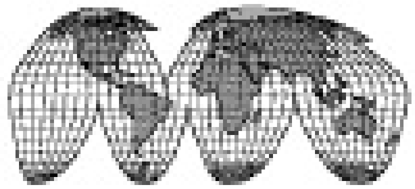


CAREER PLANNING AND ADULT DEVELOPMENT NETWORK

NEWSLETTER

Volume 38, Number 4 Richard Knowdell, Publisher. Steven E. Beasley, Editor. July-August 2016

IN THIS ISSUE:

CONFERENCES OF INTEREST

AMERICAN SCHOOL COUNSELOR ASSOCIATION [ASCA]
2016 Annual Conference: July 9–12, 2016. New Orleans, Louisiana, USA
ASCA Annual Conference: The Recipe for Success. Contact: ***(703) 683-ASCA.***
Toll free: ***(800) 306-4722,*** or visit: ***www.schoolcounselor.org***

INTERNATIONAL ASSOCIATION FOR EDUCATIONAL & VOCATIONAL GUIDANCE
2016 Conference: November 15 – 18, 2016. Madrid, SPAIN
Contact: ***(613) 729-6164, ext 207.*** **Suzanne Bultheel, President**
e-mail: ***Suzanne.bultheel@gmail.com***

Cannexus.ca
10 ans years

TENTH ANNIVERSARY!
CANNEXUS 17 NATIONAL CAREER DEVELOPMENT CONFERENCE [Canada]
January 23-25, 2017. Ottawa, CANADA
Contact: ***CERIC, Foundation House, 2 St Clair Avenue East, Suite 300***
Toronto, Ontario M4T 2T5 CANADA

TRAINING PROGRAMS

MBTI Certification:

Live onsite MBTI Certification training for career counselors will be done by CPP. Contact them at ***www.cpp.com*** for more information.

Strong Interest Inventory Certification:

Live onsite Strong Interest Inventory Certification training is available from GS Consultants in groups of up to 30 individuals. In addition, GS Consultants offers Strong Certification training online. Contact: ***Noreen Sandino, Client Services Coordinator, GS Consultants***
Post Office Box 225335, San Francisco, CA 94122. USA (415) 661-8227
e-mail: <noreen@gsconsultants.net> Web Site: www.gsconsultants.net

2016 Summer Institutes at the Center on Education and Work, UW-Madison. July 14 and July 15, 2016. University of Wisconsin-Madison campus.

For Career Counselors, Career Development Facilitators and Instructors, Educators, Career Center Staff, advisors--virtually anyone involved in career development or career and workforce readiness. Cost: $149 per workshop

Institute #1
Making the Connection Between Academic and Career Planning and Career Development
Thursday, July 14, 9 am - 3:30 pm

The ACP Process involves providing support for students as they pursue a number of identified goals including developing an understanding of self, career exploration, career and academic planning, and career management skills. The focus of this workshop will be to provide an overview of “career development basics” that will help educators, counselors, and other mentors to design and deliver activities that will lead to successful completion of ACP goals. Those who attend the Institute will: Understand the process of career development and basic career-related concepts. Learn how to develop and integrate activities into the curriculum that will help move students towards the ACP goals.

Institute #2
Creating a Virtual Career Center: Standards, Strategies, and Resources
Friday, July 15, 9 am - 3:30 pm

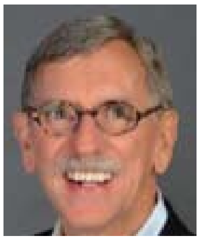
As educators and career professionals find their time stretched thin, some are attempting to create virtual career centers that serve as a primary portal to their services. Learn about ways to welcome your clients/students to a virtual web site that is much more than an impersonal and unorganized listing of web addresses; ways to provide career services from a distance; commonly offered services; developing your resources; identifying staff competencies; technological innovations that can assist. Contact: ***Judy Ettinger, University of Wisconsin-Madison,1025 W. Johnson Street, 964 Ed. Sci. Bldg., Madison, WI 53706-1796***
(800) 862-1071. (608) 265-6700. Visit our web site: cewmail@education.wisc.edu
Cynthia E. Olson <cynthiaolson@wisc.edu>

TRAINING AND CERTIFICATION PROGRAMS

CERTIFICATION PROGRAMS SPONSORED BY THE CAREER DEVELOPMENT NETWORK

JOB & CAREER TRANSITION COACH CERTIFICATION WORKSHOP

Three-Day Workshop. 21 Continuing Education Hours.



Chicago: June 26-27-28, 2016 [Rich Feller]
Singapore: September 26-27-28, 2016 [Dick Knowdell]
Washington, DC: September 12-13-14, 2016 [Rich Feller]
California: December 5-6-7, 2016 [Rich Feller]

BUSINESS DEVELOPMENT & MARKETING CERTIFICATION WORKSHOP.

One-Day Workshop. 7 Continuing Education Hours.

