

2012 PROFESSIONAL DEVELOPMENT COURSES AND TRAINING EVENTS

TAKE THE NEXT STEPS TO:

- INCREASE KNOWLEDGE
 - BUILD SKILLS
 - IMPROVE CAPACITY
- EXPAND YOUR NETWORK
 - DRIVE PERFORMANCE

GET RESULTS!



**workforce
professionals**

TRAINING INSTITUTE

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Workforce Professionals Training Institute (WPTI) provides a wide range of high-quality, affordable and accessible training, programs and workshops designed to help improve the effectiveness, performance and overall excellence of the workforce development field.

Workforce development organizations are faced with a steadily rising need for services from the people and communities they serve, a rapidly changing funding environment, and an increased emphasis on performance. These challenging economic times force all of us to work smarter to develop innovative solutions to meet the needs of customers, communities and funders. Developing staff skills and strengthening the organizational capacity is critical for high quality service delivery and the continued effectiveness and success of workforce development organizations... **WPTI can help!**

PUBLIC CALENDAR TRAINING COURSES

WPTI offers a variety of hands-on, interactive training workshops for front-line and managerial staff. Our training workshops focus on program design, operations, service delivery, and performance. Through a combination of lecture, presentations and group exercises, we provide information, best practices, tools and networking opportunities that will help improve organizational effectiveness and outcomes. We engage staff from across the field with experiential learning-based training programs that balance practical training with research, policy analysis and academic inquiry. This approach brings critical thinking and practitioner-tested common sense into the training room that inspires professionals to reflect on their practice and consider ways to improve their programs.

CUSTOMIZED TRAINING AND TECHNICAL ASSISTANCE

WPTI delivers high quality customized training and technical assistance to improve institutional knowledge in core performance areas, mitigate staff attrition, and help staff hone in on specific program or organizational challenges and opportunities.

WPTI offers great training that is certainly needed in workforce development!

— The HOPE Program

I am taking away a lot of tips, strategies and techniques that I can apply at work!

— NSA

To learn more about our customized training programs contact Sharon Sewell at 646-278-5686 or email ssewell@workforceprofessionals.org.



WPTI Announces a Leadership Series (**LS**) for Managers and Program Directors and New Courses (***NEW***) for Front-line Staff

LEADERSHIP SERIES (**LS**)

WPTI recognizes that strong management skills strengthen leaders in their day-to-day practice and equip them to more effectively address the numerous challenges they face when operating workforce programs. In today's rapidly changing environment, workforce practitioners are working with increasingly more hard-to-serve populations and unemployed and underemployed jobseekers; seeing significant reductions in funding to sustain their programs; and dealing with increased workloads and staff that are often overwhelmed. These highly-interactive training sessions provide an opportunity to learn from peers and access concrete strategies, tools, and tactics that leaders can apply immediately in their workplace.

The New Leadership Series Includes:

- *Leading with Confidence: Managing for Performance, Supervising for Excellence*
- *Connecting with Corporate & Philanthropic Funders*
- *I've Been Promoted! Now What? Making the Transition from Coworker to Supervisor*
- *In Search of the Next Superstar: The Art of Screening & Selecting High Performing Employees*
- *Innovative Funding Tactics for CBO's: Diversify Your Funding Streams to Sustain Your Programs*
- *Overcoming Job Burnout: Tools to Revitalize & Improve Staff Performance*
- *Leading a Multigenerational Workforce: Issues, Challenges & Strategies*

Please note that all Leadership Series Courses are denoted in the catalog with a special **LS** icon.

NEW COURSES (***NEW***)

Expanded Course Offerings for Front-line Staff Include:

- *Social Media Sensation: The Benefits of Online Networking for Your Program & Job Seekers*
- *Connecting with Corporate & Philanthropic Funders*
- *Community Sponsorship 101: Securing Funds for Program Initiatives*
- *The Science of Self-Direction: Empowering Job Seekers to Effectively Manage their Job Search Process*
- *Being Successful, Being You: Making Workforce Work for the LGBTQ Community*
- *Managing Resistance & Increasing Job Seeker Engagement*
- *Discovering Passions and Exploring Careers: Helping Jobseekers Think Beyond Just a "Job"*

Please note that all New Courses are denoted in the catalog with a special ***NEW*** icon.

