CAREER PLANNING AND ADULT DEVELOPMENT NETWORK

NEWSLETTER

Volume 38, Number 3 **Richard Knowdell, Publisher.** **Steven E. Beasley, Editor.** **May-June 2016**

IN THIS ISSUE:

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***

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***

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

NATIONAL CAREER DEVELOPMENT ASSOCIATION
2016 Conference: June 30-July 2, 2016. Chicago, Illinois USA
Contact: Toll free ***(866) 367-6232.*** **Visit:** ***www.ncda.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***

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

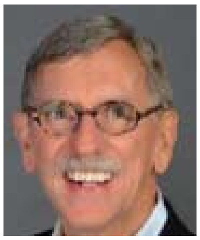
As educators and career professionals find their time stretched thin, some are attempting to create virtual career centers that serve as a primary portal to their services. Learn about ways to welcome your clients/students to a virtual web site that is much more than an impersonal and unorganized listing 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, IL: June 26-27-28, 2016 [Rich Feller]
Washington, DC: September 12-13-14, 2016 [Rich Feller]
California: December 5-6-7, 2016 [Rich Feller]

BUSINESS DEVELOPMENT & MARKETING CERTIFICATION WORKSHOP.

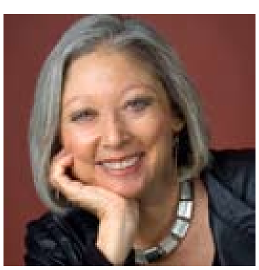
One-Day Workshop. 7 Continuing Education Hours.

Workshops led by **Dick Knowdell**

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

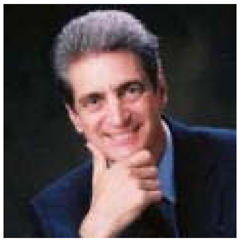
To register for the above programs or for information, contact: ***Dick Knowdell, Career Development Network. Post Office Box 611930, San Jose, CA 95161-1930 USA 408-828-3858; e-mail: rknowdell@mac.com.***

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.

Charging the Unemployed: Unfair? Impossible?

One of my career advisor protégés in my Chapman Private Practice Coaching moaned to me one day, "I just can't charge big fees to prospects. People won't pay that amount, and besides they're mostly unemployed."

Henry Ford once said, "Whether you think you can or think you can't, you're right!"
People always have money. They will always spend money on things that are emotionally important to them. Whether its good times or troubled economy, some things rise to the top of the "I want it" list, and some things fall to the bottom. Career coaching should always come to the top. Why? Because almost every other thing people buy is an expense, but Career Coaching is an investment. What if their car had four flat tires? What if they had unexplained bleeding and needed a medical test? What if their son or daughter was stranded in Abu Dhabi and needed airfare home? What if their dog got worms and needed to go to a vet? What if their refrigerator broke, or their hot water heater? What if the last Rolling Stones concert was happening and tickets were $500 each? What if their roof leaked, a window broke, the basement flooded, the furnace went out, or the sump pump quit. What if they got a deal on a $10,000 luxury resort vacation for $1000 and air fare?

Two questions.
Question 1. Would your prospect find the money? Would they "beg, borrow, or steal" to get the problem fixed? Answer #1: Yes, they would find the money somehow.
Question 2. Where would the money, ultimately, come from? Answer #2: The money would come from their career. Except for lottery winners and trust fund babies, we all pay our bills with money from our career.

Do you remember the fairy tale: The Goose that Laid the Golden Egg? A man and his wife had the good fortune to possess a goose which laid a golden egg every day. Lucky though they were, they soon began to think they were not getting rich fast enough, and, imagining the bird must be made of gold inside, they decided to kill it. Then, they thought, they could obtain the whole store of precious metal at once; however, upon cutting the goose open, they found its innards to be like that of any other goose.
Moral: Take good care of the source of your wealth – there are no short cuts.

The ultimate source of all the money to do all the things above (car, home, vacation, concerts, etc.) is our work life. How much do we invest in that? If your prospect sees that you're about the "care and feeding of the Golden Goose" they will pay anything you ask.

It is your job to get this across. Career Coaching is not a recurring expense people anticipate or even think about. Unlike electricity, gasoline, Starbucks, etc., it is an "unanticipated" expense. So, to get a portion of a prospect's budget to go towards Career Coaching you need to show that this is an investment, not a cost. One powerful way to do this is by using a "Special Report" I composed.

I am editing a ***new*** version of this special report entitled, Twelve Biggest Mistakes Job Hunters and Career Changers Make and How to Avoid Them. The report is chock full of savvy job search advice not the least of which is "Mistake #8": Doing your job search alone."

[If you would like a free copy of this report - and permission to use it in your own coaching business, send me an email requesting Twelve Biggest Mistakes Job Hunters and Career Changers Make and How to Avoid Them.]

