

NEWSLETTER

Volume 38, Number 2

Richard Knowdell, Publisher.

Steven E. Beasley, Editor.

March-April 2016

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Career Development in Asia

Networking Contacts. Newsletter Contacts.

CONFERENCES OF INTEREST

ASIA PACIFIC CAREER DEVELOPMENT ASSOCIATION [APCDA]

2016 Annual Conference.

Career Counseling Best Practices in the Asia Pacific Region: Promoting Inclusiveness

May 18 - 22, 2016. Taipei, TAIWAN

Contact: *e-mail* Info@AsiaPacificCDA.org

BRITISH COLUMBIA CAREER DEVELOPMENT ASSOCIATION

Career Development Conference 2016

March 10 & March 11, 2016. Vancouver, BC. CANADA.

Contact:

*BC Career Development Association, 728 W Hastings St, Vancouver, BC V6B 1L8 CANADA
604-684-3638. e-mail: <admin@bccda.org>*

CAREER THOUGHT LEADERS 2016 Conference

March 30 – April 1, 2016. Denver, CO, USA

Contact:

*Marie Zimenoff, Career Thought Leaders, 333 West Drake Road, Suite 11
Fort Collins, CO 80526 USA. e-mail: <marie@resumewritingacademy.com>*

MARYLAND CAREER DEVELOPMENT ASSOCIATION 2016 Conference

April 28-29, 2016. Columbia, Maryland USA

Contact:

*MCDA, c/o Lisa Oliver, P.O. Box 553, Mechanicsville, MD 20659 USA
e-mail: <MCDA.Info@MDCareers.org>*

CAREER DEVELOPMENT ASSOCIATION OF ALBERTA, CANADA
Alberta Career Development Conference (ACDC)
April 26 & 27, 2016. Calgary, Alberta, CANADA
Contact: *Alice Funk* <admin@careerdevelopment.ab.ca>

SOCIETY for VOCATIONAL PSYCHOLOGY
Annual Conference: Integrating Theory, Research and Practice.
May 16-17, 2016. Florida State University. Tallahassee, Florida. USA
Web Site: www.svp2016.fsu.edu

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 at \$850 per person. Strong training materials are purchased directly from CPP for \$110 per person + shipping. 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

CAREER COUNSELORS CONSORTIUM NORTHEAST

2016 Professional Development Seminars

Location: Northeastern University, Curry Student Center, Curry Room 440, Boston, MA USA
Contact: *Amy Mazur, (617) 964-7048. e-mail: PDS@careercounselorsne.org*

The Core Connection Collage: Creative Collaging in Career Assessment
Friday, **April 8, 2016**. 9:00 am – 1:00 pm. Facilitator: **Stephanie Legatos**

Contemplative Career Counseling: Using Mindfulness to Enrich the Counselor-Client Relationship.
Friday, **May 6, 2016**. 9:00 am – 4:00 pm
Facilitators: **Jennifer Earls, Deepesh Faucheux, Linda Faucheux**

Advanced Resume Writing
Friday, **June 3, 2016**. 9:00 am – 1:00 pm. Facilitator: **Louise Kursmark**

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.

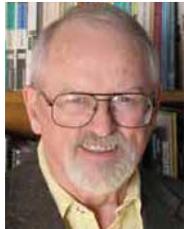


Singapore: March 14-15-16, 2016 [Dick Knowdell]
Atlanta, GA: April 11-12-13, 2016 [Rich Feller]
Chicago, IL: June 26-27-28, 2016 [Rich Feller]
Washington, DC: September 12-13-14, 2016 [Rich Feller]
Los Angeles, CA: December 5-6-7, 2016 [Rich Feller]

BUSINESS DEVELOPMENT & MARKETING CERTIFICATION WORKSHOP.

One-Day Workshop. 7 Continuing Education Hours.

Workshops led by **Dick Knowdell**



Singapore: March 19, 2016
Atlanta, GA: April 14, 2016
Chicago, IL: June 25, 2016
Washington, DC: September 15, 2016
Los Angeles, CA: 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



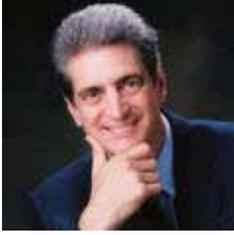
Are you interested in a program that ensures you are meeting your SSSP goals by helping students choose the right major and career pathway? If so, I invite you to join me for my Inner Heroes Certification Training. Inner Heroes Program helps students find careers that match their personality strengths 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.**