We are in support of the Workforce Professionals Training Institute because they offer invaluable services to workforce providers, and in particular, to job developers and employment specialists who serve jobseekers with multiple barriers to employment.
— Henry Street Settlement

Learn more and reserve your spot at www.workforceprofessionals.org



WPTI is pleased to bring this 2012 Public Calendar Training Series to you at a discounted rate with the generous support of:
 The Clark Foundation • The Ira W. DeCamp Foundation • The Altman Foundation

2012 PUBLIC CALENDAR TRAINING WORKSHOPS

DATES	TRAINING PROGRAM COURSE	EARLY BIRD PRICE	FULL PRICE	COURSE DESCRIPTION
January 24, 31 & February 7	Beyond Paystubs & Metrocards: Retention Strategies that Get Results! (3 Sessions)	\$225	\$250	PAGE 5
February 2	Recruit, Refine, Refresh: Marketing Your Program Image to Job Seekers & Employers (1 Session)	\$140	\$165	PAGE 5
February 17 & 24	LS Leading with Confidence: Managing for Performance, Supervising for Excellence (2 Sessions)	\$190	\$215	PAGE 6
February 21	*NEW* Social Media Sensation: The Benefits of Online Networking for Your Program & Job Seekers (1 Session)	\$140	\$165	PAGE 6
February 29	Demystifying Data: Finding, Using & Understanding Labor Market Information (1 Session)	\$140	\$165	PAGE 7
March 13, 20, 27 & April 3	Getting the RAP Down: Employment Strategies for Job Seekers with Criminal Histories (4 Sessions)	\$325	\$350	PAGE 7
March 23	*NEW* Connecting with Corporate & Philanthropic Funders (1 Session)	\$140	\$165	PAGE 8
April 19	Strengthening NYC's Labor Force: Enforcing Anti-Discrimination Protections for New Yorkers with Criminal Histories (1/2 Day Session)	N/A	\$75	PAGE 8
April 20	*NEW* LS I've Been Promoted! Now What? Making the Transition from Coworker to Supervisor (1 Session)	\$140	\$165	PAGE 9
April 25	*NEW* Community Sponsorship 101: Securing Funds for Program Initiatives (1/2 Day Session)	N/A	\$75	PAGE 9
May 4	*NEW* LS In Search of the Next Superstar: The Art of Screening & Selecting High Performing Employees (1 Session)	\$140	\$165	PAGE 10
May 8	*NEW* The Science of Self-Direction: Empowering Job Seekers to Effectively Manage Their Job Search Process (1 Session)	\$140	\$165	PAGE 10
May 10, 17, 24 & 31	Job Development Boot Camp: Lessons from the Field	\$325	\$350	PAGE 11

2012 PUBLIC CALENDAR TRAINING WORKSHOPS

DATES	TRAINING PROGRAM COURSE	EARLY BIRD PRICE	FULL PRICE	COURSE DESCRIPTION
June 7 & 14	Facilitation Finesse: Perfecting Your Presentation Skills to Empower An Audience (2 Sessions)	\$225	\$250	PAGE 11
June 22	*NEW* LS Innovative Funding Tactics for CBO's: Diversify Your Funding Streams to Sustain Workforce Programs (1 Session)	\$140	\$165	PAGE 12
July 13	*NEW* LS Overcoming Job Burnout: Tools to Revitalize & Improve Staff Performance (1 Session)	\$140	\$165	PAGE 12
July 18	*NEW* Being Successful, Being You: Making Workforce Work for the LGBTQ Community (1 Session)	\$140	\$165	PAGE 13
July 25	Pitch with Persuasion: Sharpening Your Employer Engagement Skills (1/2 Day Session)	N/A	\$75	PAGE 13
August 29	*NEW* Managing Resistance & Increasing Job Seeker Engagement (1/2 Day Session)	N/A	\$75	PAGE 14
September 13, 20 & 27	Searching for Success: Dynamic Coaching Strategies that Get Job Seekers Hired (3 Sessions)	\$225	\$250	PAGE 14
October 2 & 3	Job Development Boot Camp: A Crash Course for Engaging Employers & Getting Job Seekers Hired (2 Sessions)	\$190	\$215	PAGE 15
October 12	LS Leading a Multi-Generational Workforce: Issues, Challenges & Strategies (1/2 Day Session)	N/A	\$75	PAGE 15
October 17	Demystifying Data: Finding, Using & Understanding Labor Market Information (1 Session)	\$140	\$165	PAGE 7
October 24	*NEW* Discovering Passions & Exploring Careers: Helping Job Seekers Think Beyond Just a "Job" (1 Session)	\$140	\$165	PAGE 16
November 7 & 14	Assessment & Goal Setting: Essential Strategies to Evaluate Skills & Create Well-Suited Action Plans (2 Sessions)	\$190	\$215	PAGE 16



PUBLIC CALENDAR COURSE DESCRIPTIONS

BEYOND PAYSTUBS & METROCARDS: RETENTION STRATEGIES THAT GET RESULTS!

