

**YOU CAN BE A CHANGE AGENT!**  
**HOW TO INCREASE EMPLOYMENT MOTIVATION**  
**IN THE HARD-TO-EMPLOY!**

**Presented by Larry Robbin**  
**Executive Director of Robbin and Associates**

This powerful workshop will reinvent how you go about increasing employment motivation in adults and youth with little or no work history and low levels of interest in going to work. Learn from a revealing survey about the transformations that occurred in over 500 hundred people that started out with “no work no way” attitudes and then went on to become employed. These work resistant individuals had multiple and severe barriers to employment and yet they ended up changing their outlook, overcoming their challenges and becoming part of the workforce. Find out from the perspectives of hard-to-employ people themselves why much of what we are currently doing to increase employment motivation is not working. We know that the lives of the hard-to-employ will improve dramatically when they become employed and on the pathway out of poverty. Discover how to work with these individuals so they can build that pathway to a better future.

Learn how to change your program design and direct services to transform them into a dynamic springboard of employment motivation. Discover the power of shifting your motivation work from the traditional information based approach to a new role model concept. Find out why our current approaches do not match the reality of what it really takes to help people go through the transition to employment. In workforce development, we tend to use generic approaches to increasing employment motivation. These one size fits all strategies do not go deep enough to activate the real change triggers in the hard-to-employ individual. They often miss the motivational interests of a specific individual. What we need to develop is a customized motivation plan tailored to those special things that will stimulate interest in employment in each of the hard-to-employ.

This workshop will teach you how to identify which of the six motivational forces will trigger more interest in employment in each individual. Learn to distinguish your motivators from those of other people and you can focus on the things that create change in them. Find out how to do a motivation assessment and create the plan that unleashes the personal motivational forces of change. Learn how to uncover hidden motivation blockers and get them out of the way of progress. Get innovative ideas for using program alumni, videos and pictures about jobs, role models and other strategies to create a compelling environment for employment progress. Learn how to close the referral gap so people actually go to other agencies to get the help they need to overcome their barriers. Get a set of unique highly effective handouts for work with the hard-to-employ that will create new levels of enthusiasm for going to work.

You will leave this session with a completely new toolbox of motivational strategies that will take people from low employment motivation to high levels of desire to start working! For more information about how to bring this workshop to your organization and information about the trainer Larry Robbin, go to [www.LarryRobbin.com](http://www.LarryRobbin.com).