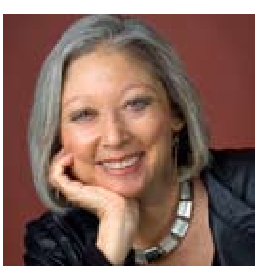
Workshops led by **Dick Knowdell**

Chicago: June 25, 2016
Singapore: September 30, 2016
Washington, DC: September 15, 2016
California: December 8, 2016

To register for the above programs or for information, contact: ***Dick Knowdell, Career Development Network. Post Office Box 611930, San Jose, CA 95161-1930 USA 408-828-3858; e-mail: rknowdell@mac.com.***

INNER HEROES CERTIFICATION TRAINING

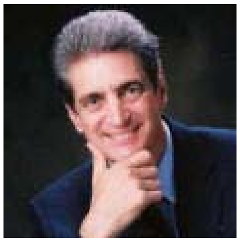
Are you interested in a program that ensures you are meeting your SSSP goals by helping students choose the right major and career pathway? If so, I invite you to join me for my Inner Heroes Certification Training. Inner Heroes Program helps students find careers that match their personality strengths and natural talents while also overcoming obstacles that block success. It includes cards and an assessment based on the Keirsey Temperament Theory.
Contact: ***Carolyn Kalil, MA 310 993-2164. www.InnerHeroes.com***



ONLINE JOB SEARCH PRACTITIONER CERTIFICATION

Earn an Online Job Search Practitioner Certificate. Fifteen-hour online, self-paced course for career practitioners, plus five teleconferencing sessions. Instructor is Sally Gelardin, EdD. To register, view the web site: *www.jobjuggler.net/career-professionals.html,* then link to Online Certificate Program.
For more information, contact the instructor, ***Sally Gelardin at 415.924.6369 (Office). 415.312.4294 (Mobile).***

NEWSLETTER COLUMNISTS



ABOUT YOUR PRIVATE PRACTICE, by Jack Chapman

Jack Chapman owns a Chicago-area career consulting private practice, Lucrative Careers. He is author of ***Negotiating Your Salary: How to Make $1000 a Minute.*** He is the executive director of the Private Practice Alliance: ***www.PrivatePracticeAlliance.com.*** Contact him at:
Jack Chapman, 511 Maple Avenue, Wilmette, IL 60091. 847-251-4727.
e-mail: <jkchapman@aol.com.

Listening: The key to setting sales appointments
People often call and ask, "What are your services?" or, "How much do you charge?" or even, "Can you do a resume for me?" But guess what? They don't really want the answers to those questions. What they're really saying is something more like, "I'm in career pain, can you cure me?"

So what do you do with inquiries? Well, the last thing you should consider doing on the call is describing your services. It's the easiest thing to do, I know, but it's the least effective. Even though prospects would feel silly calling and asking the above question, that's the only answer they're really after, and offering too much more is hazardous to both of you.

Case in point: Let's say you called your physician and said, "Doctor, can you prescribe me an antibiotic?" And your doctor replied, "Wow, not only can I prescribe antibiotics, I can prescribe antihistamines, antacids, non-inflammatory steroidal drugs, and I don't stop there. I can do a tonsillectomy, hysterectomy, appendectomy, and if things are really bad I can even do a prefrontal lobotomy. The last patient I dealt with had a rare form of lymphatic melanoma which I caught in time. We shot him full of chemotherapy and he's a cured man today. Besides that, my nurses and support staff are the best in the world, so if it's broke, we can probably fix it. What else would you like to know?" Would you go to that doctor?

Of course not! He didn't take the time to listen to you, which is actually what you wanted. You don't even know if antibiotics medication is the right choice! You just think that if you're sick, that's the correct thing to get.

Instead, the doctor should say something like, "Antibiotics? What makes you think you need antibiotics?" Answer.
"Hmmm, how long have you felt that way?" Answer.
"Okay...Have you experienced any trouble in the morning?" Answer.
"Is there any pain in the abdomen?" Answer.
"Would you describe it as a sharp stinging pain or more like a dull ache?" Answer.
Etc., etc., etc.

So think of the above model when prospects call and ask about your career services.
Believe me, they're in pain, and they've been there for quite a while.
You are not the first call they make ... you're one of the last! So by the time they call you, you can consider that they're not calling from their living room, they're calling from the "Career Emergency Room."

What to do? Act like a good ER doctor. Ask about their pain, and they'll tell you. A good Career ER physician deals with a prospect something like this:

"Can you tell me about your services?"
"Certainly! I'm in the business of solving career problems. Can you tell me who referred you to me?"

At that point, you begin (gently) with probing questions.
"Would you tell me a little bit about your situation?
"Hmmm. How long have you felt that way?
"What have you done about it? Has it worked?
"What else have you tried? Did that work?
"Hmmm, it must feel frustrating to _______, is that right?
"What do you see as your biggest obstacle at this point?
"If I could wave a magic wand and change something for you, what would that be?"

Keep probing and asking until you think the person knows you understand their predicament. Then do not promise to help them, even if you think you can fix this spit spot, they won't believe you. Remember, they've been suffering with this for quite awhile already, and they know it needs more than a simple fix.

Instead, say, "Well, I don't think I can fix everything in one meeting, but I think I could at least give you a good plan of action. So, I may not be able to do a cure, but I can write a prescription." This is a lot easier answer to trust. It meets prospects exactly where they are and lets them know there's light at the end of that tunnel.

