

# 180WORK-UP

*A 10 Step Job Readiness Program That Works!*



**Providing relevant, customized, continuous, 365/24/7, on demand, instructor and self-learning opportunities via classes, webinars, blog posts, articles, podcasts, seminars, keynotes, workshops and videos, for every workforce professional, nationwide.**

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# MESSAGE FROM THE FOUNDER & CEO

It is our pleasure to provide this outline of potential training/consulting for your consideration. Our past work with workforce professionals, nationwide, uniquely qualifies us to engage with your staff. We truly understand their passion and mission to serve. We know their challenges, obstacles and opportunities. We are familiar with their deep, burning desire to help others achieve a better life. In fact, our overall workforce training expertise with Youth Programs, Employer Engagement, Business Services and Job Development, has led to training opportunities for Workforce Professionals from all 50 states, Puerto Rico, Guam and the US Virgin Islands.

Of course, we would welcome this additional chance to inform and inspire your staff. Our travels and experiences have provided a better understanding of the work needed to be done in order to say "we achieved our goals". These days, every group with barriers has an advocate; Veterans, Youth, Older, Disabled, Ex-Offenders, Long Term Unemployed etc. Therefore, each of your workforce professionals must be experts, consultants, motivators and achievers. In today's world, that means breaking free from only using traditional classroom style training and allocating more time to other platforms, including SELF-LEARNING. We have adopted that mantra as we engage Workforce Professionals across the country. How? By blending on-line reading, webinars, videos and audio platforms to support and reinforce classroom training. I've outlined this in the attached pages.

Workforce180, LLC is very excited at this chance to work with your Workforce Professionals! Your comments and feedback of the attached materials is greatly appreciated.

FYI—We will customize any program to meet your performance goals!

Best regards,

*Mike*

Mike Fazio  
Founder/CEO  
Workforce180, LLC



# ABOUT MIKE

**Mike Fazio has become well-known as a keynote speaker at state, regional and national conferences, as well as, for training thousands of WIB, Youth, School, Academy, One Stop, DOL, Non-Profit and Government staff from all 50 states + Puerto Rico, US Virgin Islands and Guam! He enjoyed a 20+ year private sector career in telecommunications, focused on Sales, Management, Marketing, Training and Recruiting, with a definitive belief that consistent, enthusiastic Coaching and Leadership Development provides individuals and organizations with the tools needed to reach higher levels of performance.**

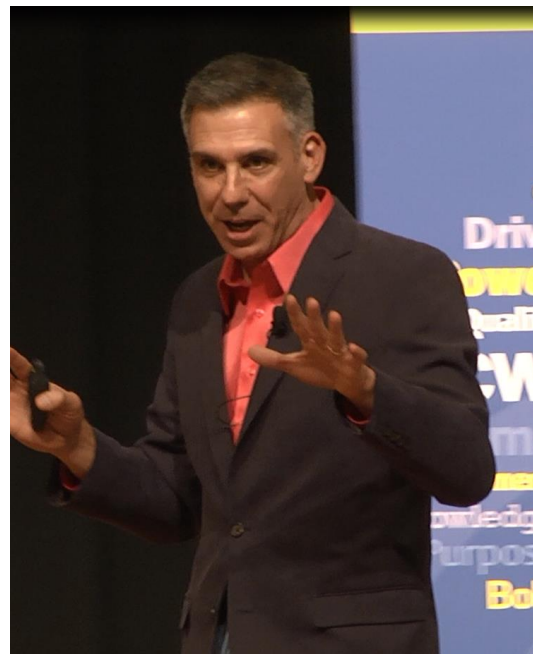
**Since entering the workforce industry in 2008, he has worked tirelessly to assist workforce professionals improve their sales, marketing and presentation skills.**

