

**THE RULES OF ENGAGEMENT**  
**New Ways To Get Better Outcomes With  
The People You Serve!**  
**Presented By Larry Robbin**  
**Executive Director of Robbin and Associates**  
**Trained Over 100,000 People**  
**Over 45 Years of Program Improvement Experience**

Engagement with a program is frequently thought of as a one level concept. In this way of thinking, people are either engaged or not engaged. In fact, there are eight possible levels of engagement. Engagement is also often thought of as the relationship between people and the staff. But the degree of engagement is also a direct result of the program design, services and culture. Every one of these components plays important parts in this process, but they are rarely analyzed from a comprehensive perspective. The Rules of Engagement is a unique staff and management program improvement process that is designed to improve engagement by building staff skills and improving the program design, culture and services by seeing them through the eyes of people that are being served.

Learn from the feedback of hundreds of people what they do and do not like about the programs that serve them. This eye opening process will make it possible for you to compare your program with the standards of excellence that are practiced in state-of-the-art organizations. You will find innovative ways to make the pathway through your program more welcoming and engaging. Discover how to spot and eliminate the disengagement bumpers in your program. Transform your services and culture into an engagement magnet that appeals at the highest levels to the people you serve.

In the workshop, you will also get a greater understanding about the individual experiences and socio-demographic factors that combine to shape the engagement process. A revolutionary model for seeing engagement as an eight dimensional concept will be presented. Attendees will learn how to identify the attitude and behavioral clues that come with each stage of engagement. This concrete framework for assessing engagement levels is an extremely helpful guide to deepening the relationship with your program participants.

A wide variety of strategies for moving to higher levels of engagement will be provided. Training participants will analyze their personal approach to engagement and create a professional development agenda that will take their engagement skills to the next

Robbin and Associates  
Improving Program Performance  
For Over Forty-Five Years!

level. The circumstances that can cause disengagement with staff will be covered along with ideas that will help recover from the loss of the level of the relationship. By the end of the training, attendees will have advanced their ability to assess, improve and understand engagement at a much higher level. This will result in much better outcomes for your program.

The Rules of Engagement process brings many benefits to an organization. Fewer people will drop out of the program. People will show a much higher level of commitment to the services offered by the organization. This new level of investment means that people will make progress faster and be much less likely to relapse into old behaviors. Issues that used to overwhelm progress become transformed into success stories as engagement drives new levels of change. Staff skills improve and help people to achieve better outcomes.

When full engagement happens on the levels of program design, culture and staff relationships, levels of success can be achieved that you might never have thought possible. This transforms programs, staff and the people that are in the program. This is the goal of the Rules of Engagement. For information about how to bring this workshop to your program, contact Larry Robbin at [larry@larryrobbin.com](mailto:larry@larryrobbin.com). For more information about Larry Robbin, go to [www.LarryRobbin.com](http://www.LarryRobbin.com).