My "prescription" starts with an invitation to a low-cost "CAP" (Career Action Planning) session. What I say is, at that time, I can really clarify their starting point: what they're doing right, what needs to change, and next steps, 1, 2, 3, etc., so they can handle the problem.

"But then what?" they ask, and "What do you charge?" Of course they still ask that! That's the last part of the "pain" that needs resolving.

To that question I respond, "Well, I won't know exactly what you need until after our meeting. Some people take those steps and want to do them on their own, so that costs nothing. Others want help with some parts; others want help with it all. It all depends on what you need and what you want. I can tell you this: money has never been a problem." Chances are at this point, of course, prospects are assuming they can get the "key" from you at the free session and use it to unlock their own doors, so they're willing to at least give it a look-see. The key to getting prospects even that open and trusting is, once again, good listening. Listening deeply, probing for pain and, when you find it, empathizing with the person. You need to let them know you understand. Don't rush to a solution. Be with them, and offer them a little step...not the whole operation. When prospects feel listened to, however, they'll be more willing and able to grasp the scope of your "whole operation" and let you show them the wider scope of the things you can do.

A JOB HUNTING TIP by the Wizard of Work, Dick Gaither

If you have questions or just want to motor-mouth about job finding, give a call at ***(800) 361-1613*** or drop an e-mail: ***workwizard@aol.com).*** ***Web site: www.wizardsofwork.com***

10 Critical Resume-Creation Decisions

Creating a powerful and mistake-free resume requires job applicants to make a number of critical decisions.

1. Which Format Do You Think Is Right For You? The five most common formats are: Reverse Chronological, Functional, Targeted, Combination (Hybrid) and Curriculum Vitae. Each has pros and cons.

2. How Do You Want The Resume To Look After It Comes Out Of A Printer Or Shows Up On A Computer Monitor? Consider font size/style, number of pages, section header layout (columns/linear) and section header names, borders/lines/boxes, use of color, paper (if hard copy).

3. How Will You Let The Employer Know The Type of Work Sought and Grab Their Attention? Most powerful ways to do this are by using an achievement-oriented qualification summary or a positioning/branding statement highlighting experience, using quantifiers, key successes and areas of expertise.

4. What Section Headers Will You Use And How Will You Accentuate Them? Most resume reviewers and applicant tracking software like common (EDUCATION, WORK EXPERIENCE), logical, easy to read headers, accentuated in with capitals and/or bold print.

5. What Keyword Skills And Achievements Do You Want To Include? Develop a keyword list of duties and responsibilities for the job to which you're applying and decide which ones you can support the best and try to work the ones that appear to be the most important or valuable into your resume.

6. How Do You Plan To Cover Job Gaps and/or Job Hopping? The employer is looking for reasons to screen you out and an unexplained job gap or frequent, unexplained reasons for jobs s one of those reasons.

7. Do You Want To Go Hi-Tech or Low-Tech? In today's world of online or e-mail resumes, you can create a high-tech appearance and gather some attention by including: Links to your social media accounts, links to your performance appraisals, portfolios of work you've done, audio or video clips of people recommending you, you talking directly to the person clicking the link, showing you actually doing the job...and much more.

8. How Far Are You Going To Go Back Into Your Work History? Anything more than 15 years back will probably date you and your skills. Even if you have 30 years of experience, always say you have more than 15 years of experience.

9. Are You Going To Use Employment, Education and Military Experience From Countries Outside Of The United States? Visa type should be included and any experience is valuable, especially in United State's multicultural society.

10. How Much Time Are You Willing To Invest To Do It Right? Many job seekers fall prey to Murphy's Law: We find time to do things over but can't find the time to do something right the first time.

SMART JOB SEARCH, by Susan P. Joyce

Susan P. Joyce has been observing the online job search world and teaching online job search skills since 1995. A veteran of the United States Marine Corps and a Visiting Scholar at the MIT Sloan School of Management from 2013 to 2016, she is a two-time layoff graduate who has worked in human resources at Harvard University and in a compensation consulting firm. Since 1998, she has been editor and publisher of Job-Hunt.org and chief blogger on WorkCoachCafe.com since 2011. Follow her on Twitter at @jobhuntorg and on Facebook, LinkedIn, and Google+. She is the author of ***How to Find a Job Using Craigslist.*** She is co-editor of ***New Year, New Job!*** Contact her as follows: ***e-mail: sjoyce@netability.com***

How to Be Reachable Without Putting Privacy at Risk

We must all protect our privacy, particularly online. No question! However, an important aspect of building our careers today is to be reachable for opportunities – opportunities with both potential clients/customers and also opportunities with new employers. And, many people really aren't easy to contact these days.

Recruiters search relentlessly for qualified job candidates, usually through LinkedIn. Searching for qualified candidates is often a much more productive effort than posting a job and sifting through the hundreds of mostly unqualified applicants. Then, when you or one of your clients is found by a recruiter, they usually want to make immediate contact because they are (almost always) in a very big hurry to fill the job. They are in a big hurry, typically for one of two reasons: (1) They need to fill that job before a competitor does to earn a commission or (2) because they are measured by management on time-to-fill (how fast they fill a job).