A new way to get clients from the Internet

In this electronic age I discovered the fairly straightforward, service-oriented marketing program. I offer him him free online webinars. Some of the webinars I am the organizer/host. Others are delivered by colleagues. I have about 20 webinars now. A few I repeat every month; the rest are woven in to a three month cycle. When any webinar is complete, "Go to Webinar," sends me the name, telephone number, and email address of participants. By always surveying the participants to make sure your webinar is the best it can be, you can call them up asking for feedback. In that conversation, if they are in need or want career coaching, you can bring in a new client immediately! Employed or unemployed everyone is job hunting in some manner, working to advance their career nowadays. Therefore I have webinars about job search, and also webinars just to improve productivity and satisfaction on the job. I soon will password-protect These webinars. For now they are free open and available to you, your friends and relatives, your job search And career-search clients, and anyone who feels they might profit from attending. Here are 10 I displayed last month, and 5 others I will tell you about this month. Feel free to come and join any or all of them. You'll find the schedule at LucrativeCareersInc.com.

Five more webinars

How to get a job with the federal government. How resumes for government jobs are different from resumes in the private sector? What are the differences and networking between the private sector and the government? You will learn the "10 steps" to securing a federal job – shall secure your own career.

How to beat the system and get a raise

If you don't do anything typically you don't get much of anything. The "system" tries not to give you a raise. Do you believe that? I you one of the people who are so skeptical that they won't even try? This workshop takes one hour to deliver, but 10 weeks or so practice. But it's worth it. 80 per cent of the people who take the course get a raise in 10 weeks or sooner.

How to get \$100 from the IRS to help you do a job search.

Do you know how much you can deduct from your taxes for job search expenses? Do you know a loophole which will allow you to deduct 120 per cent (that's right, more than 100 per cent) of your job search expenses?).

Age Discrimination

1) Baby boomers have bent society around themselves re Gerber Baby Foods, hippie love children yuppies, and now "old geezers?" They won those battles, but they didn't win the battle of age discrimination. 2) How do you know when it's happening? 3) What are legal ways to do with it? 4) Do you know how to address it, including when to bring it up?

Overcoming Procrastination: Why do we procrastinate? Fear, unpleasant, not important, can't get started. Remedies covered in the Webinar.



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***

Work History Analysis: A Systematic and Comprehensive Approach To Identifying Job-Related Skills

Job-related skills are often called screening skills. These are the critical skills specifically required to do a job. These are usually posted in the job posting or job description and are usually evaluated early on in the application process. It is this set of skills that will tell an employer whether-or-not someone has the core capability to perform a job and whether-or-not he or she should be considered for an interview. Because of the importance of getting past the first screen, one of the most critical questions we can ask a job seeker when analyzing their prior work-related skills, abilities, experience and achievements is; “Can you tell me what you did in your previous job(s)?” On the surface, it sounds very simple when in fact it is a very complex question. In most instances, job seekers can only identify seven (7) to ten (10) tasks...even though we know that every employee performs between thirty (30) and forty (40) different daily tasks. In other words, we end up with deficient job-related skills information that results in more applicant rejection because we aren’t detailed enough in our work history analysis. To overcome this detail deficiency we evaluate every paid, volunteer, or military work experience, lasting more than six months, by asking a series of twenty-two (22) questions.

What is your prior employer’s contact information?

What type of driver’s license was required for the job?

What type(s) of occupational licenses and certifications were needed?

What were your ten (10) most critical daily job tasks?

What types of data did you work with and what did you do with it?

What types of people were you involved with and what did you do with, to, or for them?

What types of hand tools did you operate? What types of industrial equipment was used?

What types of test equipment was used? What types of office equipment was used?

What type of rolling or track equipment did you operate?

What types of computer hardware and peripherals was operated?

What software packages did you use?

What types of employee-selection and recruitment job tasks were performed?

What training-related job tasks were performed?

What supervisory and management-related job tasks did you perform?

What value added skills did you use? What awards and honors did you receive?

What promotions and advancements were earned?

Did you receive bonuses, incentives and/or merit raises

What worker characteristics (reliability, productivity, problem solving, etc.) did you exhibit on the job? What successes can you say you achieved on the job?

What successes can you say you achieved on the job? The answers generated from this type of detailed questioning result in better resumes, applications, and interview answers. If you have questions, want to make a comment, or want a complete set of exercise worksheets and Power-Point slides, contact me at ***workwizard@aol.com*** or call me at **(800) 361-1613**).