Mistake #8 is illustrated by a chart that compares various "investments/expenses" we incur in life, and how our career is the sole source of being able to afford them. For instance it compares the $5000 spent (minimum) on a dog or cat over its lifetime – paid for by career – with the cost of a career job search program which costs less. It asks, "Your career is worth at least as much as your cat! Right?"

So, don't focus your attention on what your prospects may or may not have in the bank. Focus on how much more money s/he will earn because you help them get back to work 2 – 4 weeks (i.e. $2,000 - $10,000) sooner.

If you can deliver effective services, they'll gladly pay the bill.

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***

Tips To Interviewing With A Disability

If you've been in this field for any length of time, the odds are high that you've had to train someone with a disability to prepare for an interview. Disabilities come in all flavors. Simply stated, they can be a physical (blind, wheel chair bound, epilepsy, etc.), mental health related (depression, anxiety, bi-polar, etc.), or situational (ex-offenders, age, limited education, etc.). In each case, the disability creates a level of employer fear about a person's perceived limitations, how that person will interact with the people inside the company or the company's customers, and how he or she will be able to comply with the company's policies. The following are a few techniques that can reduce the employers "fear factor" and lower the odds of subconscious discrimination.

- Address obvious disabilities early on.
- Learn how, when, and if to divulge an invisible disability.
- Make interviewers feel comfortable.
- Avoid talking about what you can't do.
- Talk about job tasks and how you will be able to do them.
- Be ready to actually demonstrate that you can do the work.
- Show that you'll take on the responsibility of interacting with your coworkers.
- Stress that you will be as productive, reliable, and dependable as the other workers.
- Keep disabilities discussions short and strengths discussions long.
- Keep smiling, be positive, and don't get defensive.
- Try not to use clinical terms when discussing disabilities.
- Determine what strategies you will use if asked an illegal question about a disability.
- Bring up ways that you've coped with any limitations you divulge.
- Point out that there is no need for, or interest in, special treatment.
- Be ready to talk about ways the job can be redesigned to meet both the employer's needs and your own.
- Have facts, figures, how to acquire, and the costs of any accommodations needed.
- Learn about the company's hiring policies for disabled applicants...before the interview.
- Try to find out who insures the company for a heads up on the costs to insure you.
- Bring up both direct and indirect benefits of hiring you...or anyone with your particular disability.
- Try to talk to people with disabilities that work there about questions they were asked.
- Most importantly, look for an insider referral to get you an interview and act as your wingman, friend and champion.

Drop me an e-mail at ***workwizard@aol.com*** or call me at ***(800) 361-1613*** if you have questions or comments or want the rest of the piece on Interviewing With A Disability.

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***

Managing Your Google Resume

You have probably not heard of a "Google resume" before. But, they definitely do exist and, moreover, we all have our own Google resumes! Yes, we do all have a "Google resume," whether we know it or not. (And I'm not talking about a Google Plus profile.) Famous author Richard N. Bolles, who writes the classic best seller What Color Is Your Parachute? stated in 2009, "Google is the new resume." And, as usual, Dick Bolles was absolutely right.

What Is a Google Resume?

A Google Resume is what the world sees when they do a Google search using your name as their search criteria. Try it now yourself. Search Google for your name, your significant other's name, another relative or friend, or even your child's name. Surprised by what you find? Recruiters and sourcers relentlessly search Google for qualified job candidates and also to verify what they find on job applications. We all do similar searches whenever we are considering making a big investment, from movies and restaurants to cars and houses. Employers have the same instinct to learn as much as possible about a job candidate before investing in them. Because of those searches, each of us has a Google Resume, whether or not we are paying attention or looking for a new job. These days, the new job can find us.

How Does a Google Resume Work?

None of us can control what Google shows in search results, but we can influence it by giving Google what it prefers to show in search results. Usually in a hurry, recruiters seldom look past the first page of search results, so that's where most of us should focus our attention. Because people are usually interested in social media, a Google shows people what they want. A Google search results page for a search on a person's name will typically show their social network accounts. Facebook, Twitter, and LinkedIn accounts – in that order – will usually be in the top five results, even if the person is not particularly popular or active in each of those networks. Frequently, among the top five search results will be an entry like this – "Top 25 [name] profiles | LinkedIn." Showing that at least 25 people have the name visibly demonstrates to the searcher that they need to do a little more digging to find the right person. Clicking on that link brings the searcher to a special LinkedIn page with those people listed. If the person being searched has their own website or blog, that will typically be included near the top of the search results. White pages directories will also usually be included on the first page of search results.

Lack of Visibility on Google Is Bad
If there is nothing about someone in a Google search for their name, the impression given about the person is usually negative. Searchers typically make bad assumptions about invisible people:

1. The person is out-of-date.
Unless their profession requires online invisibility, the person appears not to understand how to operate in today's online social and business environment, and, thus, are not appealing to employers.