Don't Play "Hard to Get"

The best LinkedIn profile is useless to you if clients, customers, networking contacts, and those employers and recruiters you've worked so hard to attract are unable to reach you once they have found you. Being difficult to contact can make opportunities evaporate.
Quickly and permanently.

How to Leverage LinkedIn

Since most job seekers have LinkedIn profiles and since most recruiters search LinkedIn for qualified job candidates, starting with your LinkedIn profile is logical. Do not overload your profile with your contact information! That reeks of desperation or inexperience. Choose one or two sections in addition to the Contact Info section, particularly if there are different reasons for people to contact you. I recommend the Contact Info and the Summary as the best places to include contact information.

1. Contact Info

At the top of every LinkedIn profile is a box containing the member's photo, name, professional headline (or current job title), location, and industry. At the bottom of that box or immediately below that top box, you will find a Rolodex card icon beside the words "Contact info." This is probably the first place that people looking for contact information will check. Click on the card icon or the words, and the box expands to offer several very useful opportunities for contact information to be added, like website, Twitter account, IM account, and other links. However, the two most important pieces of contact information for recruiters are:

- **Email address**

Don't use your work email address. Use a private email account but be sure to check it at least daily.

- **Phone number**

Definitely do not use either your home phone number (which can be looked up ***in reverse*** to find your home address) or your work phone number. The best solution seems to be a Google Voice account, which gives you a phone number which has voicemail that can be emailed to the account you designate. It can be forwarded to any other phone number. Many recruiters have told me that they prefer calling someone because don't trust email to be read quickly. So, when someone has only an email address in their LinkedIn profile, they move on to the next candidate.
Be extremely cautious about making personal contact information public! Do not publish any information related to where you live (like your home address or your home phone number).

2. LinkedIn Summary

Your LinkedIn Summary is another good location for contact information. Your profile's Summary offers plenty of room for contact information to be included. Since often only the top few paragraphs in a Summary are easily visible, include the contact information

3. Additional Info

This is the section that originally contained any indications that a member was interested in being contacted. It contains a section called, "Advice for Contacting [name]." In that section, you can explain why you want to be contacted (carefully!), and provide the contact information to be used.

4. Experience

The Experience section of your profile is where you list your jobs, and including job-specific contact information in the description of a job is appropriate, particularly if your job is associated with outreach to clients and suppliers. If you are a freelancer or contractor, including your contact information in this section may be relevant and appropriate. LinkedIn offers plenty of room to add work contact information in the description of each job. So, you might want to add it to the description of your current job to encourage potential clients or customers to reach out to you. Not ideal for job search because a potential employer can call at a very awkward time, but probably viewed positively by management.

5. Projects

If you list Projects in this section of your profile and -- if you are employed -- it is logical for someone from outside of your employer's organization to contact you (possible participants, etc.), include appropriate contact information for each project. Again, this is particularly relevant if you are a freelancer or contract worker.

More Important Do-Nots!
Avoid making these mistakes when you publish your contact information on LinkedIn:

1. Don't be open about your job search if you are employed. Employers are not typically happy to discover than an employee is job hunting, usually because they have been harmed in the past by someone who went to another job. Employees who are job hunting demonstrate a lack of loyalty and probably aren't focused on their jobs. In addition, they may leave soon, taking valuable information with them. So, if you are currently employed and job hunting, do not make your job search obvious to your employer by broadcasting your interest in finding a new job! That action could cost you your job (Yes! they can fire you for that)!

2. Don't include your contact information in every section of LinkedIn listed above! At a minimum, have contact information available in the "Contact info" section. Then, if your contact info differs for different jobs or projects, include the contact information appropriate for that section. Adding the same contact information to every section looks desperate.

3. Don't broadcast these profile changes to everyone in your LinkedIn network. Turn off the network notifications while you are doing your updates. Simply choose "No" in the "Notify your network?" box in the right column near the top of your profile on the Edit Profile page.
Be easy to contact so you're easy to hire!

SOCIAL MEDIA and YOUR CAREER
by Melissa Venable

Melissa A. Venable, PhD, guest edited our Fall 2013 journal special issue on the topic of Social Media and Career Development. She is an Education Writer/Editor for OnlineColleges.net, and Online Instructor for the University of South Florida and Saint Leo University.
Contact her as follows: ***Melissa A. Venable, PhD***
e-mail: <melissa.a.venable@gmail.com>
Twitter: @Melessa_Venable, @CenterOnlineEd
and @TechnologyTwins

Who, What, Where, and When? Social Media Statistics
When should you update your professional Facebook account – is one day of the week or time of day better than another? What age groups are using Twitter – is it the same population you want to reach with your account? Quantitative data drive a lot of what we do these days, and there's a lot of information to collect, analyze, and report related to social media. Fortunately, there are several groups working to answer these questions and more. No matter how you are using your media accounts – as a way to grow your professional network or presence, or to reach potential students and clients – understanding the trends can help you plan your time and efforts.

Who?
Did you know that there are 2.3 billion active social media users [1]? Or that Internet users have an average of 5 social media accounts [2]? That's a lot of social media to keep up with. The Pew Research Center conducts ongoing research related to the Internet and social media use in the U.S. Their 2015 update reports that 65 per cent of adults use social networking sites, following a long-term trend of annual increases since the studies began in 2005, when the number was seven per cent [3]. As you might imagine, younger users are more prevalent than senior users, but all age groups are showing more social media engagement over time.