*Below is a partial list of his speaking and training credits:*



- \* North Carolina Training and Employment Conference Keynote 2014
- \* South Carolina Workforce Symposium Keynote 2014
- \* California Workforce Association Keynote 2013
- NAWB National Conference 2009-2010-2011-2012-2013-2014
- NAWDP National Conference 2010-2011-2012-2013-2014
- Association of Iowa Workforce Partners Keynote 2012
- Corps Network National Conference Keynote 2012
- NYATEP Youth Academy Conference Keynote 2012
- NAWDP New England Annual Conference Keynote 2012
- NAWDP Youth Development Symposium Keynote 2011
- \* Association of Farmworker Opportunity Programs 2011 and 2012
- Missouri Assoc. for Workforce Development Conference
- Experience Works National Conference
- Goodwill Industries of NY and NJ
- Goodwill Industries of New Mexico
- Goodwill Industries of the Chesapeake

- \* Colorado Department of Labor and Employment
- Philadelphia Workforce Development Corporation
- Los Angeles Urban League
- Boston Jewish Vocational Services
- Mashantucket Pequot Tribal Nation, Connecticut
- SEEDCO New York
- Proteus, Inc.
- Pathstone Corporation, New York, Pennsylvania, Illinois
- Innovations Group, Arizona
- Insights Training Group, Kentucky
- Indiana Region 5 & 9 WIB
- Pike's Peak Workforce Center, Colorado
- \* New Jersey Dept. of Labor and Development
- \* Goodwill Industries International
- \* Ohio Department of Jobs and Family Services
- \* Indiana Regions 5 and 9
- \* WorkforceOne Employment Solutions, Florida



# ABOUT US

Delivering relevant learning opportunities to workforce professionals, nationwide, is our mission. Everything we do is in workforce language specifically for serving the thousands Workforce Professionals, nationwide.

*A recent branding enhancement resulted in the formation of Workforce180, LLC., to build upon our six years of successful endeavors, allowing 100% focus on staff capacity building for workforce professionals.*

## WHAT WE DO:

We deliver information to your staff, in **every way possible**. Today, **more than ever**, people need balance and learning diversity to absorb all the information thrust at them! That's why we give you the **option** of who, how and when. So, whether it's a 24/7 website, keynote speech, conference workshop, webinar, single day or multi-day training, **we'll deliver** in a way they can learn from it.

## MORE DETAILS:

**Keynote Speeches:** A 45-90 minute motivational speech focused on topics ranging from *Hiring Right, Workforce Language Barriers, Average is Over, Age of Affirmation, Learn to Share, I Hate Starbucks* and many more!

**Conference Workshops:** A 45-90 minute engaging session focused on audience participation and conversation. These are not lectures but rather very interactive. Past topics include: Using Social Media, Turning Job Developers Into Salespeople, Working With Businesses, Selling To Your Staff, Case Management vs. Case Motivation and many more.

**Webinars:** A great way to teach and reinforce. Every session of every series is recorded for download and playback. Every slide is available for download. Flexibility is the key benefit to this learning vehicle.

**On Site:** In addition to our traditional classroom training, we can also visit your workplace and conduct "reality training". What's that? We work with them while they work. That means sitting with Case Managers, attending appointments with Job Developers, evaluating how Trainers deliver training, etc. We'll even sit with the Receptionist to make sure he/she are greeting and assisting Customers properly. We've nicknamed this our "Walk the Walk" Program!

**Long Term:** Contact us for the details of our Turnaround Program, which incorporates long term "change planning" for all leaders and staff members who participate. By extending the learning process over months, instead of days, it increases employee engagement and ensures content is applied.

**Website:** [www.180BOOST.com](http://www.180BOOST.com) is the first website geared 100% toward workforce professionals on the front line. The site is updated daily and filled with relevant information, videos, webinars and articles to keep your employees in the know and thus more effective! Let your staff use the info to stimulate ideas to make themselves more productive and/or to inspire the Customers they serve.