2. The person is hiding something.
It takes effort – or extreme lack of participation – to be invisible, so there must be a reason the person is invisible, and the reason isn't good. The person must be hiding something.

3. The person is not someone to hire.
Unless the person's name is so unique that no one else has it, they are vulnerable to mistaken online identity. Someone else will be found in that search, and that other may be unqualified for the jobs being sought, have an unprofessional image, or have done something an employer would not want in an employee. This ruins many opportunities, invisibly. Frequently, searchers are looking for a LinkedIn Profile. The good news is that LinkedIn Profiles are very visible on Google, usually within the top five entries on that first page, and they are also very popular with recruiters. But, a Google Resume is much more than a LinkedIn Profile, and if the recruiter or employer is really interested in the person, the other entries in Google results will be checked, if deemed relevant.

Impact of a Google Resume
A few years ago, a colleague shared a very scary story about one of her clients. This is a tale that many job seekers should know about because research has shown that this is very likely a common occurrence -- much more common than we probably know. My colleague prepared an excellent resume for her client which he used in several months of job hunting. After absolutely no response to resume submissions in four months, they finally decided to Google him to see if something there might be causing a problem. Bingo!

The Problem:
That Google search (finally!) showed them that this job seeker had a serious reputation management problem! Someone else using the same name was involved in a U.S. Supreme Court obscenity case! This is what ExecuNet appropriately named as "digital dirt." My friend's client was not the person named in the obscenity case, but it didn't matter. The name used by both men was the same. Someone who didn't know my colleague's client, like a recruiter receiving his resume, wouldn't know that he was not the person in the obscenity case. Result: many opportunities lost!

The Recovery:
They decided to make one simple change. The client added his middle initial to the name used for his resumes, business cards, professional association memberships, meeting name tags, and all of his other job search and professional identity. He also claimed that version of his name with a LinkedIn Profile. Within two months of making that change, the client was employed.

Managing a Google Resume

Recent research has shown that employers and recruiters Google job candidates more than 90 per cent of the time! So, knowing what they find, and impacting it is the smartest approach.

The Basics: These are the fundamental activities for managing a Google Resume:

1. Understand that online activities are being observed.

If employed, it is very likely that the current employer is monitoring the person's online activities, particularly when they are at work. Certainly future employers will be paying attention. Recruiters are trying to understand how knowledgeable the person is, how well they can communicate, and if they have the "right" personality to fit into their organization.

2. Create positive visibility.

As we have seen above, social media, particularly LinkedIn, are very effective tools to build positive visibility. Many other online opportunities also exist, providing the opportunity to create and sustain a reputation that will support their job search and career.

3. Behave appropriately online.

Operating with the knowledge that recruiters are observing online actions, understand that a price may well be paid for misbehavior. One may never know about opportunities lost, but that doesn't mean that losses won't happen. If ranting about politics or sports is necessary, a different version of the person's name and a different email address should be used in association with the ranting. Unless the career goal is a job that requires nastiness, the best approach is to avoid scaring off potential employers, customers, and network contacts, by online ranting and complaining. Using a different name and email address for online nastiness can help to limit the damage.

4. Research to find the best name to use professionally

Everyone needs to find a "clean" version of their name, one hopefully without any "digital dirt" associated with it – their own "dirt" or someone else's. They also need to avoid versions of a name used by someone famous or infamous. It's very hard to be on the first page of Google search results when someone with the same name is famous, so rather than being "Brad Pitt" (if that was the real name), the person could be "Bradly E. Pitt." Avoid the mistaken online identity problem by using the same, "clean" version of the name to avoid being confused with someone an employer would avoid hiring.

5. Consistently use the same name for all professional actions when online (and off-line).

Claim the clean name with LinkedIn, hopefully as part of a solid LinkedIn Profile. Add professional presence in other appropriate social media venues with that name. Use that same name for resumes, job applications, email, business cards, meeting name tags, professional directories, and all other online and off-line professional activities.

6. Know and leverage the best keywords.

It's important for job seekers and all of us who want careers to understand the keywords that are relevant to our job search and careers. We must use those keywords appropriately in professional (not personal) social media profiles and job search documents. Read The 25 Best Keywords for

Your Job Search -- http://www.job-hunt.org/personal-SEO/top-25-job-search-keywords.shtml -- for more details.

7. Google your name every week.

We should all know what Google shows people on that first page of search results. Because it changes often, the best defense is self-Googling every week. I know that's been called "ego surfing," but I don't care. Today, it's just smart self-defense. It's best to know what will be found when someone, like a recruiter or potential network contact or client, Googles your name. Learn and regularly practice the technique called "Defensive Googling."