(21 HOURS)

Retention is central to the mission of workforce development. A successful retention strategy requires more than monetary rewards. It includes a comprehensive approach that effectively engages, empowers and motivates job seekers to manage their job search and career advancement. Further, a powerful retention strategy includes clear communication and creates a high performance environment that inspires and supports low-wage individuals to achieve economic stability. Attend this three-session course to identify and develop strategies, tools and techniques to assist you in preparing job seekers for long-term success.

Topics include:

- Building personal connections between practitioners and job seekers;
- Offering value-added services and products that people find appealing;
- Creating a high performance environment that promotes and supports long-term self-sufficiency;
- Retention rewards and incentives that work-and don't cost much (if any) money; and
- Developing an effective communication strategy to engage and retain participants after graduation and job placement.

REGISTER NOW >>

I am excited about what I came away with and look forward to implementing so much of what was learned into my program.

RECRUIT, REFINE, REFRESH: MARKETING YOUR PROGRAM IMAGE TO JOB SEEKERS & EMPLOYERS (7 HOURS)

Workforce organizations play a vital role in preparing unemployed, underemployed and young adults for employment opportunities. They develop quality programs and services that are responsive, relevant and meet the needs of both job seekers and employers. However, effectively communicating the value of your services to both audiences is often a daunting task for practitioners. This session will help you to implement effective outreach, communications and marketing strategies that capture and keep the attention of job seekers and employers alike.

Attend this workshop and learn:

- How to identify and understand your target audience and their needs (employer and job seeker);
- How to focus on your value proposition and the unique benefits your organization offers to targeted customers;
- Creative and effective approaches, tactics and techniques to gain attention, attract customers and build lasting relationships; and
- Winning strategies that improve your fliers/ brochures, customer service and online presence.

REGISTER NOW >>

(LS) LEADING WITH CONFIDENCE: MANAGING FOR PERFORMANCE, SUPERVISING FOR EXCELLENCE (14 HOURS)

In a climate of cutbacks and layoffs, retaining high performing staff can be a challenge for many organizations. It is important for managers to develop the skills necessary to engage and coach staff on strategies to better serve their job seekers. This two-day course, designed for mid-level managers and program directors will help you hone the skills necessary to be an effective manager: someone who can inspire, problem solve, communicate clearly and build mutual trust with your team. It will also give you the tools needed to maximize employee performance, ultimately improving program outcomes.

Topics include:

- Understanding effective leadership and working styles;
- Creating and leading high performing teams;
- Working with diverse staff;
- Managing conflict and problem solving;
- Coaching and motivating others; and
- Organizing people, programs, projects and schedules.

REGISTER NOW >>

***NEW* SOCIAL MEDIA SENSATION: THE BENEFITS OF ONLINE NETWORKING FOR YOUR PROGRAM & JOB SEEKERS (7 HOURS)**

Twitter, Facebook, LinkedIn – all these can help workforce practitioners establish an online presence, reach job seekers and employers and build a community of customers. This one-day session is divided into two distinct parts-- The beginning will introduce you to the most important social media websites and how to use them to effectively market your organization to job seekers and employers. In part two, workforce practitioners will learn the effective and appropriate ways to use social media to help job seekers with their job search and career advancement. This session will cover the in's and out's of social media and practitioners will have an opportunity to hear from other workforce organizations that have successfully incorporated social media into their program design.

WPTI is really on the cutting edge by offering this training on social media. We really need this information to stay competitive.

In this workshop you will:

- Learn how to use Facebook, Twitter, LinkedIn and other social media platforms;
- Discover what works best and what mistakes to avoid in the world of social media;
- Learn how social media can make your program(s) more visible and appealing to valuable employers, and improve efficiency in placement goals;
- Use techniques to aid your job seekers in their job search and creating a professional image; and
- Have fun learning about these new tools that can ultimately make your job much easier!

REGISTER NOW >>



DEMISTIFYING DATA: FINDING, USING & UNDERSTANDING LABOR MARKET INFORMATION (7 HOURS)

Labor market information can be a powerful tool for workforce development organizations. It can be used to track growth industries, identify businesses that are likely to hire people, and gain knowledge about high demand occupations. Additionally, LMI data can be utilized to understand career ladder opportunities, discover parallel professions for skill sets, determine training needs, ascertain prevailing wage rates and get a handle on short-, medium- and long-term trends in the local, regional and national economy. Making sense of it all, however, can be challenging.