What?
If you are involved in marketing in any way, you've probably heard the phrase "Content is King." And video is becoming the king of content. YouTube users upload more than 300 hours of video every minute, and view almost 5 billion videos per day [4]. Social media platforms have evolved technologically from allowing only text-based updates to those that include images, and now more video options are available. Video-based social tools, like Snapchat and Periscope are gaining popularity, but you can also easily share video on Facebook, Twitter, and LinkedIn.

Where?
According to Hootsuite, "*Facebook is still No. 1. Despite what you may have heard, everyone uses Facebook. Everyone. And they use it a lot*" [5]. Facebook seems to provide value across age groups, and its users are likely to log in daily. If you are only going to maintain one account for your career center or office, consider Facebook as a place to extend your reach. For job seekers, it may be time to review Facebook habits and privacy settings, as 55 per cent of recruiters report using the platform in the recruiting process, second only to LinkedIn (87 per cent) as a way to connect with candidates and potential applicants [6]. While Instagram, Snapchat, and Pinterest

are newer, with fewer users, they are described as "*fast growing*" and might also be worth adding to your social media routine [7].

When?

Each platform seems to have a culture of its own related to when and how often users log in and review the updates from the accounts they are following. So, when should you post? Here are the latest recommendations for some of the top platforms [8][9][10]:

Facebook: Thursday and Friday – 1 pm to 3 pm; Saturday – Noon
Twitter: Wednesday, Saturday and Sunday – Noon, 5 pm to 6 pm
LinkedIn: Tuesday, Wednesday and Thursday – 7am to 8 am, 10 am to 11 am, 5 pm to 6 pm (i.e., during business hours)
Instagram: Monday – 3 pm to 4 pm
Pinterest: Saturday – 8 pm -11 pm

How do these suggestions compare with your own social media use? Create a custom posting strategy or schedule with your audience and time zone in mind. You may even find it useful to send students or clients a quick survey to compare their habits and preferences for social media use with those published nationally and on a global level. Social media trends are trends after all, shifting constantly as users discover new ways to experience existing platforms and move on to new systems that make older ones obsolete. Identify a few helpful sources you can rely on to provide the latest information about how your favorite social media platforms are being used, then follow, subscribe, and connect with them to stay up-to-date.

References

[1] ***96 Amazing Social Media Statistics and Facts for 2016***, Brandwatch.com
http://bit.ly/1O2FhYO
[2] ***Internet Users Have Average of 5.54 social media accounts***, GlobalWebIndex.net
http://bit.ly/1O2Fueo
[3] ***Social Media Usage: 2005-2015***, Pew Research Center
http://pewrsr.ch/1U9P8NG
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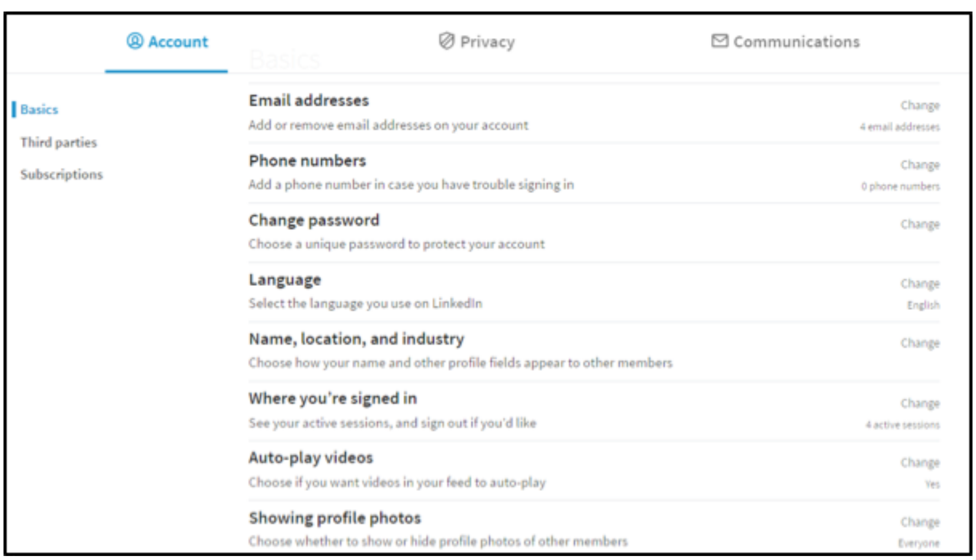
[5] ***125+ Essential Social Media Statistics Every Marketer Should Know in 2016.*** Hootsuite
http://bit.ly/1UftToP
[6] ***The Jobvite Recruiter Nation Survey 2015*** [PDF], Jobvite
http://bit.ly/1O2FCdU
[7] ***Global Social Media Research Summary 2016,*** SmartInsights.com
http://bit.ly/1O2FNpO
[8] ***The Best Time to Post on Facebook, Twitter, and Instagram in 2016***; Hootsuite
http://bit.ly/1O2FQlt
[9] How to Optimize Your Social Media Posting Frequency, ***Social Media Week***
http://bit.ly/1O2G38d
[10] ***The Best Times to Post to Social Media***, LifeLearn
http://bit.ly/1O2G1x1