Bottom Line

These are the facts of this new world of technology and constant search and research. Stay tuned, and pay attention to the articles in this column. Technology will change, and new tools and hazards will appear.

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, @IOLblog,
and @TechnologyTwins

Eight Ideas for Starting a New Social Media Initiative
There's no denying the importance of online presence, especially for those of us who are actively developing a business or professional reputation. There are many ways to do this, and social media is one of the most effective. Social accounts usually come up high in the list of Google results for a company name, for example. But getting the word out about a new account takes time and effort. A colleague and I started just such an initiative last month. While we both have our own individual social media accounts, we wanted to begin a joint venture to promote our shared interest in technology and career counseling, as well as our collaborative work on related projects and presentations. We are still laying the groundwork, but moving forward with the steps outlined below through our new Twitter account (@TechnologyTwins).

1. Maximize the account profile. Share who you are and what your interests are as much as the platform will allow. If you have a user name that is not your name (i.e., company or school name) consider mentioning the actual person behind the account updates in the profile. Provide links to homepages and other accounts if possible. Upload relevant images as profile and background photos.

2. Post updates often. When I see a new account that looks interesting, the first thing I do is look at the last 10-20 updates. Are they posting often? Are the posts relevant? If so, I might follow them. Having an initial foundation of posts, updates, tweets, etc. from your account is one of the best first steps you can take. This helps relay information about you and your goals for the account to others who might be interested in following.

3. Start following other accounts. Some people automatically follow you if you follow them. Others will see a notification that you are following and perhaps take a closer look at your account and follow back. Following other accounts is one way to make them aware of your presence, and it also adds their updates to your feed so that you can easily share and retweet their posts.

4. Use hashtags. Many social networking platforms - including Facebook, Twitter, Pinterest, Instagram, Google+, and YouTube - use hashtags (#) to help users find relevant content across the platform. Find out which hashtags are common in your field and add them to your updates as appropriate. In the career counseling and advising area, try #jobsearch, #careers, #careerdev,

#jobtips, and #careeradvice. You can create you own, too, just add the # symbol. Other users don't have to be following you to see your updates that include the hashtags they search for.
5. Connect with events. Are you planning to attend a professional conference or networking session? Add your new social account to your traditional business cards. Include it on your slides and handouts if you are presenting. Use the event hashtag (e.g., #NCDAChicago) to connect with event sponsors and attendees before, during, and after the event. Follow the conference and association accounts, too. It may also be helpful to add a link to your new account in your email signature to increase awareness.

6. Join an online conversation. Join as your new account, that is. Find places where people are talking about your topics of interest and participate. This is another way to get your new account "out there" so that others can interact with you and help share your updates. Twitter chats and LinkedIn Group discussions are two possibilities.

7. Invite others to join you. My colleague and I identified people following our personal accounts who might be interested in our joint venture, which is more specifically focused on technology topics. Through email and direct messages via Twitter we were able to announce our new effort and ask for support. You can also share news of an account from other platforms – post a LinkedIn update about your new Twitter account, for example. Many people are active on multiple sites.

8. Share your own stuff. Social media is all about sharing, so don't be hesitant to share your updates from one account to another. For example, you'll see me retweet items posted by @TechnologyTwins from @Melissa_Venable, and vice versa. This is one way to reach a wider audience with the new account. Don't worry about sharing the same resource more than once – you'll likely reach different people on different days and at different times of the day.

Launching a social media account can be time consuming, and it helps if you aren’t alone. Collaborative accounts allow for multiple people to contribute, so that no one person gets burned out making sure that the account is up to date and active. Put a game plan together that includes a few specific goals and a list of tasks each person will take on and when they will accomplish them.

Move your social media initiative from an idea, to registration, to full participation online! It's all a series of small steps, which you'll take one at a time.

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.***

Making the Most of LinkedIn Groups: Part 2 : Beyond the Basics
Are you making the most of LinkedIn Groups? If not, why not? LinkedIn Groups can be a powerful way to expand your network, display expertise and research industry topics. In the last issue, I explained some basics about LinkedIn groups such as: how to navigate your LinkedIn Groups home page, ways to find appropriate groups within LinkedIn, what to consider before joining and how to join. In this issue, I will delve deeper into this topic to explain group features, useful tips and general etiquette for LinkedIn Groups.