Join WPTI and Lesley Hirsch of the New York City Labor Market Information Service (NYCLMIS) for an interactive day that will teach you how to find, use and understand Labor Market Information in New York City.

This session will help you:

- Identify promising industries, occupations and career pathways for customers;
- Generate employment and internship opportunities;
- Shape program design to prepare customers for the right jobs; and
- Develop a sectorial approach to job development.

REGISTER NOW FEB
29TH >>

REGISTER NOW OCT
17TH >>

I would like to express my sincerest gratitude for all the workshops. I have gained a plethora of innovative tools that are easily transferable to the work I intend to pursue.

GETTING THE RAP DOWN: EMPLOYMENT STRATEGIES FOR JOB SEEKERS WITH CRIMINAL HISTORIES (28 HOURS)

For the 60,000 New Yorkers behind prison bars and tens of thousands more who pass through the courts, local jails, probation and parole each year, the impact of a criminal record will be felt long after they have paid their dues. Significant internal and external challenges often lock these workers into low-wage jobs -- or out of the job market altogether. This training program will provide concrete strategies and techniques to assist these job seekers to overcome numerous barriers to employment.

Topics will include:

- An overview of the legal and workforce systems that impact individuals who have been convicted of a crime;
- The nuts and bolts of preparing a job seeker who has a criminal history;
- Approaches to effectively connect job seekers with employers; and
- Effective strategies to prepare job seekers with criminal histories for long-term self-sufficiency.

REGISTER NOW >>



***NEW* (LS) CONNECTING WITH CORPORATE & PHILANTHROPIC FUNDERS (7 HOURS)**

Fundraising has always been a challenge for workforce development agencies, and in this economic climate it may seem more intimidating than ever. Understanding how to approach different funders, articulating your organization's goals and value-added services as well as maintaining positive relationships are all keys in getting the vital funding your program needs.

This course is designed for development staff and senior managers who wish to strengthen their skills in funder relationship management so that grant proposals make it to the top of the pile.

REGISTER NOW >>

In this workshop, participants will:

- Become familiar with the priorities of corporate versus philanthropic funders and how to approach specific funders based on those priorities;
- Strengthen your pitch to accurately portray your organization and create a proposal that resonates;
- Learn concrete strategies to establish and maintain funder relationships that will increase chances of continuous funding;
- Benefit from the perspectives of a panel of Foundation & Corporate funders that have firsthand experience funding workforce development programs.

STRENGTHENING NYC'S LABOR FORCE: ENFORCING ANTI-DISCRIMINATION PROTECTIONS FOR NEW YORKERS WITH CRIMINAL HISTORIES (3.5 HOURS)

This half-day intensive workshop for New York legal advocates (attorneys, paralegals, intake coordinators) and re-entry support providers (workforce development professionals, vocational rehabilitation counselors, employment specialists) will cover approaches to criminal record-based discrimination in NYC's labor market.

Major topics include:

- Federal, State, and City laws regulating employment/licensing of individuals with criminal records;
- Employment and licensing legal barriers individuals with records face;
- Determining when employment and licensing decisions are challengeable;
- Formal and informal challengers to criminal record discrimination; and
- Litigation and policy advocacy as tools to combat criminal records-based employment discrimination.

REGISTER NOW >>

The staff at WPTI are doing a phenomenal job. I for one see the effort and the work that has been put in.

The information will make my job easier and way more productive. THANK YOU!



***NEW* (LS) I'VE BEEN PROMOTED! NOW WHAT? MAKING THE TRANSITION FROM COWORKER TO SUPERVISOR (7 HOURS)**

A promotion often means taking on greater challenges, increased responsibilities, and mastering new skills. It also means more recognition, benefits, and autonomy. Yet many first-timers are unprepared for the demands of this new role. They often feel anxious, overwhelmed, isolated and stressed. Furthermore, failure to receive adequate training, mentoring and guidance can thwart ability to succeed as a manager.

REGISTER NOW >>

In the training *I've Been Promoted! Now What?*, we will address key challenges faced by new supervisors and provide practical strategies to help first-time supervisors become more effective in their new leadership role.

Attend this training and gain the skills necessary to succeed in your new role:

- Overcome the initial fears and anxieties of supervising others;
- Earn the trust and respect of team members, peers and superiors;
- Foster a culture of cooperation and collaboration among employees and peers;
- Master organizational skills;
- Set clear priorities and delegate effectively;
- Motivate subordinates and increase productivity; and
- Develop your 90 day action plan.

I really enjoy your style, technique and ability to hold our attention using a sense of wittiness.