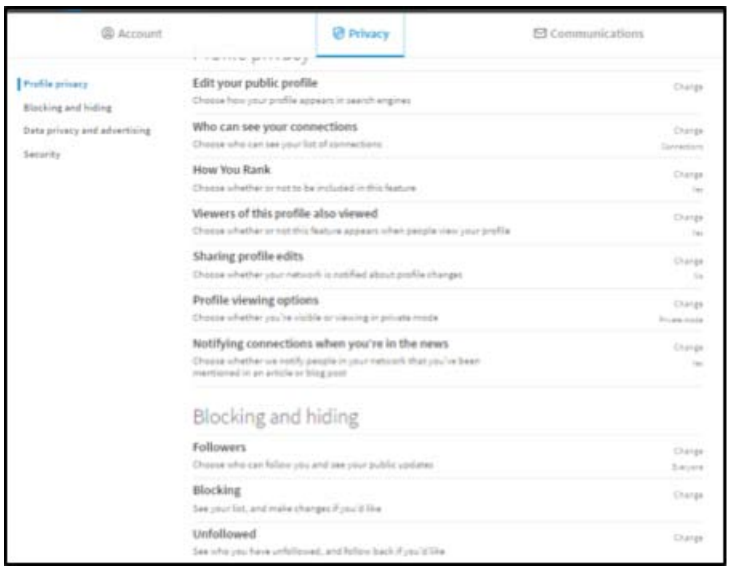
THE LINKEDINSIDER, by Paula Brand

Paula Brand is a Career Consultant and LinkedIn Trainer for Brand Career Management (BCM). BCM offers training to groups and individuals to help them maximize their use of LinkedIn. In 2014, she received the Maryland Career Development Association (MCDA) Outstanding Career Practitioner Award and the Middle Atlantic Career Counseling Association (MACCA) Professional Contributions Award. She is author of ***The Essential Guide to Career Certifications*** (http://paulabrand.com/the-guide).
Contact her as follows: ***443-254-8173***
e-mail: ***paula@paulabrand.com.***

LinkedIn: The new look and feel of Privacy and Settings
Have you noticed that the Privacy and Settings section of LinkedIn has changed? It's still the main area to control how much people see about you and how often you get notifications from LinkedIn, but it looks different and some options have changed.
What's gone and what's new with Privacy and Settings:
Before jumping into the nitty-gritty details of this section, I'd like to note a few broader changes. There are now two ways to change the setting of Notify Your Network. You can change it from Yes to No right from your profile in edit mode or as before in Privacy and Settings. Managing recommendations has been completely removed from the Privacy and Settings area and now can be accessed by clicking on any recommendation on your profile page. For the moment, there is an option at the bottom of each page in this section titled Go to previous version of settings which allows you to see what it looked like before these changes. It seems that you no longer have to re-enter your password to get into the Privacy and Settings section, unless you access the older version (as mentioned above).
The new look:
Now Privacy and Settings is divided into three sections – Account, Privacy and Communications. I'll delve into each one in more detail and I've provided partial screen shots to help orient you to each section.



Account Section:
Basics – This area still covers a variety of features which include: managing the e-mail addresses tied to your account, changing your password, adding a phone number, changing the language you use on LinkedIn, editing some profile items (name, location and industry), seeing where you have signed in and selecting whose profile photos you want to see. In addition, there are two newer options that allow you to control if your video plays automatically and you can request an archive of your LinkedIn data.
Subscriptions – This section allows you to upgrade and/or close your account. Though it surprises many people, LinkedIn actually does make it easy to close your account. It's as simple as clicking here to do it.
Third Parties – This is where you manage your connections with Twitter, WeChat and third party apps you have downloaded to work in conjunction with LinkedIn (such as Slide Share, Hootsuite, etc.).



Privacy Section:
Profile Privacy
One of the most important controls in this area is titled Sharing profile edits, which determines when notifications are sent to your network after you make profile changes. When you are making a lot of changes in a short period of time, you want to this set to No until you are finished (so that LinkedIn doesn't send a notification to your network for every single change you make). Once you are done, change the setting back to Yes and then make one last change (this way others will get alerted and may notice your improvements).
Profile Viewing Options
Next is a feature that intrigues many people and it's situated here, look for Profile Viewing Options. This controls what people see about you when you look at their profile. There are three selections you can choose. If you select Your name and headline, that's exactly what people will see when you look at their profile. Choosing Private mode completely hides your identity. Selecting Private profile characteristics allows people to see vague information about you such as Corporate Trainer in the Baltimore area. Making this selection really is a personal choice but one down side to selecting anything but total transparency is that it is a quid pro quo (i.e. you will not

be able to see who has viewed your profile). From this area, you can control many other features concerning your privacy. For starters, you can decide what the world sees about you by choosing to hide or display any specific section of your public profile and making the entire profile visible to everyone or no one. Though I wouldn't recommend it, you can block others from seeing your connections and you can block people from seeing a section titled "People also Viewed" when they are viewing your profile. If you're measuring your branding efforts, you can see how you rank among your LinkedIn connections and you can choose to have others notified by LinkedIn when you are mentioned in the news.

