



Workshops

80/20 Career Thinking

Learn why 80% or more of jobs in a given area have little to no advertising. Learn how changing the right few things can provide a drastic difference in job quality.

Content Summary:

It's not about 80% this plus 20% of that equals 100%. It's about how a student can go from doing lots of work that gets them 20% of their goal, a step they'll have to repeat 5 times, to get 80% or more of what they need in the first step. This class demonstrates how easily people can overlook the simple facts that make the biggest differences. It allows students to view themselves and their world from different angles. This course is designed to precede other job searching strategies by allowing the student to shed business labels and concentrate on demonstrating skills. If a person knows what his/her passion is it is much easier to get long term and meaningful employment.

Selling Yourself with an Audition

"Telling" someone about all your features and benefits is not at all the same as "Selling" rapport and business trust. Learning how to ask what a client or employer needs is vital. Job seekers learn to recognize, via the interview process, when a job opportunity has become under valued.

Content Summary:

Modern marketing and popular business practices flood us with information we often cannot use. Learning how to ask what a client or employer needs is vital. Often times, parties may be from different experiences or industries and terms need to be translated and demonstrated. Just because the parts of a concept are common or well-known does not mean the final output will be instantly usable. Job seekers learn to recognize, via the interview process, when a job opportunity has become under valued. They also learn to see issues from multiple perspectives and address the fact there can be more than one right answer. The objective is to open up unlisted opportunities, the hidden markets, and allow for clients to switch career paths.

Marketing and Writing for Jobs

This workshop is for clients to enhance and practice descriptive business writing skills. It is designed to update the writing skills of job seekers who are trying to cross over to different or hidden markets.

Content Summary:

This workshop offers the opportunity for clients to enhance and practice descriptive business writing skills. It is designed to update the writing skills of job seekers who are trying to cross over to different markets or enter the hidden markets where their old business names, titles, and terms are rarely used. This class will also address how resume and cover letter styles are not keeping up with common marketing practices. It is mainly for those who are being asked to provide brief, descriptive, and accurate writing in the workplace at a time when simple words have multiple meanings and the same acronyms are used differently in different business - even between business units within a company. It can apply to anyone who is looking to gain an advantage in how they use business writing. This class does not deal with filling out applications or resume and cover letter basics.

Becoming the Boss

Find out how to get a better position, with more money, such as Team Leader, Supervisor, Manager, Director, even owner of a small business.

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How Professionalism has Changed

Brand new job titles and combinations are everywhere but they are very hard to impossible to list on job search sites. Job candidates learn to actively seek out Opportunities where none is listed and progressively add their skills to the work they do rather than being assigned a position with predetermined requirements.

Content Summary:

This class will deal with two issues. One, the fact that there are an ever increasing number of jobs does not require the traditional "Business Suit" and there are many different types of uniforms. And Two, Networking has changed to where people no longer want to be "told" information they want to be "sold" the information with a good audition or demonstration. The hidden job market is expanding rapidly. It is lucrative and much more stable but it requires people to be able to operate without the titles so many have grown accustomed to. Brand new job titles and combinations are everywhere but they are very hard to impossible to list on job search sites. Job candidates learn to actively seek out opportunity where none is listed and progressively add their skills to the work they do rather than being assigned a position with predetermined requirements.

Understanding the HR Process (New Britain Only)

Do you wonder what really goes on behind the scenes in an HR department? How does it affect your ability to improve your position either within your company or in a new one? The area of Human Resources is very different in small- and medium-sized companies than it is in the large companies we know by name. This seminar will not only show you the differences but how to turn road blocks into tools. By understanding how "the system" really works you can help discover ways to get around it – that are beneficial to a company! Stop filling out an endless string of applications with no or poor results. Get to explain your negative situation in a way that's helpful for business. Don't just put a resume together with lots of key words - make it unique and believable. It's rare that just one person decides – you really can present yourself in multiple ways in a single correspondence.

Content Summary:

- ~ What does an HR department or firm actually do?
- ~ If roughly 20% of companies have Human Resources as a totally separate function – why is that great news?
- ~ There is an enormous benefit to applying to a whole company rather than one position.
- ~ The myths and facts about resume styles.

~ There are simple techniques to good telephone interviews.

~ Receptionists - how much power do they have?

~ What is the right way to network?

12 Steps to your Dream Job (Manchester Only)

The Title “12 Steps to your Dream Job” is a play on words we so commonly hear and see in modern marketing. This 6 hour class (3 sessions of 2 hours each) is designed to help break old habits of job search by reintroducing clients to the basic elements of Job Search (assessment of skills, writing introductions and resumes, and interview) with an adaptation to modern marketing.

Most people trying to reenter the job market after being laid-off, fired, or having left for personal reasons find the job titles they were associated with in the past are over-crowded and rapidly losing value.

Over 90% of clients find that in order to simply pay their bills, they are having to “upgrade.” Many pick up classes or get higher levels of education but the largest percentage find they are unable to afford more education. Breaking the Job Search process into manageable “Steps” and re-evaluating current skill-sets is the only solution.

Session 1 deals with how we look at information. We tend to oversimplify the presentation of our skills and overcomplicate the process of getting ourselves known in a given business area. Exercises and demonstrations allow the client to discover, first-hand, where he or she is hampering or even dismissing job search information that could lead... to a Dream Job. Clients learn how changing just a few small elements allows them to go 80% (or more) of the way to their goal in one step as opposed to the usual 20% (they’ll have to repeat 4 more times...)

Session 2 deals with business and marketing writing. It’s amazing how simple business writing can be so baffling and misleading. Clients learn how to incorporate “points of reference” in all of their correspondence. Via simple comparison and reference to common items, vastly different businesses and people are able to communicate. Clients looking to change their current employment arena need to learn to create common language, as opposed to using lots of “expensive sounding” words and phrases to appear impressive.

Session 3 deals with selling and presentation as an audition process rather than “dumping the facts.” Selling itself isn’t bad but 85% of people calling themselves “salesmen” do nothing more than tell you information - never asking if it’s needed. By treating yourself as a business and interviewing as though it is an audition clients open up the much larger, more stable, and more rewarding hidden job markets. They also learn to control business situations in the popular market without compromising personal values.