***NEW* COMMUNITY SPONSORSHIP 101: SECURING FUNDS FOR PROGRAM INITIATIVES (3.5 HOURS)**

Fundraising for different initiatives can be challenging in the non-profit world, especially in this tough economic environment with limited funding opportunities. This workshop will help you target the right audience and develop the knowledge and skills necessary to attract needed resources (monetary and in-kind) to support your program initiatives.

In this workshop you will:

- Practice pitching the benefits of your program to community sponsors;
- Learn how to convince potential funders that your organization is the right funding choice;
- Examine and improve your writing skills in order to prepare a quality proposal that will attract funding and further your cause; and
- Develop concrete skills to build and maintain ongoing relationships with funders.

REGISTER NOW >>



***NEW* (LS) IN SEARCH OF THE NEXT SUPERSTAR: THE ART OF SCREENING & SELECTING HIGH PERFORMING EMPLOYEES (7 HOURS)**

Workforce practitioners are often challenged with hiring the right staff to build a high-performing team, yet hiring practices used by leaders are outdated: selection methods tend to be experience-based job descriptions rather than competency models that analyze the work ethic, skills, knowledge and abilities required for high performance. Effective assessment of qualified candidates is vital to performance, productivity and retention. This workshop will focus on evidence-based methods for screening and selecting high-performing employees who are best suited to the needs of your organization/program.

You will learn tactics to:

- Identify the essential qualities and competencies necessary for the job;
- Create meaningful and concise job descriptions;
- Use skills-based selection models to assess a person's personality and fit for your organization's culture;
- Enhance your resume screening skills and improve hiring processes;
- Use behavioral Interviewing to identify the best person for the job; and
- Develop a clear and consistent message for new hires.

REGISTER NOW >>

“Thanks so much for all the work you have done to make these sessions a success. Feedback from our CBO partners has been overwhelmingly positive and we're already starting to see real changes on the ground.”

— Seedco

***NEW* THE SCIENCE OF SELF- DIRECTION: EMPOWERING JOB SEEKERS TO EFFECTIVELY MANAGE THEIR JOB SEARCH PROCESS (7 HOURS)**

Workforce development can be a juggling game— practitioners must deal with managing employer relationships, encouraging participants, and meeting numbers on a daily basis. Making sure that job seekers understand that they are their most valuable asset may just be the key to allowing this juggling act to run more smoothly. Learning the skills to motivate participants to take matters in their own hands will not only increase the likelihood of placement, but also give you the opportunity to focus your attention where it is most needed.

REGISTER NOW >>

In this workshop, you will:

- Develop action plans that encourage job seekers to utilize their job search strategy that includes sending out resumes and reaching out to employers on a regular basis;
- Learn to effectively empower job seekers and communicate the benefits of employing an autonomous approach to their job search; and
- Establish goals with job seekers that encourage them to take responsibility and manage their job search process.



JOB DEVELOPMENT BOOT CAMP: LESSONS FROM THE FIELD (28 HOURS)

Whether it's your first day on the job or you want to hone your abilities, this comprehensive, four-day course will cover basic and advanced skills every job developer should know. Create true partnerships by demonstrating the value of the services you provide to both employers and job seekers. Learn proven strategies to break down resistance and engage employers quickly. Prepare job seekers to minimize barriers, make the right match between job seekers and employers, and handle damage control when placements go bad. This course will also explore advanced strategies to integrate labor market data and forecasting skills into your job development toolkit.

REGISTER NOW >>

Topics will include:

- Identifying and pitching the value of the services you offer;
- Services vs. organizational mission – which one works best;
- Prospecting techniques that help you identify leads, network, and target right industries;
- Overcoming employer resistance to hiring applicants with limited experience or significant barriers to employment;
- Transforming customer service skills into an account management approach; and
- Hear directly from employers what works best.

FACILITATION FINESSE: PERFECTING YOUR PRESENTATION SKILLS TO EMPOWER AN AUDIENCE (14 HOURS)

Good facilitation skills are important because workforce professionals are increasingly called upon to lead workshops and create participatory processes which involve people from diverse backgrounds, disciplines, nationalities and cultures. Engaging, motivating and empowering participants—all while ensuring that the learning objectives are achieved-- can often prove to be a daunting task for workshop leaders. This training session helps build essential knowledge, attitudes, skills and capacity to facilitate effective and impactful workshops. A hands-on practical approach enables participants to immediately apply what is learned in their classrooms.

REGISTER NOW >>

In this workshop you will:

- Identify the essential traits of an effective facilitator;
- Employ a variety of training methods that involve all participants;
- Think outside the box to develop and deliver workshops that engage, empower and promote team building, competition and learning by doing; and
- Learn how to create a classroom environment that is comfortable, fun-filled and conducive to learning.