SMART JOB SEARCH, by Susan P. Joyce

Susan P. Joyce is Editor/Publisher of Job-Hunt.org and WorkCoachCafe.com. She is a Visiting Scholar at the MIT Sloan School of Business, and is the author of *How to Find a Job Using Craigslist*. She is co-editor of *New Year, New Job!* Her background includes service in military intelligence in the United States Marine Corps. Contact her as follows:
e-mail: sjoyce@netability.com

Ten Indeed.com “Hacks” for a Smarter Job Search

Indeed is a true search engine, with much of the muscle, intelligence, and flexibility of any other search engine, and those capabilities can be leveraged in very interesting ways that many job seekers don't try. Unlike Google, Indeed searches only through its gigantic database of open jobs - perfect for job hunting! And, more than other search engines, because Indeed only has jobs in its database, Indeed's search results will vary from day to day or even hour to hour as new jobs are opened and others are closed. The job that was open yesterday morning may not be listed today. And, of course, the reverse is also true - that search which found nothing yesterday, may be very productive today because an employer (or employers) posted new jobs that matched the search. So, if you don't find your perfect job today, try again later today, tomorrow, next week, or next month.

Indeed Basic Keyword Search

Like any other search engine, an Indeed search on the term office manager will return entries that contain both of those words, side by side or separated and out of order. The difference with Indeed is that those words will be included both in job titles and also in the sentences or paragraphs in various job descriptions. So, results will include jobs that contain those words in the job title like “Product Support Front Line Manager, Boston office” and “Bookkeeper/Office Manager.” It will also return results that include the words “office” and “manager” anywhere in the job description. This simple search is best used when you want to find jobs and/or employers requiring a specific degree (like BS or MBA), a professional designation (like CPA), a certification (like PMP), or something similar which is only one word. Then, the results could be useful to you regardless of where the term appeared, in the job title or in the description.

Indeed Search “Hacks”

These search short-cuts will help you find what you want more quickly.

Note: All of these advanced searches (a.k.a. “hacks”), described below, apply only to Indeed.com's “what” search box.

1. Enclose phrases within quotation marks.

These are especially useful for job titles, like this: “office manager”

This search will show you jobs that contain those words in the description, like “working with the office manager” as well as in the job title. This search would not return results where the words are separated (not in a phrase) or out of order.

That kind of search can be very useful, but if you want jobs with a particular job title, the next two hacks are more productive.

2. Specify job titles.

If you want Indeed to search only through the job titles, you can tell it to do exactly that. Pretty simply, too. Just add the word “title” plus the colon (:) in front of the job title, like this:

title: accountant

3. Specify job titles that are phrases.

Since there are so many different kinds of accountant jobs, you can ask Indeed to find exactly the ones you want. For this example, let's use tax accountant. If the job title is a phrase, like tax accountant, you can combine Hack # 1 and Hack # 2, like this: title: "tax accountant"

In this case, we are telling Indeed that we want only the jobs where the job title is "tax accountant." And that's exactly what Indeed will find.

4. Specify your target employers.

Like specifying the job titles you want, you can also tell to find your target employers.

For example, let's say you want to work for ABC Construction (a mythical company for this example), and you're curious about what jobs they have open now. To find the jobs ABC Construction has open, use this query: company: "ABC Construction"

Similar to the way you tell Indeed to find specific job titles for you, you can have Indeed search for jobs with a specific employer by typing in company: [company name].

If ABC Construction has any jobs open, Indeed will show them to you, from newest at the top, to oldest at the bottom or last page.

5. Find a specific job title at a target employer.

Combine Hack # 3 and Hack # 4 to find specific job titles with a target employer. So, if you wanted to be a tax accountant for ABC Construction, your query would look like this -

title: "tax accountant" company: "ABC Construction"

If ABC Construction has any tax account jobs included in Indeed's database, this search will show them to you.

6. Find either/or job titles

Very often the job title used for the jobs posted may be slightly different, even for the same employer (different departments). Indeed can help you cope with those situations by allowing you to do an "OR" search, like this -

title: "administrative assistant" OR title: "admin assistant"

Or, if you want a job that can be described more than one way, you can combine those terms into an either/or search like this search for someone who is getting started in their career -

title: "entry-level" OR title: junior

7. Find jobs with a specific skill set.

Maybe you're trying to figure out which job title is best for you by exploring the job titles used to describe people with your skills. Or maybe you just want to see jobs that require a specific skill set you have or are considering acquiring. In this example, we'll assume that you have experience with social media, and you are curious what jobs and/or employers are looking for people with social media skills. So, you would do this search: "social media"

That search, a basic keyword search, will return jobs with the term social media included in the description as well as jobs with the term social media in the job title. If there is an employer with the term social media in the name, jobs for that employer will also be included.