I joined a group, now what? Proceed with caution. Hopefully you implemented some tips from the last issue to make sure you are joining appropriate groups. Now, you want to confirm you made the right choice by merely witnessing actual group interactions. It's wise to get a feel for the group dynamics and style before jumping right into spouting strong opinions or posting anything that you might regret. Some groups are formal and members might frown upon using emoticons, while others are more laid back and have a lighter feel. Take your time to get acclimated to the group by seeing what type of content people are posting and how others are reacting to it. You can learn a lot by just observing. Don't forget, if you don't like what you see after joining, you can always leave the group.
Tip: The group manager might showcase (meaning it always stays at the top of the discussion page) a discussion designed to welcome new members and to give instructions (for example, some encourage new members to introduce themselves to the entire group when you first join).
Read the rules. To avoid making a bad first impression, it's wise to review any group rules before executing your first post. Some groups specifically state that you should not post jobs in their group forum. Other groups welcome and encourage this behavior. For the most part, groups will welcome job posting information and this can be a fertile ground for the Hidden Job Market. However, sometimes a group rule states that it is designed only for technical industry questions and to not post jobs. While job information is usually a positive, some groups are afraid of being overwhelmed by aggressive recruiters or inappropriate postings. Many groups prohibit any self-promotion type posts (which could include blog posts, solicitations, promotions, etc.). Even if there is no rule against, you do not want to be known for only posting this type of information.
Tip: If there are any group rules (not all groups have rules) you can find them directly under the About This Group section on the upper right side of the home page for each group.
Discussions: Starting a Discussion within a LinkedIn Group can serve so many purposes. Use this forum to help you network, display your expertise and gather useful information.

Networking – As you begin to start discussions and actively participate in the group, you will notice others who are very engaged in the group. This can be a great way to find LinkedIn members who share your passion. Don't be afraid to reach out to them. When you personalize your invitation to the person, don't forget to mention that you found them because you are both members of that group.

Sharing – If you come across an article, post or any other free resource that could be useful to others, why not share it in a LinkedIn Group? This act of generosity will be appreciated by your group members and others might like it, share it or comment on it. If you do this on a regular basis, it might be noticed by recruiters, the media or other people seeking your area of expertise. It's best to post on topics related to the group and associated with your brand. Sharing posts of others is a great way to show support to a colleague/organization/movement and it might help you get on someone's radar.

Research and gather information – LinkedIn Groups can be a fast and simple starting point for gathering industry information, testing out an idea or product and learning about best practices. You could pose questions to a career related group such as "Based on your experience, what is the best interest inventory to use with teenagers and why?" or "What are the best practices you employ in helping people find jobs?" These questions could generate a multitude of answers that would be a great starting point for further research. If you are trying to get feedback on a new product and are willing to have people test it out for free, you could post a request for volunteers. Asking group members for their opinion on a topic can often generate some lively discussions, especially if it's a debatable topic. In the past, I have seen a lot of activity around questions like these: "Do you think the résumé will become obsolete?" or "Do you think it's unprofessional to use emoticons in group discussions?"

Jobs: There is a tab for jobs within LinkedIn Groups. This is not the same as the Jobs tab on the main menu bar (where companies have paid money to post a job). The jobs tab in the group area is a place for individual group members to post jobs informally without paying to post. This can benefit job seekers and organizations alike. A job seeker could find a lead for an opportunity that is not widely posted elsewhere and a company could save money by having a staff member post it for free. Also, a group designed for industry talent in a certain geographic area can provide a well targeted audience for recruitment efforts.

Group settings: In the settings area, you can control a variety of group features. LinkedIn lets you decide how often you want e-mails from the group (which can range from being notified every time a discussion is started to only receiving a weekly digest of discussions). You can allow other group members to send you messages and you can opt in or out of letting the group manger send you group updates. This is also one place where you can select whether or not the group logo will be visible on your profile. When you are in the settings section for each group, you will see an expanded menu that includes tabs for Search and Members. Using the Members tab allows you to search for a specific person to see if they are a member of this group. Using the Search tab provides a way to sift through all discussions with a keyword or a name (to see if they have been mentioned in a discussion or have started a discussion). Searching through past discussions for "hiring accountants" might uncover some job opportunities that were only mentioned casually in a discussion.

A few notes about group etiquette: If you start a discussion, keep an eye on the subsequent comments. Chime in to the conversation to thank people who have contributed and to keep the conversation going. Don't post the same question in too many similar groups within an industry because there may be a large overlap of membership which might give an impression of over-saturation. Remember this is a semi-public setting and it's not easy to take things back. Think before you share. Don't be rude. Refrain from using inappropriate language or putting down others and think about the impression you are making when you post.
Tip: Remember that your behavior is going to build your brand one way or another. Keep all of your actions within the group positive.

I hope my articles on LinkedIn Groups inspire you to log in, play around, join some groups and make LinkedIn Groups a regular part of your strategy to increase your online visibility. If there is anything else you would like to know about LinkedIn, please contact me to suggest a topic for a future article.