Awesome, can't wait to come back for more.

WPTI, thank you for your passion, dedication and enthusiasm.



***NEW* (LS) INNOVATIVE FUNDING TACTICS FOR CBOS: DIVERSIFY YOUR FUNDING STREAMS TO SUSTAIN WORKFORCE PROGRAMS (7 HOURS)**

As the economic downturn persists and organizations are confronted with severe budget constraints, stress levels among workforce practitioners dependent on these funds to serve their population are skyrocketing. Changes in the funding environment create a need for workforce organizations to diversify their funding base in order to effectively sustain and develop programs. The best thing you can do for your own organization, programs and your own peace of mind is to take some tangible steps - right now - to make the most of a difficult situation. Diversify your funding! Attend this workshop to learn strategies and tactics for attracting multiple sources for funding and develop an action plan to sustain these funds in the future.

By the end of this workshop, participants should:

- Learn skills necessary to begin to establish a flexible funding base that includes multiple sources of funding;
- Develop a plan for generating funds that are consistent with their mission, goals and core services;
- Understand the importance of collecting data on program outcomes to sell to new stakeholders; and
- Hear directly from organizations that have successfully diversified their funding base.

REGISTER NOW >>

***NEW* (LS) OVERCOMING JOB BURNOUT: TOOLS TO REVITALIZE & IMPROVE STAFF PERFORMANCE (7 HOURS)**

Does your staff demonstrate a lack of interest in their work? Do they often look drained and “used up”-- even on a bright Monday morning? Do you have a feeling that if your staff had a choice they would not return to work the next day?

If so, your staff may be struggling with job burnout which consumes enthusiasm and drains motivation. It should not come as a surprise that practitioners are experiencing burnout, after all they are working day after day with hard to serve individuals who require constant attention. They are concerned with job insecurity, zapped by the demands of funders and leadership, and are not always recognized with the right incentives for their efforts. This vicious cycle negatively impacts staff performance and ultimately stifles program success.

So what are you going to do about it?

In this session you will:

- Recognize subtle changes in staff’s attitude, behavior and performance;
- Learn how to diffuse stress levels before they reach epic proportions;
- Observe and listen to identify and address staff challenges and problems in a timely manner;
- Create incentives that reward good work; and
- Effectively demonstrate confidence in your team.

REGISTER NOW >>

Your manner and knowledge are helped me get additional insight into the ways in which I can work with my staff effectively. Thank you, not only for the techniques, but for the positivism you and the group inspired in me.



***NEW* BEING SUCCESSFUL, BEING YOU: MAKING WORKFORCE WORK FOR THE LGBTQ COMMUNITY (7 HOURS)**

Diversity is what drives a successful professional environment. Join WPTI and a panel of experts assisting jobseekers in the LGBTQ community for a training geared towards success in workplace for your Lesbian, Gay, Bisexual, Transgender and queer/questioning jobseekers. ‘Being Successful, Being You’ is all about empowering your job seekers individuality with tools and resources to make them the best candidate for employment. This full-day workshop session will provide both strategies and resources for practitioners in the field.

REGISTER NOW >>

Topics Include:

- Managing employer prejudice and resistance;
- Legal protections against discrimination of LGBTQ jobseekers in the workplace;
- Assisting job seekers in establishing a professional approach and etiquette; and
- Finding a successful balance between workplace and personal identities.

PITCH WITH PERSUASION: SHARPENING YOUR EMPLOYER ENGAGEMENT SKILLS (3.5 HOURS)

In this tough, highly competitive labor market, employers often receive hundreds of applications or résumés for one job opening. How do you convince employers to hire your customer? The truth is—there is no one “perfect” script—it’s about finding your voice, honing your listening skills and creating your own “pitch” style. This session will help practitioners to define and market the value-add of the services they offer to employers. Learn concrete methods to develop your pitch, and hear directly from our work with employers on what works and what does not. Since practice makes perfect, participants will have the opportunity to test their approaches while networking with colleagues in the field.

I really enjoyed the training today. The mock pitch was just what I needed! Now I feel better equipped to handle objections, tailor my pitch to specific employers, and I have a better understanding of the correct way of doing things. Thank you so much!

In this workshop participants will:

- Develop a clear and succinct pitch that responds to employer needs;
- Practice and improve sales techniques; and
- Learn effective strategies to engage employers and maximize end results.