8. Find jobs with the job title you want plus a skill set or industry.

You know the job title you want, and you are looking for that job with a specific skill set included. So, if you wanted to find executive assistant jobs in the real estate industry, you would combine a job title search with a keyword search. That search would look like this -

title: "executive assistant" "real estate"

9. Find jobs with the job title you want but without something you hate to do.

Let's assume that you want an administrative assistant job, but you don't want to be the receptionist, too. To find the admin assistant jobs that exclude those with receptionist duties in the descriptions, your search would look like this: title: "administrative assistant" -receptionist

10. Find the job title you want, at the employer you want, but without something you hate to do. In this example, you've decided that you want that administrative assistant job (without receptionist duties) at our mythical ABC Construction company. If that's what you wanted, this would be the search you would do:

title: "administrative assistant" -receptionist company: "ABC Construction"

HOT TIP:

Pay close attention to the sponsored jobs, often found below the what/where boxes at the top of Indeed search results pages. You'll see the word "Sponsored" in red (usually) at the bottom of the entry. Also check the right column of the search results page to see if an employer has been highlighted there. If visible, consider those jobs and those employers to be more interested in gaining your attention. They have paid Indeed (though a bidding process similar to Google AdWords) for that greater visibility on Indeed. So those jobs may be more urgent or important for those employers to fill.

Check Out Indeed's Advanced Job Search for More Options

All of the hacks above used Indeed's standard "what" query box. To get even more refined results, click on the "Advanced Job Search" link at the right end of the "where" box on an Indeed search results page. Indeed's Advanced Job Search allows you to specify estimated salary ranges, job type (full-time, part-time, contract, internship, or temporary), and other interesting options.



SOCIAL MEDIA and YOUR CAREER **by Melissa Venable**

Melissa Venable, PhD, guest edited our Fall 2013 journal special issue on the topic of Social Media and Career Development. She is an Education and Career Writer in Beaufort, South Carolina. Contact her at:
e-mail: <melissa.venable@yahoo.com>

What Makes Social Media ... Social?

The term social has different connotations in different contexts, but is often thought of as something informal or fun. Social media (e.g., Facebook, Twitter, LinkedIn) can be both of these things, but in the context of career development and a job search, these tools also allow for formal professional networking and serious conversations. So, what is it about these platforms that makes them social in the first place?

The Technology

The websites and apps through which we access our social media accounts allow for two-way communication anywhere that we have an Internet connection. It's the interaction we have with others through these tools that makes them social. We can communicate with a single person, with a group of people, or with the public-at-large depending on our account use and settings. The technology also lets us, and our clients and students, control how we are presented online in ways that become part of an Internet search [1].

The Expectations

When you *arrive* on a social media platform, there's an expectation by other users that you are there for a reason. Some of the top reasons that can impact us professionally include: staying current with news and events, sharing an opinion, networking, and meeting new people [2]. When you open a new social account you may have to introduce yourself, but you don't have to explain why you are there; you are in good company with people who also want to connect with you.

The Ideas

What is all of this sharing about? When we get beyond vacation and family pictures, our favorite restaurant meals, and all of the coffee and cats we share online, social media provide forums for thoughtful exchange, feedback, support, criticism, and inspiration of ideas [3]. Whether you monitor discussions in LinkedIn Groups or participate in live chats through Twitter, chances are you've encountered at least one new idea recently that was related to your work and career. Social media can provide the catalyst to initiate a new project or the information you need to go back to the drawing board.

The People

We may connect with others through our computers and phones, but it's the individuals using social media that drive the sharing and idea generation. Anyone can participate in these platforms to publish their own work and thoughts, and broadcast them to a wider audience. In a way, everyone has a voice via social media – a way to share his or her stories and to develop new relationships with people around the globe [4]. Recruiters, career centers, nonprofit organizations, professional associations, trade publications, and private businesses are using social platforms to communi-

cate with customers, employees, and prospective applicants. What are you waiting for? Make the most of what social media's technology, expectations, ideas, and people make possible in the context of career development.

References

[1] **Manage Your Online Reputation, from Google Support**

<https://support.google.com/accounts/answer/1228138?hl=en>

[2] **Top 10 Reasons for Using Social Media, from Global Web Index**

<http://www.globalwebindex.net/blog/top-10-reasons-for-using-social-media>

[3] **It's Not About "Engagement" – Using Social Media to Make Ideas Happen, from 99u**

<http://99u.com/articles/7048/its-not-about-engagement-using-social-media-to-make-ideas-happen>

[4] **What Makes Social Media Social? from Elliance**

<http://aha.elliance.com/2014/10/02/what-makes-social-media-social/>

Resources: Social Media, from WhatIs.com

<http://whatis.techtarget.com/definition/social-media>

JOB OPPORTUNITY for INDEPENDENT CONTRACTOR

Part-Time Career Coach in:

Boston/Cambridge, Massachusetts

Tucson/Phoenix, Arizona

Georgetown, Kentucky

Provide career transition and acclimation assistance for the spouses/partners of relocating employees.