# PROJECT EXPERIENCE

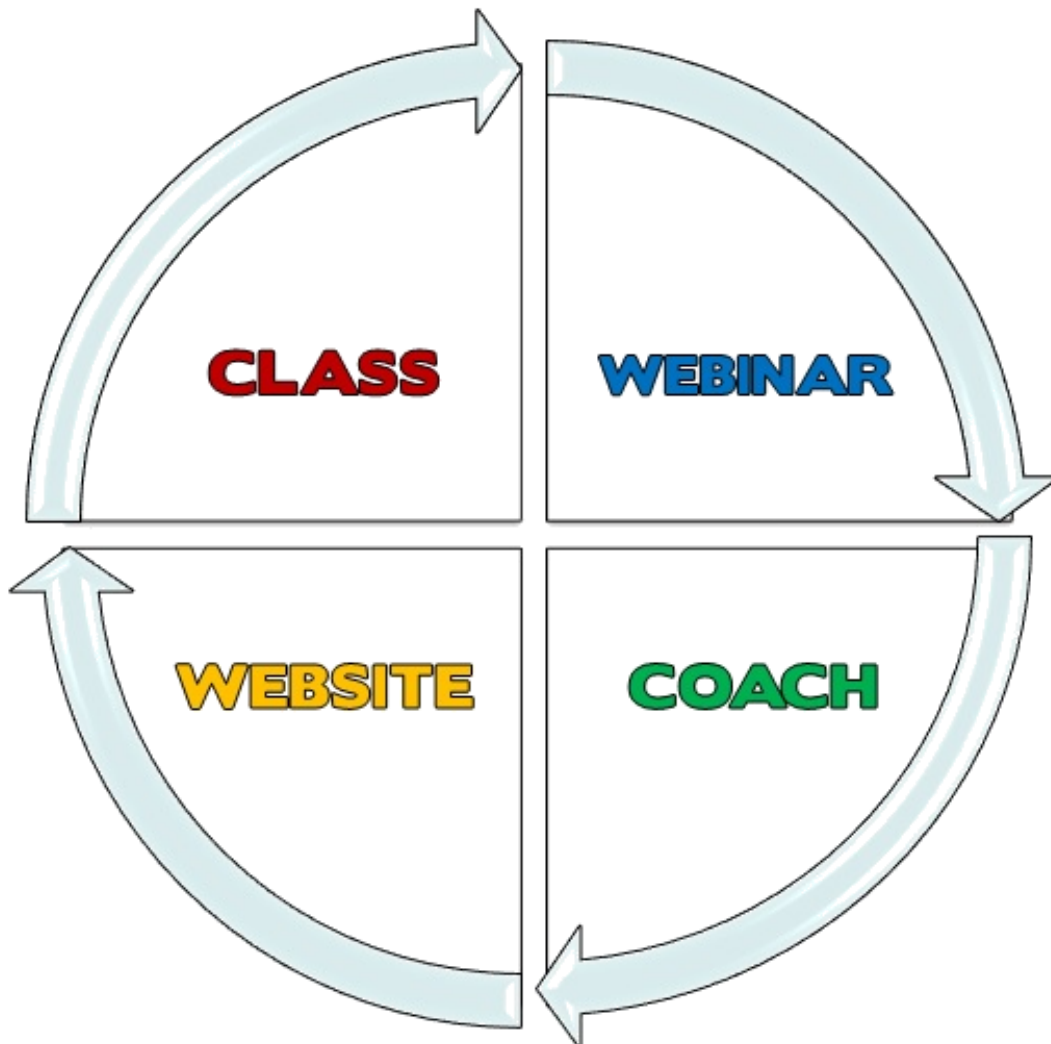
Besides training individual workforce organizations, we have also completed statewide and national projects for Job Development, Case Management, Business Services and other skills improvements, directly geared toward assisting Workforce Professionals. We always make all materials available for free download to each customer. The diversity of past projects has allowed for content flexibility and development. Below are a few examples of such projects:

- **Association of Farmworker Opportunity Programs:** National project in which 200 staff from 47 grantees were trained over a period of a 15 month period, by visiting regions for class training, attending grantee conferences and conducting monthly webinars.
- **Pike Peak Workforce Center:** A 6 month "Turnaround Program". This includes engaging with all workforce center staff, from Admin to CEO level. Goals are to improve Service, Goal-Setting, Time Management, Sales, Instructional and inter, as well as, intra organizational Communication skills. This project involves multiple site visits, webinars, one on one coaching sessions, along with written reports and updates.
- **Ohio Department of Jobs and Family Services:** State-wide, long term training project which included visiting 5 regional locations to deliver a 3 day training focused on Job Development. Once complete, a 10 part webinar series was delivered to ensure reinforcement and a continued focus on improving skills related to employer engagement.
- **Colorado Department of Labor and Employment:** State-wide project, to deliver four, multi-day Job Development Training Classes for the Rural Consortium. The goal was to reach, train and motivate staff who were not part of citywide workforce programs. Over 100 people successfully completed the training program over a 6 week period.
- **NJ DOL and Workforce Development:** State-wide project to deliver to four different locations, a three day, Job Development class. Over 120 people successfully completed the program. Each person was required to build and present a sales presentation via PPT.
- **Experience Works:** National project in which 180 staff were trained from across the country, via a customized webinar series, for Job Development. All staff---not just Business Services, were included to infuse a national endeavor to do MORE selling, not matter what your title!
- **National Association of Workforce Development Professionals (NAWDP):** National project in which, on four different occasions, NAWDP members could participate in a 5 part webinar series, hosted by Mike Fazio. Over 300 people have completed the program, so far.
- **New York Association of Training Professionals (NYATEP)** State-wide project in which workforce professionals were trained via webinar series for a Job Development Training Series. This occurred after Mike Fazio conducted the keynote speech at their annual Youth Conference. Interest was so strong that the series was created for all NYATEP members. Over 50 completed the program.

# OUR PHILOSOPHY

In order to maximize the learning potential for each attendee, content can be delivered in **four formats**; first, via the **classroom** for a full day(s) of training; next, through reinforcement **webinars**; then one **on one coaching** with key staff to ensure training is carried forward and lastly, by providing access to **180BOOST**, for the consumption of daily workforce information and inspiration. The proposed working theme for this training project is "Workforce Professional Learning Never Stops". As with all workforce projects we conduct, customized content for all three forms of delivery will be created to ensure consumption reflects familiar workforce staff terminology.

THE WORKFORCE PROFESSIONAL 180  D.I.E.T



# 180WORK-UP

## Job Readiness Training

Pat Troy-Brooks

Director of Workforce Development

### INTRODUCTION

So much has changed in the job search landscape many job seekers are discouraged and frustrated with the process. The book's Introduction outlines what's changed and what the job seeker can do about it. In the author's no nonsense approach, ground rules are established, the time commitment is outlined, what's needed to organize your job search and what it takes to achieve career success. What follows is a comprehensive program structured to break down the career exploration process into 10 manageable steps. Each step provides guidance on all facets of the career search process.



As Director of Workforce Development at Workforce180, Pat works with organizations to assess skill gaps and barriers to attaining and maintaining employment for their clients. Customized solutions are developed on topics such as, soft skills, how to jump start your job search now, how to retool and reinvent yourself, how to create a powerful resume that gets results, how to proactively connect with employers, create a powerful narrative to tell your story and ace the interview, utilize technology and social networks to enhance your results, overcome barriers to gaining employment and how to brand yourself and differentiate yourself from the competition.

# 10 STEP WORK-UP PROGRAM

Our courses can be delivered live, in person to your jobseekers or we'll train your trainers how to do it!

## Step 1: Yes, You Are Here

When using a GPS or map, before you can figure out where you need to go and how to get there, you must first identify where you are. This principle also applies to your search for employment. Before you can continue on the path to a new career, you must first assess where you are, who you are and what the path ahead looks like. Many people don't even know how they got started on a particular career path. It is said that "The journey of a thousand miles begins with the first step" and Step 1: You Are Here is the beginning of your exciting new journey. In this chapter, job seekers will complete assessments to uncover their passion, work values, transferable skills and much more. Job seekers will set goals and develop a plan of action for success.