REGISTER NOW >>

***NEW* MANAGING RESISTANCE & INCREASING JOB SEEKER ENGAGEMENT (3.5 HOURS)**

Placing individuals with multiple barriers to employment in a meaningful and rewarding position is only half the battle, mostly because this audience may lack the motivation, discipline and appropriate attitude necessary to maximize the job opportunity. It is important for practitioners to understand why job seekers may be disinterested or disengaged. Employing various approaches to get to know job seekers, their interests, knowledge, skills, abilities and behaviors is essential to effectively prepare them for success in your program and on the job.

[REGISTER NOW >>](#)**In this workshop you will:**

- Gain insight into particular barriers to better understand your job seekers and reach them even when faced with resistance;
- Practice motivational interviewing and other techniques that will help job seekers feel hopeful and capable; and
- Increase your capacity to engage job seekers, and use this skill to create a more encouraging environment focused on long-term self-sufficiency.

SEARCHING FOR SUCCESS: DYNAMIC COACHING STRATEGIES THAT GET JOB SEEKERS HIRED (21 HOURS)

While our economy appears to be making gains in other areas, unemployment is still hovering around 8.6% nationally and 7.9% in New York City according to the U.S. Bureau of Labor. Landing a good job is getting tougher every day in an economic climate where so many qualified candidates are competing for few open positions. How do you prepare your job seekers to stand strongly above the crowd and increase their chances of get hired? Attend this comprehensive, in-depth, three-day course to learn techniques, tools and strategies for getting your job seekers hired.

Topics will include:

- Skills assessment, goal setting, and positive thinking;
- Honing an effective 60 second self-marketing pitch;
- Cover letters that leave employers wanting to learn more;
- Developing résumés that impress; and
- Diffusing employer concerns about youth, former offenders and others with significant barriers to employment and more.

[REGISTER NOW >>](#)

This is by far the most helpful, engaging, informative workshop I've ever attended. Thank you especially for all the strategies I can use to incorporate what I learned at work.



***NEW* DISCOVERING PASSIONS AND EXPLORING CAREERS: HELPING JOB SEEKERS THINK BEYOND JUST A “JOB” (7 HOURS)**

Practitioners are often challenged with finding careers that satisfy job seekers’ short term earning goals and have advancement opportunities. When serving a population with many barriers to employment (including their own attitudes and preconceptions), practitioners must help job seekers to identify careers that stimulate their interest, motivate them to get out of bed each morning and see job opportunities as a journey to their career path.

REGISTER NOW >>

In this workshop you will:

- Develop strategies to show job seekers that job shadowing and career exploration can lead to new opportunities;
- Learn to coach your participants with informational interviews and inspire them to take a genuine interest in their career path;
- Address challenges involved in searching for the right career that will lead to professional growth, and coach job seekers about different career opportunities; and
- Emphasize the importance of networking in the hunt for a fulfilling and rewarding career.

ASSESSMENT AND GOAL SETTING: ESSENTIAL STRATEGIES TO EVALUATE SKILLS AND CREATE WELL-SUITED ACTION PLANS (14 HOURS)

Job-seeker assessment is often an afterthought for job-readiness programs, yet sound assessment can lead to better service delivery and longer-term retention outcomes. The assessment process involves a variety of standardized tools, often of mixed value, sometimes administered incorrectly or interpreted poorly. It is a challenge to get the “full picture” quickly and effectively. This session will help practitioners conduct a strength-based assessment, understand the findings and utilize the results to develop a plan that ensures the customer will achieve their employment goals.

Participants will:

- Focus on strength-based assessment tools in the job-readiness process;
- Examine the art and science of conducting a job seeker assessment;
- Build a framework for analyzing the “full picture;” and
- Utilize assessment(s) results to help job seekers set and achieve important goals as well as improve service delivery and performance outcomes.

REGISTER NOW >>

The training team at WPTI really knows their stuff. They were on point with the information, unpretentious and were great managing the group.

2012 REGISTRATION PROCEDURES AND POLICIES

ONLINE REGISTRATION INSTRUCTIONS

Follow these easy step-by-step instructions to register for any training!

FIRST TIME USERS

1. Go to <https://www.workforceprofessionals.org/training/index.php>.
2. Click on the course you wish to register for.
3. Click **"Apply to This Training"**.
4. Click "Create New Registrant Account" if you are a staff member or **"Create New Supervisor Account"** if you are a supervisor.
5. Create new username and password.
6. Record your username and password for the future.
7. Complete the fields for your contact information.
8. Click **"Apply to This Training"**.
9. Review and print **"Application Confirmation"** page.
10. You will receive an email confirmation for your enrollment.

