

HOW TO MOVE FROM PLACEMENT TO ENGAGEMENT WITH THE PRIVATE SECTOR!

**A management consultation session presented at your organization
By Larry Robbin Executive Director of Robbin and Associates**

**Over forty-five years of national experience helping employment
programs improve their outcomes with private sector businesses!**

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Are you concerned about funding cutbacks? Are you looking for other sources of funds? This consulting session will teach you how to get money and many other benefits from engagement level relationships with private sector businesses. Learn how to design a business engagement strategy that will take your work to the next level with the private sector.

Stop doing all the hard work of getting businesses to hire from you once or work with you once without a vision for going beyond the initial connection to get more out of the relationship. **Engage businesses instead of just providing them with employees or doing one time projects together.** You will be amazed at the things that come with these advanced interactions. Getting these results does not happen with just a hiring or project relationship, but it becomes very common with the type of interconnected relations discussed in this session. Take your workforce program to the next level of work with businesses with these strategies! Go from placement to engagement now!

This customized consultation session gives you the strategies you need to take the first use of your services by a private sector business all the way to in-depth long lasting mutually beneficial engagement relationships that can include the following:

- * **Donations** of money, computer and office equipment, supplies etc.
- * **Businesses pay you** on a fee for service basis to deliver special customized services to them
- * **The business markets your services to other businesses** and opens the door for your involvement in business associations. This can lead to increased hiring and engagement opportunities with other companies with very little effort on your part since your business partner is convincing other businesses to work with your program!

- * **Business volunteers** work in your program to help your program participants and coach your staff on private sector business and hiring practices to make your work more compatible with the business community.
- * **Develop job shadowing, work experience, internships, on-the-job training and work place tour opportunities.**
- * **Get businesses to advocate for you with the media, funding sources and policy makers.** Businesses can help you get levels of political access and influence that you never thought possible.
- * **Organize a Business Advisory Board.** A well designed business advisory board can provide a way to raise money and all types of program support on an on-going basis.
- * **Business management can train and mentor your management** to improve their skills, organizational effectiveness, use of technology, streamlining processes and updating of systems etc.
- * **Relationships with business management that come from engagements can lead to the recruitment of highly motivated business board members for your organization.**

This is actually a very short list of potential engagement outcomes. But to get to this level of engagement you need a multi-level sophisticated management strategy that will take you there. **This session will make it possible for you to go from placement to engagement using a well-crafted strategy customized for your organization.** The session includes the following topics:

- * Discover **how to position your organization for engagement opportunities** from the very first use of your services.
- * **Analyze the engagement potential of each of your business customers** so you can get the maximum engagement benefits from each business. Learn how to decide which businesses have the greatest engagement potential for your needs.
- * Find out **how to write an engagement proposal** that looks like a private sector business plan so it appeals to the private sector mind set.
- * **Match what you say in your proposal and the way you say it** to the culture and values of the business so they will buy into it.
- * Learn how to **avoid the most common reasons that engagement proposals are rejected.**

- * Discover what you can do **when the business fails in its engagement responsibility** to keep the effort on track.
- * Come to the engagement process thoroughly prepared to make it successful **using a checklist for joint venture success**.
- * **Get the benchmarks for early indicators** that will tell you at each step of the way how well your engagement is working.
- * **Use fast and powerful interventions** for saving your engagement when problems block progress.
- * Develop a sequential plan for **moving toward engagements that are at higher levels and get more from the business** after the initial engagement proves its value to the company.
- * Take businesses from being partners, to sponsors and then on to **champions** for your program and they will come to you with ideas for things they can do to help your organization on an on-going basis!

Stop putting all your energy into short term relationships with businesses and take your work to the next level now with these powerful and proven strategies! Make going from placement to engagement the model for all of your work with businesses and watch your program achieve new funding and levels of success with the private sector that you never thought possible! To get more information and to bring this management consulting session to your program, contact Robbin and Associates at larryrobbin@aol.com or 510-834-8524. For more information about Robbin and Associates go to www.LarryRobbin.com.