Provide the following career transition services to trailing spouses, including:

- Customized Career Transition Coaching
- Professional Resume/CV Writing
- Career Assessments
- Job Search Strategy and Resources for the Job Search
- Relocation and Acclimation support

Requirements:

- Flexible schedule to deliver services across multiple time zones
- Available to provide occasional face-to-face coaching as needed
- International coaching or related intercultural experience (Boston/Cambridge only)
- Not be working full-time
- Able to work with a diverse population of relocation clients looking for career or other meaningful pursuits.

Contact: Resumes and letters of interest can be emailed to REA's **Marci Ritter at e-mail: mritter-kelly@reacareers.com.**



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. Author of the recently released *Essential Guide to Career Certifications* (<http://bit.ly/1hbNBxE>), she is also winner of the 2014 Maryland Career Development Association Outstanding Career Practitioner Award, and the Middle Atlantic Career Counseling Association Professional Contributions Award. Contact her as follows: **443-254-8173. e-mail: paula@paulabrand.com.**

LinkedIn Groups Demystified: Understanding the Basics (Part One)

Though LinkedIn Groups are a major feature of this popular website, many people do not know enough about how they function to put them to good use. I hope to change that by explaining how you might get more out of your groups on LinkedIn. Starting with the basics, this article will explain ways to find appropriate groups within LinkedIn, what to consider before joining, how to become a group member and how to navigate your Groups home page. Last year, LinkedIn implemented a major overhaul of its Groups which changed their look and functionality. There has been a lot of uproar about the changes (especially among Group Managers who really felt the changes to the administrative side). Aside from this controversy, the overall purpose of LinkedIn Groups remains the same: to stimulate topic-based conversations and activity among members. Though there is still debate on the positive or negative impact of the changes, LinkedIn Groups can still provide a useful way to share information, learn from colleagues and enhance your online presence.

Let's start with the basics:

You can join a maximum of 50 LinkedIn Groups, though it's best to keep it at a manageable amount. If you join groups you want to engage in them, so think about how much time you have to spend interacting with your groups and how many might be an ideal amount for you. Also, always leave a few slots open for future groups you may want to join. You can leave a group at any time by going into your group settings and choosing Leave Group.

How to find groups to join:

To get started, find one that suits your purpose. Most groups are based on a topic, profession or some other commonality. Begin by typing keywords relative to the group you want to find (i.e. career professionals, New York career coaches or job search experts) into the main search bar to see what groups exist on LinkedIn (this can take some trial and error). Another idea is to look at colleagues' profiles, see which groups they belong to and consider joining some of those (the caveat to this is that Unlisted Groups will not be viewable to you on someone's profile unless you are both in that group already). Also, you can seek out industry leaders and ask them which groups they personally recommend. Finally there is a Discover tab that suggests groups to join (see more at the end of this article).

Is this the group for you?

Once you find a group that sounds like a good fit, you might want to look further before asking

to join. When deciding which groups to join, it can be helpful to consider who runs the group, the level of activity, where most members live or work and the size of the group. The reputation of a Group Manager can have an effect on membership demand and quality of discussions. The location of group members can be important too. If you live in Maine but you are planning to move to Florida, joining a group of career practitioners operating in the Southeastern US might be helpful as you make the transition and settle into your new location. Group size is a major factor, depending on the experience you seek. Smaller groups may have a narrow focus, less activity and seem more manageable. Some large groups have tens of thousands of members with daily or hourly activity. When groups have a large membership and lots of activity, there can be a greater amount of information to sort through, which may take more time. On the other hand, when you post something to a larger group, you have more potential for visibility and increased opportunity for people to share or comment on it.