RETURNING USERS (STAFF OR SUPERVISORS)

1. Go to <https://www.workforceprofessionals.org/training/index.php>.
2. Click on the course you wish to register for.
3. Click on **"Registrants"** if you are a staff member or **"Supervisors"** if you are a supervisor.
4. Enter your username and password.
5. Click **"Apply to This Training"**.
6. Review and print "Application Confirmation" page.
7. You will receive an email confirmation for your enrollment.

FOR NEW SUPERVISORS WHO WISH TO REGISTER

1. Go to <https://www.workforceprofessionals.org/training/index.php>.
2. Click **"Create New Supervisor Account"**.
3. Create new username and password and complete required information.
4. Click **"Create New Supervisor Account"**.
5. Review page with login information and print for your records.
6. At the top of the page, click the red **"Login"** button.
7. Click "Add New Staff" button or **"List Active Registrations"**.
8. Enter new staff contact information under **"Add New Staff"**.
9. Click **"Save Registrants and Email Login"**.
10. A computer-generated login and password will be sent to each staff to access their personal accounts.
11. Click **"Register for Trainings"** tab at the top of the page to enroll staff.
12. Scroll down to select the training(s) for which you wish you register staff and click **"Apply to Selected Training(s)"**.
13. Check the box next to the staff member name that will attend the training(s) and click **"Register Selected Staff Now"**.
14. You will receive a **"Staff Application Confirmation"** page.



REGISTRATION POLICIES

Registration is available online at <https://www.workforceprofessionals.org/training/login.php>.

Early bird registrations are due no later than two weeks before each training session to take advantage of the discounted rate.

Regular registrations are due at least 24 hours before each training session.

Payments: Registration may be secured by check, purchase order or credit card. Checks must be made payable to **Fund for the City of New York/WPTI**. Credit card payment must be made online.

When you register online you reserve your seat. However, payment or proof of payment (i.e. copy of a check-request form, a copy of a purchase order, or a copy of the actual check) must be received prior to the date of the training to confirm your seat in a fee-based training program.

Cancellation and Substitutions

We reserve the right to cancel or postpone training based on insufficient registrations, inclement weather, or other unforeseen emergencies. In such cases, registration fees will be refunded or may be applied to another acceptable training session. Please allow at least 6 weeks for refunds to be processed.

Registrants must cancel within 72 hours prior to the training program to receive full credit toward a future WPTI training program. No refunds will be given.

Registrants who do not attend the training program and fail to cancel within 72 hours of the session will pay the full registration fee.

Individuals who wish to cancel their registration for training must do so in writing via email or fax. Substitutions of a registrant requires written notification to WPTI by email or fax, along with the substitute name and contact information.

Accessibility: In an effort to make training as accessible as possible to the New York City workforce community, training programs are generally held at the WPTI Training Center located at 11 Park Place, 7th floor, New York, NY. To facilitate commuting, each session is scheduled from 9:00am – 5:00 pm each day or 9:00 am – 1:00 pm for half day sessions, with check-in at 8:30 am on the first morning- unless otherwise specified in the announcement. Breakfast will be available for all sessions.

Please contact WPTI's Office Manager at 646.278.5685 or email tpettigrew@workforceprofessionals.org should you have questions, need further details about WPTI's registration policies and procedures or to cancel a registration.



ABOUT WPTI

Founded in 2004, WPTI is a nonprofit organization focused on improving the day-to-day operations of workforce development programs and strengthening the workforce development field. WPTI provides professional development and training opportunities for program staff and managers and technical assistance and consulting services to organizations and local workforce systems. As a result, WPTI builds the skills and capacity of practitioners to help thousands of low-income and disadvantaged jobseekers achieve economic independence by improving organizational capacity and performance. WPTI provides highly contextualized services in three core areas, meeting the critical need for professional development and capacity building opportunities in the workforce development field, including **multi-organizational training workshops, customized training/ technical assistance, and large-scale initiatives.**

Over the past seven years, WPTI has trained more than 4,000 practitioners in 300 organizations in the New York City metro area as well as organizations in Florida, Texas, Illinois, Pennsylvania, New Jersey, California and Washington, DC. Our clients include local community-based organizations and nonprofits, for-profits and government agencies that provide services to hard-to-serve jobseekers. This includes individuals with multiple barriers to employment, English language learners, formerly incarcerated individuals and disconnected youth. We enjoy a hard-earned reputation for high quality programming that influences the performance bottom-line of organizations while also building a network for peer-to-peer learning and support among workforce development professionals. Repeatedly, our customers return to us for technical support and staff training.

For any questions or for more information, please contact WPTI directly:

Phone: 646.278.5686

Fax: 646.278.5699

info@workforceprofessionals.org

www.workforceprofessionals.org