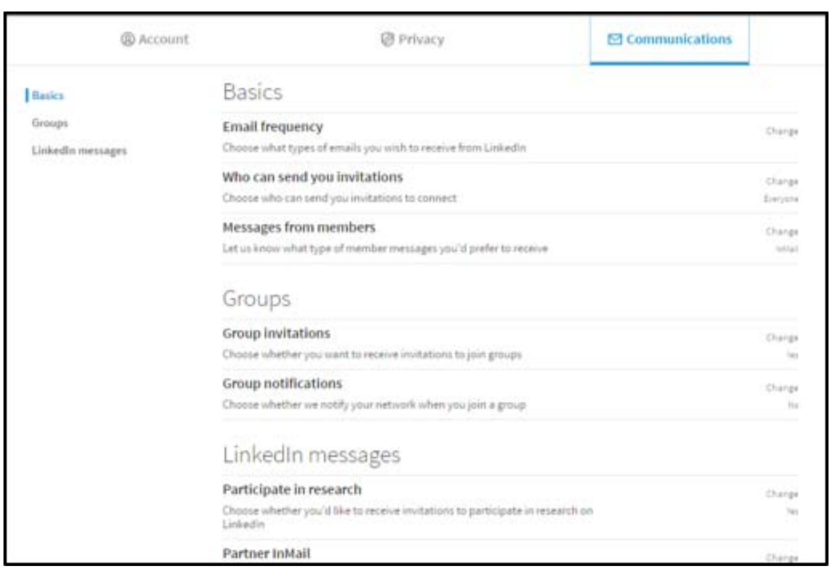
Blocking and Hiding (Followers, Blocking and Unfollowed)

Here you can control who can follow you and who can see your updates. You can also block others which completely disconnects you from another person on LinkedIn (for more details on the ramifications of doing so, go to this link at the LinkedIn Help Center https://www.linkedin.com/help/linkedin/answer/2839?query=blocking%20people). Choosing Unfollowed allows you to see whose content you are hiding and to reverse the action if you want to start seeing their content again.

Data Privacy and Advertising

In this section, you can give LinkedIn permission to suggest potential connections by using your e-mail and/or phone number. Also, this is where you can control if you want third parties to have access to your profile/contact information, if cookies can be added to personalize ads and to choose what profile content can be used in your LinkedIn advertising cookies. A new feature here allows you to control if you want to show up on your company's page as someone who works there (and why wouldn't you?).

Security – This feature offers a two-step verification process which involves LinkedIn sending a text to your phone with a code that you must provide to log in. It can be a good idea if you are concerned about security and others trying to access your account. However, it does add one step and could be troublesome if you had to log on to LinkedIn from a new device and didn't have your phone nearby to receive the verification code.



Communications Section:

Basics

The E-mail frequency feature allows you to control the type and frequency of messages you are sent from LinkedIn. You can choose to turn the features on or off and you can select daily or weekly notifications. LinkedIn also allows you to control the types of messages you want to receive such as: invitations, job opportunities, network updates, group updates and news. Finally, here is where you control who can send you invitations and messages (and you can require people to provide your e-mail address in order to send you an invitation).

Groups

This section allows you to control if your network will be notified when you have joined a new group and if people can send you invitations to join their groups.

LinkedIn Messages

Here you can choose if LinkedIn Partners (for marketing and hiring campaigns) are allowed to send you messages and if you want to receive invitations to participate in market research studies.

In Summary

That covers all of the options in the newest version of the Privacy & Settings section. Hopefully this article gave you a sense of how much you can control within this area of LinkedIn. I recommend making some time to play around and getting more comfortable with it. Consider the options you have and choose which will work best for you. While limiting the number of notifications you receive may help lessen the clutter in your in-box, in general, it's best to minimize the restrictions you set in order to allow others to see and connect with you. This will go a long way in growing your network and building your reputation.

WORKING WITH DIFFICULT CLIENTS,
by Elisabeth Sanders-Park

Elisabeth Sanders-Park is the author of
No One is Unemployable and
The Six Reasons You'll Get the Job, with a
foreword by **Richard Bolles.**
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A Key Step in Getting to the Decision-Maker
Lately, I've been training practitioners and job seekers on a quick and easy way to shorten the job search. I'd like to share it with you. It has to do with getting to the decision-maker, the person who has the power to say *yes* and make the final hiring decision. The likelihood of your client getting to the decision-maker is increased when you (and they) understand the why, who, and how of the situation.

The **why** is obvious. You can't get hired without interacting with the decision-maker, and the sooner the better. Yet, strangely (and sadly), most job seekers never interact with the decision-maker. Most job seekers spend all of their job search time and energy interacting with people and systems who can say no or maybe, but not yes. If a company gets 100 applications and the decision-maker interviews just the top six candidates, only six per cent of applicants ever meet the person who can say yes. In some cases, it's less than one per cent. Even the candidate who is hired using a traditional job search approach (in which they follow the rules set by the employer -- Submit an application/resume, then wait. Participate in the phone screening/interview, then wait. Participate in a first, second, and even third interview, then wait. Interview with the decision-maker, if you make the shortlist of the top two to four candidates) spends most of their time and energy interacting with screen-out mechanisms before getting to the decision-maker. This is frustrating and unnecessary, considering that when an employer who is hiring encounters a qualified person, that person generally skips many of the screen-out hoops, moves directly to the hiring part of the process, and can get hired quickly. It is likely that you and many of your clients have been hired this way in the past.