Becoming a member of a group:

Once you find a LinkedIn Group you would like to join, click on Ask to Join in the upper right corner of the group information page. You must ask to join each group and be accepted by a Group Manager. Some LinkedIn Groups are open to anyone. Others restrict membership based on specific criteria (formerly called Closed Groups, they are now called Unlisted Groups). Alumni associations offer a common example of this type of group, where your request to join is pending until someone can verify that you attended that institution. Similarly, some professional organizations require that you are a paid member of the association before you can join their LinkedIn Group. Please note that once you join, the icon for that group will appear on your profile and showing the groups you belong to is a positive way to showcase your affiliations. However, you can hide the icon by changing the setting. This may seem like an odd thing to do but it's most useful when someone is working but also looking for another job. In this case, a client may not want others to see that they are a member of a group that is tied to job search or tied to the current employer's competition.

Accessing your groups:

The groups you belong to can be found by clicking Interests on the main menu and then selecting Groups. On this landing page, you will see a Groups menu bar with three choices at the top of the page: Highlights, My Groups and Discover.

Highlights - Acts as the homepage for your groups. Here you'll see a list of active discussions from multiple groups, all in one place. On the right you see your most active groups.

My Groups - Lists all of your groups, starting with those that have the most current activity and usually if you're the Group Owner or Group Manager, those are on the very top whether or not they're active. By clicking on the gear icon to the right of a specific group name, you can access the settings for that group.

Discover - Suggests other groups you might want to join. Recommendations will be strongly influenced by the data and keywords within your profile. Therefore, if you don't have many connections and/or your profile is bare, the system's suggestions may be off point. Start adding more data and the system should get smarter to recommend more appropriate groups for you. Now you know the basics to get started with LinkedIn Groups: How to join, what to look for when deciding to become a member and how to access your LinkedIn Groups. In Part Two, we will discuss how to be an active and valued member of a LinkedIn Group, the features you can use as a group member and how to enhance your use of them.



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**.

Contact her at elisabeth@worknetsolutions.com.

Troubleshooting the Job Search to Help Clients Land Faster

Many of us spend valuable time preparing our clients for the job search. It is important that once they begin their search we help them constantly troubleshoot to get their best results. Use these tips with your clients, and teach your clients to troubleshoot their own search. In simple terms, you want to:

1 -- Identify what is working and what is not working. To what point, or at what points, is their strategy is working? Where is their strategy failing or breaking down?

2 -- Strengthen, even expand, the parts that are working, and address the parts that are not by improving or changing something. Here are the key break-down points in the job search, and guidelines on the problems to consider and address at each point. You can find more on the specific suggestions I mention in the articles available at <http://worknetsolutions.com/articles/>.

#1: Not Participating

Client Apathy – Revisit the client’s personal motivations, desires and pain, then position ‘participating in your services’ and the various activities you want them to invest in as vehicles that will help them get things that matter to them.

Client Fear – Discuss the ‘what if?’s of fully participating in your services, then work with the client to reduce their fear, increase their desire and acknowledge their pain so they feel more comfortable participating.

Client Instability – Access resources to address issues that hinder them from participating – child care, transport, housing, physical/mental health, etc.

Your/Organizational Lack of Credibility – Help the client see that you/your program wants the best for them, is trustworthy, and offers high-quality resources, connections, support and expertise that will help them quickly land good work. This may include testimonials and proof from former clients who are like the individual and impressive/relevant employers.

#2: Not Job Searching

Client Apathy – Revisit the client’s personal motivations, desires and pain, then position ‘job searching’ and ‘working’ as vehicles that will help them get things that matter to them. Revisit the client’s job target to be sure it accommodates their fascinations and values in order to increase their interest in moving forward.

Client Fear – Discuss the ‘what if?’s of job searching and working, then work with client to reduce their fear, increase their desire and acknowledge their fear so they can begin searching.

Client Lack of Focus – Clarify their target job(s) so they can clearly determine who to pursue, what they need to prove, and plan their search schedule. Increase accountability for the client regarding their job search schedule and goals so they can prioritize it even as life is busy. This may mean daily check-ins or a weekly job search goal-setting group.

Client Lack of Know-How – Teach them how to job search, including fresh approaches that work today.

Client Instability – Access resources to address issues that hinder them from searching – child care, transportation, housing, mental health, clothing, phone or computer access, literacy, etc.

#3: No Employer Response

Weak/Unproven Skills – Re-tool the client’s initial approach (resume, cold call intro, elevator pitch, etc.) to show clearer proof of their qualifications for the job target. Or, choose a new job target for which they are more clearly qualified, then prove it.

Initial Distraction – From the employer’s perspective, scour the client’s initial approach (on paper, online, phone, in person, references, presentation, attitude, dependability, motivation, network) to identify and remove what is getting them screened-out.

Traditional Job Search Strategy – Try non-traditional approaches, i.e., leading with something other than applications and resumes, pursuing target companies via the hidden market, and using side doors that lead directly to decision-makers.