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
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The Surprising Truth About What REALLY Works in Job Search
At the recent Career Thought Leaders conference, careers author and speaker Alexandra Levit shared findings from the 2014 "What the Most Successful Job Seekers Do Right" study conducted by DeVry University's Career Advisory Board. The findings run somewhat contrary to conventional wisdom. However, I was not surprised because I have seen these very realities with clients for more than a decade. Here are the findings along with lessons and applications for your clients.

What Constitutes Success?
The study reports findings from successful job seekers who had accepted positions less than six months after starting a search.

The Four Things Most Successful Job Seekers Do Right?
Effective job seekers do four things. They target their search. They customize their activities and message??? They are organized in their search. And, they are realistic about their opportunities.

Target

Surprise! Successful job seekers are very selective about the companies and positions they apply for. This is not a shotgun approach. In the study, 51 per cent applied to less than five positions. And by 'positions' they do not mean job titles (i.e., a candidate who wants to be a driver and applies for jobs as a Long-haul Driver, Delivery Driver and Shuttle Drive). They mean job openings. They applied five or fewer times total in their entire search! 66 per cent applied to 10 or fewer position (openings). In addition to targeting positions that are right for them, successful seekers target jobs for which they are right. In the study, 90 per cent targeted positions for which they met at least 75 per cent of the qualifications, and 41 per cent targeted positions for which they were more than 90 per cent qualified.
Lesson: A successful job search is not a big numbers game. Success comes with targeting. In the study, almost 1/3 of active job seekers got interviews for more than half of the positions they applied for.
Application: Once a candidate has identified the position (job title) they want to hold, they should verify that they are at least 75 per cent qualified for the position, and identify 5-10 companies they want to work for which offer the position. If there is more than one position the candidate wants to pursue, they should do this for each.

Customize

Surprise! Successful job seekers get to know the company and the position, then use what they learn to tailor how they present their talent. In the study, 67 per cent reached out to the contact person to ask about the position, and 32 per cent used their own network to get insider details about the company and position. When they applied, 67 per cent submitted not just an application but a customized resume with keywords and skills listed in the posting/description, and 56 per cent crafted a unique email or cover letter for each opening. Prior to the interview, 84 per cent customized their existing resume or crafted a new resume specifically for the opportunity. Also prior to the interview, 63 per cent read the company's website, 52 per cent searched the company online, 26 per cent searched the specific interviewer, 28 per cent spoke with people who currently worked for the company, and 46 per cent spent time finding concrete examples of how their skills matched the position.
Lesson: Instead of sending the same marketing materials to dozens or hundreds of potential employers, successful job seekers research their target companies/positions then craft custom communications that resonate… all in less than three hours a day, for less than six months!
Application: Candidates should research the company/positon by talking with the contact person, tap their network for insider details. Before they apply, they should use what they learned to craft a customized resume, and unique email or cover letter for each opening. Prior to the interview, they should learn more about the company via their website and an online search, get to know the interviewer via an online search, and talk with current employees then further customize the resume and brainstorm concrete examples of how their skills matched the position.

Organize

Surprise! Managing your time, keeping track of information, and following-up after interviews increases job search success. Turns out, job search does not have to be a full-time job. In fact, just 7 per cent searched for more than 3 hours per day, 47 per cent searched for 1-3 hours per day, and 45 per cent searched for less than one hour per day. To stay organized, 73 per cent kept a separate file for each opportunity, 64 per cent kept a weekly 'to do' list, and 50 per cent+ managed appointments using an online tool. Successful seekers followed-up early but not often. 65 per cent emailed thank you notes after interviews, 17 per cent sent note by mail, and 16 per cent did a thank you call. 64 per cent followed up after interviews at least once, but just 6 per cent followed up frequently.
Lesson: Organized, focused activity can produce result quickly. Plus, if you are targeting just 5-10 opportunities, you can manage your time, information and interactions to get the most out of every moment of the search.
Application: Encourage clients to spend 2-4 solid hours of focused activity on their job search each day. As they research and interact with companies they should keep the details in an easily accessible physical or electronic file. Also, help them determine how, when, and how often to follow-up.

Realistic

Surprise! Successful job seekers know it is unlikely they will get everything they want and are prepared to compromise some. In the study, most successful seekers accepted jobs they considered superior in only a few ways. 63% were hired into a role they wanted, 55% were hired by a company they wanted, 51% got work in location they wanted, and 46% were hired in an industry they wanted. Only 21% accepted what they thought were excellent offers, 61% accepted offers that perceived as good enough, and 19% accepted offers they thought were not good, but they wanted the work.

Lesson: We rarely get everything we want in a job. However, when you target your search on the positions you really want you are more likely to get more of what you want in the end, though you will likely have to make some compromise.

Application: If you clients target clearly, they pursue positions that offer them more. If they customize and stay organized, they increase the likelihood of winning those high-quality opportunities. Have them prioritize where they will and won't compromise. However, any offer using this approach is likely to be better than most offers won through a shot gun approach.

