

Mass Workforce Issuance

100 DCS 14-144

☐ Policy

☒ Information

To: Chief Elected Officials
Workforce Development Board Chairs
Workforce Development Board Directors
Title I Administrators
Career Center Directors
Title I Fiscal Officers
DCS Operations Managers

cc: WIOA State Partners

From: Alice Sweeney, Director
Department of Career Services

Date: September 16, 2016

Subject: **How to Increase Employment Motivation in the Hard-to-Employ - Webinar**

Purpose: To notify Local Workforce Development Boards, One-Stop Career Center Operators and other local workforce partners of the National Association of Workforce Development Professionals (NAWDP) webinar: [How to Increase Employment Motivation in the Hard-to-Employ](#), on Thursday, October 27th from 3:00pm – 4:00pm.

Background: [NAWDP](#) is the premier organization representing workforce development and human resource professionals that supports the entire workforce system by developing policies that strengthen workforce development programs and providing access to resources and professional development

This session will provide an entirely new toolbox of proven motivational strategies that work with the hard-to-employ and is based on the feedback of people who were hard-to-employ, but ended up going to work.

Their insights will show you why our current practices for increasing motivation are not effective so you can change what you do and close the employment gap.

- Go deep into overcoming employment resistance using the *What Do I Get and What Do I Lose by Going to Work* handout.
- Use private sector marketing techniques to sell people on employment.

- Find hidden assets to employment that help people discover their labor market value.
- Discover how to paint people into the world of work so they see themselves as part of the labor market.
- Get strategies for connecting people with workplaces, employers and much more!

The webinar runs from 3:00 – 4:00 (ET) and is \$35 for members and \$55 for non-members. Space is limited, early registration is encouraged.

Action

Requested: Please share with staff and partners as appropriate.