#4: No Second Responses

Employer Deems Skills Not Good Enough -- Help the client better represent, demonstrate, and articulate their skills for the job during every interaction with employers, or change their job target so they can quickly land and then move toward their original job target.

Poor Presentation – From the employer’s perspective, scrutinize the client’s interactions with employers (i.e., debrief, talk with the interviewers/employers, arrange mock interviews and get feedback) to identify and remove every reason they are getting screened-out. If the client does not interview well or present well in person, help them get initial and even second interviews over the phone.

#5: No Job Offers

Problematic References – Do a full reference check to hear what people are saying to employers about the client. As needed, coach the client’s references on what is appropriate to share, have the client call to make amends or choose new references, and/or help the client craft a good answer to off-set a weak reference.

Tight Competition – The client may simply need to press on, keeping touch with employers they have interviewed with in case opportunities arise and continuing their search.

#6: Lose the Job

Fired – Depending on the reasons given by the employer, have the client revisit the target job so their next job is a better match in terms of fascinations, skills and values, and/or use WorkNet’s six solution tools to address issues that caused problems on the job.

Quit – If they left because of the work itself, work with the client to re-assess their personal motivations, fascinations, skills, and values then target jobs that accommodate them. If the client left due to other issues, identify the problematic issues and use the six solution tools to address them.

Laid-off – If the client was laid-off due to company/industry activity, revisit their job target so their next job is likely to last longer, and/or teach the client to see trends so in the future they can pro-actively search and land a new job before or just after their current job ends. If the client was laid-off due to performance, see ‘Fired’ above.

I hope this thinking and these guidelines are helpful to you. If you are interested in the virtual training course “Increasing Employment Outcomes with Tough Clients, let me know. As always, thank you for letting me be part of your good work. elisabeth@worknetsolutions.com

CAREER DEVELOPMENT IN ASIA

The Career Development “Pill” for Singapore. by Gerald Tan [Continued from January]

Gerald Tan is a career development facilitator in Singapore. He has wide experience working in the public service on national employment trends and policies. Contact: gtanzp@gmail.com

[Author’s note: This commentary aims to explain the latest career development initiative introduced by the Singapore government and why it is timely to embark on it. It also explains Singapore’s social context impacting employment mindsets and possible barriers preventing the people from embracing career development.] Gerald Tan's article is continued here from our January-February 2016 Newsletter.

The Career Development “Pill” for Singapore. by Gerald Tan

The stuck workers

Regular employment has benefitted our workers by providing financial stability, a sense of purpose and a sense of belonging in a society that values economic contribution from its people. However, the satisfaction of our workers in their jobs is questionable. 23 per cent of employees in Singapore are unmotivated by their jobs, with a majority 64 per cent wanting to change jobs within 12 months. Their source of unhappiness comes from misalignment with company culture, leadership and workload. Singaporeans ranked among the unhappiest workers in Asia Pacific, with 75 per cent feeling that their jobs were only meant to provide income and nothing more.

The need for more income to cope with high living standards is also causing our workers to become more stressed. One in three employees find it hard to let go of work during holidays. Based on a 2011 study, Singapore also clocked in the second longest working hours in the world. The narratives behind these statistics paint a depressing picture of our work force. People are unhappy and unmotivated by their work and the workplace, wanting to change employers but still choosing to work long hours and on off days likely because of the salary. In a nation where cost of living is high, salary becomes the main motivator for working and many will choose to move towards where more money is at, rather towards career satisfaction. As pointed out by Mr Victor Mills in our local newspaper, our workers are making career changes based on minute salary increment rather than career satisfaction.

Our workers need to start aligning their careers with areas in which they are interested or areas where their work values and motivations can be met. Many of them should be able to do so, especially in our current tight labor market making it an “employees’ market” to explore job openings within or outside of their organization. However, there are some who will struggle to do so because they face barriers such as high opportunity costs to change jobs or careers, lack of self-awareness or the job transition skills to make a change. These plight of these stuck workers are elaborated below. The high living standards, large housing and car debts to pay, children expenses and the investment made into building their careers over the years have made some of our workers too hesitant or hasty (for a quick pay increase) in making a career change. They will only consider passion, interest and values in their career-change equation if it could stabilize or increase their income. Thus it becomes easier to hold on to the job that they have worked hard for and continue to enjoy the financial security that comes with it, making it a false sense of security.

There are workers who want a career change but do not know where and how to go about it. Some focused too much on their jobs and did not have time to or forgot to self-evaluate, reflect on their interests, values and skills, basically failing to do career development. Based on the Social Cognitive Career Theory, these people have lost touch with labor market developments and trends, possess old habits, untested assumptions and fixed mind-sets of their view of the working world.