On to the **who** piece. This is the powerful point of leverage I have found myself teaching recently. It's a little thing that makes a big difference. It turns out that most job seekers (and the employment/career practitioners that help them) do not devote time to discovering who the candidate's decision-maker will be. It's not difficult, but it does require a small amount of time and focus. Without it, candidates end up falling into the rut of the *screen out* process relegated to interacting with no/maybe mechanisms. Here are several tips that will help you and your clients discover who their decision-makers are.

First, determine by likely job title, role, or function who their decision-maker will be.
This can be done by:
1) surmising based on knowledge of the industry in general,
2) reviewing job posting or descriptions for the position which may indicate who it reports to (this, or the title above them, may be the decision-maker),

3) talking to HR professionals, staffing professionals, recruiters, and even employees who work in the industry,
4) searching companies and organizational charts online,
5) scouting around on LinkedIn to see who supervises whom, and more.

What you need is a general sense of the title or function of the person most likely to make the final hiring decision, and the title may vary from company to company. For example, someone pursuing a Warehouse Worker or Forklift Driver position is likely to find that their decision-makers are Lead Warehouse Workers, Lead Workers, Operations Managers, Directors of Fulfillment, etc. Someone targeting jobs as a Corporate Trainer is likely to be hired by Directors of Training or Directors of Training and Development. Nursing staff people are likely to find that a Hiring Nurse, Lead Nurse, or Practice Manager is their decision-maker (but not the Nurse Recruiter, whose job it is to find potential talent but not hire it). Human Resources is often the screener (the no/maybe mechanism) for all departments, and is the final decision-maker only for jobs in HR.

Second, identify the specific individuals who hold those positions in the companies the client plans to pursue. We are in the information age. This is easier than ever, and the internet is a huge help. Search the company website, LinkedIn page and groups, Facebook page and groups, online company profiles, and more. You can also talk to the professionals and employees who help you discover the likely title (above) about who holds those titles in their companies and the companies your clients plans to target. What you want is the decision-maker's name and job title, and their contact information if you can get it. My May 2012 article ***Hunting Down Contact Information for Decision-Makers*** gives additional tips.

Once the client knows who they are endeavoring to connect with, they can employ **how** strategies to get on that person's radar, get an introduction, or otherwise encounter them. Here, social media can be very helpful. Clients can follow them on Twitter, connect with them on LinkedIn, join their online groups and forums to find ways to intelligently interject, and more. It is a skill to position oneself as a valuable, emerging peer (rather than a troll, stalker, opportunist, or desperate job seeker, so work with the client to create their approach, being mindful of content, pacing, and tine. Again, see my former articles on ***The Hidden Market*** and ***Side Door Strategies*** for more tips on the how, and get a copy of ***The Six Reasons You'll Get the Job*** which give lots of practical advice.

As always, I hope this is helpful and hopeful. It is a pleasure to be part of your good work. Let me know how we can support you.
Contact me at ***www.worknetsolutions.com, elisabeth@worknetsolutions.com,***
and ***714-318-3698.***

Career Development in the Asia-Pacific Region
by Richard Knowdell, Newsletter Publisher

I have had the pleasure of attending three of the last four conferences of the Asia Pacific Career Development Association (APCDA). Let me comment on them:

The first APCDA conference as held in South Korea where we visited "Job World" an outstanding work experience building where students at all levels can experience actual jobs and careers.

The second APCDA conference was held in Hawaii where many of the attendees visited the Pacific Islands cultural center where they were exposed to demonstrations of cultural arts from natives of each of the islands.

The third APCDA conference was held in Tokyo and unfortunately I was busy in Washington, DC and had to miss that conference.

This year's conference was held in Taipei, Taiwan. This conference was outstanding. The keynote sessions included Barry Chung discussing Multicultural and Gender Issues in Career Counseling; Shuh-Ren Jin describing the Wisdom of Traditional Eastern Cultures in Career Counseling; and Spencer Niles presenting the Hope Centered Career Development Model in Action.

Attendees and presenters in Taiwan came to the conference from Australia, Canada, China, Egypt, England, Guam, Hong Kong, India, Indonesia, Japan, Korea, Macau, Philippines, Singapore, USA and Vietnam.

I was particularly impressed by Jon Sakurai-Horita's presentation on the emotional impact of moving from one culture to another and Brian Schwartz's description of Training Clinical Career and Life Design Counselors in China: Blending East and West.

While there were a few of us older "white-haired" professionals at the conference, we were outnumbered by the mass of young professionals with lots of new ideas.

I think the future of the career development profession is in very good hands with these young people from across the Pacific with their high energy and new ideas.

To find more information on the Asia Pacific Career Development Association and the programs presented in Taipei, visit **www.asiapacificcda.org**

I hope you will consider attending next year's conference in **Manila** on **May 22-25, 2017**

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MEMBERSHIP APPLICATION/RENEWAL FORM

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[July 2016]
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