CAREER DEVELOPMENT IN ASIA

Career Development for a Fast Changing World, by Jeremiah Wong and Gerald Tan

This article was written to share our ideas with fellow career development professionals on how to help clients who may not be familiar of the career development process. In today's fast moving economy, clients can no longer afford to be passive in their current jobs. It is all about exploring, learning, connecting and maximising their potential opportunities! The steps proposed are based on Dr John Krumboltz's Happenstance Theory .

Introduction

Career development is commonly defined by organisations such as the Career Industry Council of Australia (CICA) and the National Career Development Association (NCDA) as the lifelong process of managing and exploring work, learning, leisure, and transitions in order to move towards a personally determined and evolving preferred future. On a micro level, it helps working individuals and students evaluate choices and make considered decisions about employment and education transitions. On a macro level, career development pays off in the form of a workforce that is more engaged, productive, self-evolving to meet changing work trends and more ready to ride the economic waves. Yet career development is still a relatively new concept among people in the ASEAN region. People may be aware of it, but may not fully understand or correctly and actively practise it. For example, some think that career development is only for executive-level professionals. Others think that investing all their time and effort into their current jobs is already a form of career development. There may also be some who are already practising career development without knowing what it is. This article has been structured in the form of some questions that your clients might have in their minds when you share the concept of career development with them.

What does Career Development look like?

The most important thing we need to help clients do is to change their mindsets about careers. They need to know that their careers go beyond their present jobs and should be viewed as a lifelong journey of experiences obtained across work and personal life, inclusive of paid or unpaid experiences. We need to help clients move away from the typical thinking of a career as one that is a continuous series of elevated titles and increasing salaries. The correct thinking based on the Happenstance Theory is that they should explore, cultivate and develop their interests areas outside of their work and take advantage of opportunities that come along. The diagrams below illustrate this point:

Typical Thinking of Career

John started off as an Assistant Finance Manager with one MNC Firm A. After working for a few years, he made a move to their competitor Firm B as they had a vacancy for a higher position which paid 20% more. To John, Firm B was a stepping stone because the role there elevated his status and made him more attractive to recruiters. After a few years in the role, Firm C offered John the role of a Senior Finance Manager with more pay. As John had a family to feed and a large housing debt, he chose to move to Firm C.

Enlightened Thinking of Career

John worked in the finance line and had an interest in fitness. John volunteered his free time as a fitness coach. After becoming a Finance Manager, John found that he wanted a career change to pursue his interests. As he already had built networks and a client base at the gym he volunteers with, he became a gym coach. Although the pay is not sufficient to feed his family, the boss of the gym paid John more by having him manage the finances of the gym. During this time, John also developed a need to give back to society. He started helping out as a Youth Adventure Facilitator working with children from low income families. Eventually, John decided to establish his own fitness centre so that he could provide more for his family while continuing to give back to society.

Your clients may think that this 'Enlightened Thinking of a Career' requires a lot of planning, and additional time and effort, as they view these as beyond their usual work. They may also find difficulty in balancing this concept with their commitments, and work and family needs.

It is useful to share with them that the career development process is something that is always in progress, based on their new experiences, new people they meet and new opportunities presented. The more interests they have and the more deliberate they are in pursuing their interests, it will help naturally to lead them to develop more Plan Bs and opportunities which fulfill their needs and values.

It can also be useful to highlight to them that if career development is only done at the point of unemployment, it may be too late. Unemployment adds to the pressures of coping with the loss of income, piling debts and lowered self-esteem. Given the pressures, they may fall into making quick and irrational decisions, and have lesser mental capacity to explore their options objectively.

Why is Career Development needed?

Clients need to understand that the relationship between employer and employee has evolved. In the past where the world was less technologically linked, employee loyalty was a desired and rewarded trait. Employers invested heavily to develop employees because they need the employees to be effective in contributing back .

In today's fast changing and competitive business environment, employers now want the best people working on their projects in the shortest time, possibly at the lowest cost. Unfair? This is reality. It is every business entity's right to account for their profitability and grow their businesses while maintaining low costs. Technology plays a big part in this because it has bridged distance and information, and allow global talent to be within reach from any part of the world. We are not just competing with a foreign talent; Uber-rization and freelancing services all make use of technology to allow easier ways for people to deliver professional services.

Clients need to know that they should have a say in how they want their careers to take shape, through career development. Clients need to take ownership of their career development, be proactive rather than reactive because the business environment is only going to evolve faster. Being proactive can help them get clarity on their preferences and needs, build up on their networks and competencies, and identify possible areas they can move into as part of their contingency plan in times of need, thus making them more resilient to face the future.

Who can benefit from Career Development?