## Step 2: Confidence Behind the Wheel

Everyone, at one point or another, has self-esteem issues. Whether you are unemployed or unfulfilled in your work life, it can make you feel down and out. The truth is it takes time and effort to build self-esteem. Step 2: Confidence Behind the Wheel is just what job seekers need to get positive and energized about their future. This chapter focuses on practical techniques to identify an individual's uniqueness, how to build self-confidence and their journey to the "IT factor." Job seekers will be inspired and learn methods to boost their self-esteem and confidence.

## Step 3: Packing for Your Journey

A powerful résumé and cover letter are vital tools to capture the attention of hiring managers. Step 3: Packing for the Journey provides in-depth details on 21<sup>st</sup> Century résumé writing and other job seeker correspondence such as cover letters, thank you notes and job seeker business cards. Learn how using keywords in your résumé can increase your chances of being called for an interview.

## Step 4: It's a Small World After All

In today's competitive market, most jobs are filled through networking and referrals. Most people don't realize just how vast their network is or how to work it. Step 4: It's a Small World After All will change that and teach how to tap into your contacts and connect with people who can help job seekers achieve their career goals. Communication skills, how to set up social media profiles that are employer-friendly, how to develop a powerful elevator speech, and how to connect at networking events are covered in this comprehensive chapter.

## Step 5: Ready, Set,... Internet!

In order to conduct a successful job search, you must be internet savvy. Step 5: Ready, Set...Internet! covers all aspects of the electronic segment of the job search. Job seekers will learn how to set up a free e-mail account, select an appropriate e-mail address, utilize social networking sites to enhance results, use job boards effectively, build your brand, manage your digital footprint, and other techniques to leverage technology.



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## Step 6: Cruising Through Interview Avenue

Interview techniques of the past are no longer effective. Step 6: Cruising through Interview Avenue teaches how to articulate your value to employers. In this chapter, job seekers will learn how to secure interviews, make a lasting impression on hiring managers, answer and practice interview questions, brush up on interviewing skills, dress for success, and much more.

## Step 7: Situations Matter: Overcoming Detours and Road Blocks

Whether you've been laid off or fired, have a disability, been convicted of a crime, have bad credit, have no high school or college degree, are new to the workforce, have been out of a job for a long time, are aging or a teen, are unqualified or overqualified, this step prepares job seekers to address their specific hurdle with confidence. They will learn practical strategies to overcome these barriers and achieve career success.

## Step 8: On the Road to Faith: Making It Happen

The road to gaining employment is not an easy one. In fact, it could very well be the most difficult time in a job seekers life. Negative headlines in the news and the rejection experienced while seeking employment make it challenging to keep a positive mindset. In order to survive it, you must remain positive, think on your feet, be creative, and have faith that the future holds something brighter. Step 8: On the Road to Faith: Making It Happen will equip job seekers with tools and techniques to handle rejection and remain positive on their journey to becoming employed.

## Step 9: Pathway to Compensation Boulevard

Just because you are unemployed doesn't mean you should take just any old compensation package an employer offers you. You need to seriously evaluate your financial value and not be afraid to ask for it, while at the same time be conscious of the fact that asking for too much could jeopardize your chances of landing the job altogether. Step 9: Pathway to Compensation Boulevard will guide you through the process of salary negotiation.

## Step 10: You've Reached Your Career Destination

Once you achieve your goal of gaining employment, you must develop a plan to stay employed. Step 10: You Have Reached Your Career Destination...How to Stay the Course offers retention strategies to position yourself as a valuable member of your new team. Employer expectations and techniques to handle sticky situations in the workplace are explored.

## BONUS: Be Your Own Boss: A Guide to Entrepreneurship

As an entrepreneur for over 20 years, the author, Pat Troy-Brooks shares her insights on what it takes to own a business and valuable information for starting a business.

# CORPORATE INFO

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