

80/20 Career Thinking

This seminar applies little talked, but tried and true, principles for job search strategies and career thinking. Change your point of view and dramatically increase the chances of getting... and keeping a rewarding job. Learn how simple changes in job philosophy can add up to big rewards on the job.

Content Summary:

- ~ Examples of 80/20 thinking.
- ~ 80% of job seekers are going after only 20% of the available jobs.
- ~ Knowing what most job seekers never think of.
- ~ Focus 80% of your energy on the 20% you do best.
- ~ What it means to long-term career goals.

Selling Yourself to Employers

This seminar shows you how getting an advanced position with a new or current company is more than just wearing the right clothes and using popular “buzz-terms.” Learn to project the image that is really you. The best jobs most often come from networking contacts. Are you comfortable making a business friendship with strangers? Learn how to think outside the box and create opportunities that don't yet exist. Learn that selling yourself or your ideas is not for a select few. Gain confidence in the fact that everyone has something unique and valuable to offer business.

Content Summary:

- ~ What selling is, and is not.
- ~ What we really have to reveal of ourselves to start a good business friendship.
- ~ Asking questions that uncover real needs.
- ~ Turning negatives to positives.
- ~ Demonstrating skills and problem solving.
- ~ Getting the answer to “do I have a job?”

Surviving a Layoff

It can and does happen to anyone... even if you are valuable to a company. In this seminar you will learn how to change your thinking and attitude about layoffs. Employers pick up on these attitudes. They sometimes get in the way during the job search. Learn how to marshal your resources and build a small network of people who can really help. Learn how the Internet can get you to valuable connections. This is a must do for any who have been displaced from their jobs recently and looking for creative ways to get back into the swing of things!

Content Summary:

- ~ Looking at the big picture.
- ~ Changes in the job market.
- ~ Dealing with emotions - negative and positive.
- ~ Are the people you know really helping... or unknowingly giving bad or incomplete advice?
- ~ How doing for yourself and living “in the know” can dramatically increase your ability to help those close to you.

Selling Yourself to Your Boss

You’ve gotten a job... now how do you build opportunities to keep it and grow? This seminar focuses on how and why you should treat yourself like a small business. Learn what business owners and managers are thinking and looking for to help company growth. Discover that customer service, sales, interviewing, even personal relations all have themes and techniques in common. Learn when and how to review your position and when it may be time to make some changes. Get tips on how to keep from getting stale and bored with a job.

Content Summary:

- ~ What should be your goal?
- ~ Finding that 20% of your personal life and personality - that’s also good for business.
- ~ Using knowledge to enhance rather than intimidate.
- ~ How you define “teamwork” and what that means to business.
- ~ You can have a big tool box but you shouldn’t show the whole thing
- ~ The “backdoor” approach.



Marketing Yourself to Employers

The most common problems job seekers have in today's market are overlooking simple features for fear they won't be considered impressive OR presenting a large number of features far too quickly to try and eliminate competition. This seminar demonstrates how a style that creates business friendships is far better for not only getting a position but maintaining it. It will also show how a business friendship is key to providing excellent customer service from the initial sale right through problem solving and maintenance. This seminar will also help you discover that a small percentage of your personal life can be good for business and your passions are what make the best problem solvers.

Content Summary:

- ~ It's more than just using the right key words - the words themselves are the smallest part of how humans communicate.
- ~ Ask what the other side wants, instead of "telling" them.
- ~ When have you given enough information?
- ~ Don't just "look the part" – "be the part."
- ~ Turn your negative features into positive ones.
- ~ There is nothing like the power of a demonstration.
- ~ The power of silence – give the other side time to think about what you are saying.

Understanding the HR Process

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?



Professionalism Pays

Today's business world can change quickly. Information is moved with ever increasing speed and volume but not always with increased accuracy. Careers are no longer defined by length of time with a single company. Even if you don't choose to start your own business (as an increasing number are), you still need to run your career like it's a business. Learn the problems faced by big name business and how to avoid or even capitalize on those problems. Most business doesn't require lots of investment and an elaborate business plan. Discover that your career is defined by your passions – the key to problem solving. The word “professional” does not just apply to the 20% who wear a business suit and/or work for a big name corporation. Better your job, yourself, and your life with some simple techniques to help you find your real value and hidden potential.

Content Summary:

- ~ What really defines a career?
- ~ There are ways to decide your definition of “teamwork” and what part of a “team” you should be.
- ~ What are the basic principles that make up all business?
- ~ There are reasons why you have to look at the bad in your life as well as the good.
- ~ Did you know that a dictionary is a powerful business tool?
- ~ Don't be too simple to the point of being Black and White – you're actually creating hard to solve puzzles that way.
- ~ What are the best ways to get more information?

Behavioral Interviewing

It may feel difficult to prepare for a behavior-based interview because of the huge number and variety of questions you might be asked. This seminar lets you discover the best ways to prepare. Whether you are looking for a totally new job or a new position within a company, employers want to see your potential. What is your problem solving style? What type of team situation do you work best in? Do you like your work or you just like the benefits and a paycheck? You not only need to know your strengths and weaknesses go hand-in-hand, but that passion and synergy make a company successful over many years. Learn that anyone can be good at ad-lib and it's an important tool.

Content Summary:

- ~ Learn ways to discover when you are giving enough information.
- ~ If you know yourself you will be able to talk about yourself more easily.
- ~ We all have good stories worth telling at an interview.
- ~ Don't just make a statement; back it up with relative facts.
- ~ It's not supposed to be whether or not we've made mistakes in the past but rather how we solved them.
- ~ Talk to them; don't guess what they may be thinking.
- ~ A little humor is fine but the power of silence is amazing.



Networking Your Way to a Job

Everyone recognizes the importance of networking. It is one of the most important activities that job-seekers should master to be truly successful in both getting a job and getting a better position within a company. Because the vast majority of job openings are never advertised, job-seekers need to have ways to make new contacts. How do we get started? Who are actually the best people to network with? There really are only six points of separation between you and anyone else – if you are working with people who love to talk with strangers! Sometimes there really is a person in our address book who we forget can help. Just because a person is very smart or accomplished does not always mean they are the best at networking. Sincerity and asking others what they need are much better than smooth talk and “flash.”

Content Summary:

- ~ Anyone can do this and “pushy salespeople” are actually the worst at it!
- ~ Why are most jobs not advertised?
- ~ You can actually create positions.
- ~ There are simple ways to discover a good networking person.
- ~ Networking is key to advancement and sustaining a career!

Understanding Typical Interview Questions

Why do interviewers ask the questions they do? Are there actually good questions not asked? Do you know how to make negative issues into positive ones and explain how they are good for business? This seminar will provide you an opportunity to discover where and how interviews are happening all of the time. Interviewing skills are not just used to get a new job. They are used to keep a job and advance in a job, through good customer service. We all interview (ask and answer questions) and we often don't ask questions directly. The reason behind an answer is often more important than the answer itself. Learn new ways to give and get answers to difficult and sensitive questions. Learn how to draw the line between a few personal facts that are good for business and the rest that are not for any business.

Content Summary:

- ~ What makes a good interview?
- ~ How do you tell an unskilled interview from an inappropriate one?
- ~ Your strengths and weaknesses are a matched set!
- ~ There is little to no difference between finding a new job and upgrading your current one.
- ~ Let's look at all the places you interview.
- ~ How and when to tailor your answers to interview questions – It's much easier than you think.
- ~ Our passions and personal life can be very good for business – Only when used correctly!

****Teamwork... makes the dreams work****