The plight of our stuck workers need to stop somewhere otherwise it could spill over into social issues such as family and community cohesiveness. Career development needs to take center stage in the lives of all workers, not just those unemployed or wanting to make a change. The responsibility of this lies with the individuals and it starts from shifting our mindset from one of “lifetime employment” to “lifetime preparation”. Through SkillsFuture, the national career development portal would provide some direction and guidelines on how to prepare oneself for career change, how to assess their interests, values and skills. Training credits will be given to offset cost of training or retraining. However, more can be done by the private sector. Organizations, especially the Small, Medium Enterprises, need to start investing in career planning for their staff, as a form of talent retention and development. This is not easy, given that they could lack specialized human resource personnel to develop this area, lack basic human resource systems and policies to facilitate staff career planning, or simply fail to see talent management as a priority. Recruitment agencies also need to start helping clients to plan their careers instead of placing them in any high paying job so as to earn from their next placement.

The hard working seniors

In Singapore, the official retirement age is 62 years with a possible extension to 65 years and even to 67 years in time to come. As soon as our seniors turn 62, it is legislated that employers must offer re-employment to them. Re-employment means that our seniors get revised employment contracts to scope down their duties or change portfolio and often it also means a pay cut.

It is admirable to legislate contractual work for seniors because they do have very much to offer in terms of experience and skills. However, when faced with a revised employment contract offer, many of our seniors face a dilemma and wonder whether they should accept the contract and transition to a reduced role or explore other jobs or stop working at all. This is after all a generation of workers who have dedicated a lot of their lives to work so they are not well prepared to cope with the prospect of stopping or reducing work.

Seniors who choose to take on a reduced role in the same organization often feel a big loss. Their career building efforts suddenly end up in almost nothing. To some, this feels like an insult and it lowers their self-esteem. An acquaintance of mine used to hold a Director level position in his organization, only to be offered the role of a Senior Manager under re-employment. What made it worse was that his new role was in the same department where he was previously Director.

Some seniors will turn down re-employment terms as they still feel they can offer more than a scoped down job role. Who could blame them for thinking this way? After all, working life is second nature to them after having worked continuously for so many years. Now that they had the full work and life experience, they felt that they should be highly regarded and valued by em-

ployers. A new job should be easy to find. Wrong. The harsh truth is that employers here tend to avoid those at the re-employment age because of the high cost of medical insurance and the concerns about culture fit and the seniors' physical, mental capacity to equally contribute as much as the younger workers. These seniors find it hard to return to the corporate work world and eventually will accept any form of work, just to keep active and pass time. Some choose to freelance, take on part time or small projects. Others will have no choice but to work in menial jobs. The seniors who choose full retirement, could also regret later on because they are bored at home or are unable to cope with family life or duties after being so used to the outside working world. Oh, how they wish they had accepted the re-employment terms!

Although seniors are at the end of their careers, they are not a group that should be neglected. Much more can be done to harness the experience and skills of these seniors as well as to keep them active, connected with the society and learning. With our fast ageing population and life expectancy expected to also increase, it becomes an important issue which impacts social policies. A local newspaper article pointed out that helping seniors stay active in their careers could help them prolong their financial status, find meaning and remain connected with the society and avoid disillusionment with life.

Our hardworking seniors could benefit from career decision making frameworks and theories such as Donald Super's Career Life Stages or Hansen's Integrated Life Planning to help them find meaning in the twilight of their lives. Hopefully our senior can learn these from the SkillsFuture national career development portal. SkillsFuture training credits can also be used to pursue training in areas they have been interested in but had no time to do in the past.

Seniors should be viewed as specialists and be given support to become freelancers or volunteers to ensure they can work at a comfortable pace while benefiting others. There should be community structures, social activities to help seniors to network and support each other in both life and work. For example, seniors who have a common passion could start a small business, social enterprise or interest group together. These are but some initiatives mentioned in policy papers on successful ageing in Singapore.

Can Singapore benefit from the Career Development “pill”?

Singapore has benefitted greatly from good government policies in the past. With the SkillsFuture, resources and tools have been put in place. What is left is for the people of Singapore is to understand the importance of career development, reflect on their own life stages and take suitable action towards using SkillsFuture or other measures to do their career planning and development.

About the author

Gerald Tan is a career development facilitator in Singapore. He has wide experience working in the public service on national employment trends and policies. This article was contributed together with three other professionals with the same interests.

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[March 2016]

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