulting and staff training. The design for the services is based on the needs of the sponsoring organization. The concept can be delivered in a variety of configurations that are selected by the organization that wants to be vocationalized. The goal is to vocationalize in the most cost effective way that maximizes the benefits for the people served by the organization. Some of the organizations that have used the vocationalizing concept include the Corporation for Supportive Housing, Genesis Alcohol, Drug and Mental Health Clinic, Youth Homes, Brighter Beginnings, Disability Works, Senior Success, Pathways for Children and other organizations. When organization leaders hear about vocationalizing, it brings up many questions that can be answered in a telephone conversation or meeting. To get your questions answered and to learn more about vocationalizing, contact Larry Robbin, Executive Director of Robbin and Associates, at [larryrobbin@aol.com](mailto:larryrobbin@aol.com). To learn more about his work go to [www.LarryRobbin.com](http://www.LarryRobbin.com).