Career development is generally beneficial to everyone at some point of their careers. The extent of its benefits will depend on each nation or state's own context of labour policies, economy, workforce and employers. For example, in a state where the only economic activity is heavily centred on manual agriculture, it may not be easy to introduce career development. Comparatively, in a city state where there are many different jobs around and with corporate progression structures within firms, career development becomes more relevant. We are also of the view that career development is especially useful for people who are employed, have their basic needs met (first two levels of Maslow's Hierarchy), and are therefore committed to invest time and effort to expand their career options.

How to Start Planning for Career Development?

Help your client to identify and develop their plans to pursue their interests, to do the things they like. Interest areas are usually the things your client find themselves doing on their own without prompting or payment from anyone, and/or are things that people tell them that they are good at. We have listed out four key steps that you could use with your clients based on Dr John Krumboltz's Happenstance theory. Happenstance theory advocates pursuing interests and opportunities in our fast-changing world today. Firstly, help your clients identify their interests. Look at what they are currently doing and ask them to identify their hobbies and non-work interest areas. Ask them to recall what others have told them they are good at or what they would do for free. Use psychometric profiling tests such as the Strong Interest Inventory [Strong Interest Inventory: https://www.cpp.com/products/strong/index.aspx] assessment to reveal more about their interests too. We suggest: Have your clients write out a list of their interests and things they would like to do. Be their motivator at this stage. Next, guide them to search intensively and extensively for people, groups, activities with common interests. At this stage, it is all about meeting like-minded people, joining in their social circles, participating in their activities such as conferences or events. Your goal at this stage is to guide your client to know how and where to look for like-minded people or bodies, expand their network and build relationships. This is Networking 101. Remind your clients to be genuine and have them add value to others through their service or time. We suggest: Have your clients identify the people, groups, associations, non-profit organisations, that have the same interests as them. Discuss with them on how they could reach out to the identified people and what could your clients offer these identified people. Be their network strategist at this stage. Help them build up knowledge, skills and experiences in their interest areas. You could tell your clients to see themselves as a budding expert in their interest areas. An expert is equipped with the relevant knowledge, skills and experiences and hence, that is something you need to guide your clients to build up on too. The idea here is to have your client seek their like-minded network for advice, read up on the latest developments, invest in training, attend conferences and workshops, offer to do pro bono projects, and write or blog about their thoughts and views to share with others. All these efforts build up their portfolio and showcase them as budding experts. While this may sound like a lot of work, encourage your clients by telling them that this is also the most gratifying part because people will start to recognise them as the real deal and this helps to open their network to more like-minded people and opportunities. We suggest: Guide your clients to build up their online profile using platforms like LinkedIn, Facebook and start documenting their work, projects and contributions into the platforms. Have them research and guide them in seeking possible courses, workshops, seminars, conferences and projects they can join in or contribute to on a pro bono basis. Be their accountability partner at this stage. Are they ready? Take advantage of opportunities that arise. This stage usually takes some time to reach so you may not get to follow up with your client for some time until they contact you again. All the time and effort they invest in pursuing their interests, building their network, increasing their knowledge, skills and experiences should culminate in new opportunities for them. By then, their network should also be strong enough to help refer or recommend them into roles that interest them or even start their own venture. At this stage, it is all about taking a leap of faith by seizing the opportunity after proper consideration of their values, priorities and motivations. We suggest: Help your client visualise a future of various possibilities. Manage their expectations by highlighting the time investment required and do also share that things might flow into an unexpected area. Remind them to keep working at it. Be their listening ear and coach if they come back to you with an opportunity they received. Remind your client that the above steps need to be repeated for different interests, all across their lifelong career journeys. There are no two ways around this. While it is tough and it requires work and time investment to perform the four steps, constantly encourage your client that they are not sowing for immediate returns, but for their futures. We hope this article has provided you with some useful insights and suggestions to help you guide your clients towards developing their careers, raising their awareness in career development and benefiting from well thought-out, careful and deliberate planning. There is a template called the Multiple Careers Action Plan attached below for your use with your client. Drop us a note if you found this article or the template interesting or useful, we will be happy to connect with you!

About the authors
Gerald Tan is a Career Development Facilitator (CDF) from Singapore. He has experience working in the public service on national employment trends and policies. His passion lies in mentoring youths from low income families to break the poverty cycle and he hopes to see the awareness and professional levels of career development raised in Singapore and ASEAN. You can reach him at gtanzp@gmail.com
Multiple Careers Action Plan (MCAP)

Jeremiah Wong
Jeremiah is a registered Global Career Development Facilitator (GCDF) from Singapore and has been career coaching for the last 4 years. His passion is in mentoring youth leaders and he hopes to see more actualised individuals build fulfilling careers and make an impact to the society of Singapore and the ASEAN region. You can reach him at jeremiahwcc@outlook.
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Typical Thinking of Career

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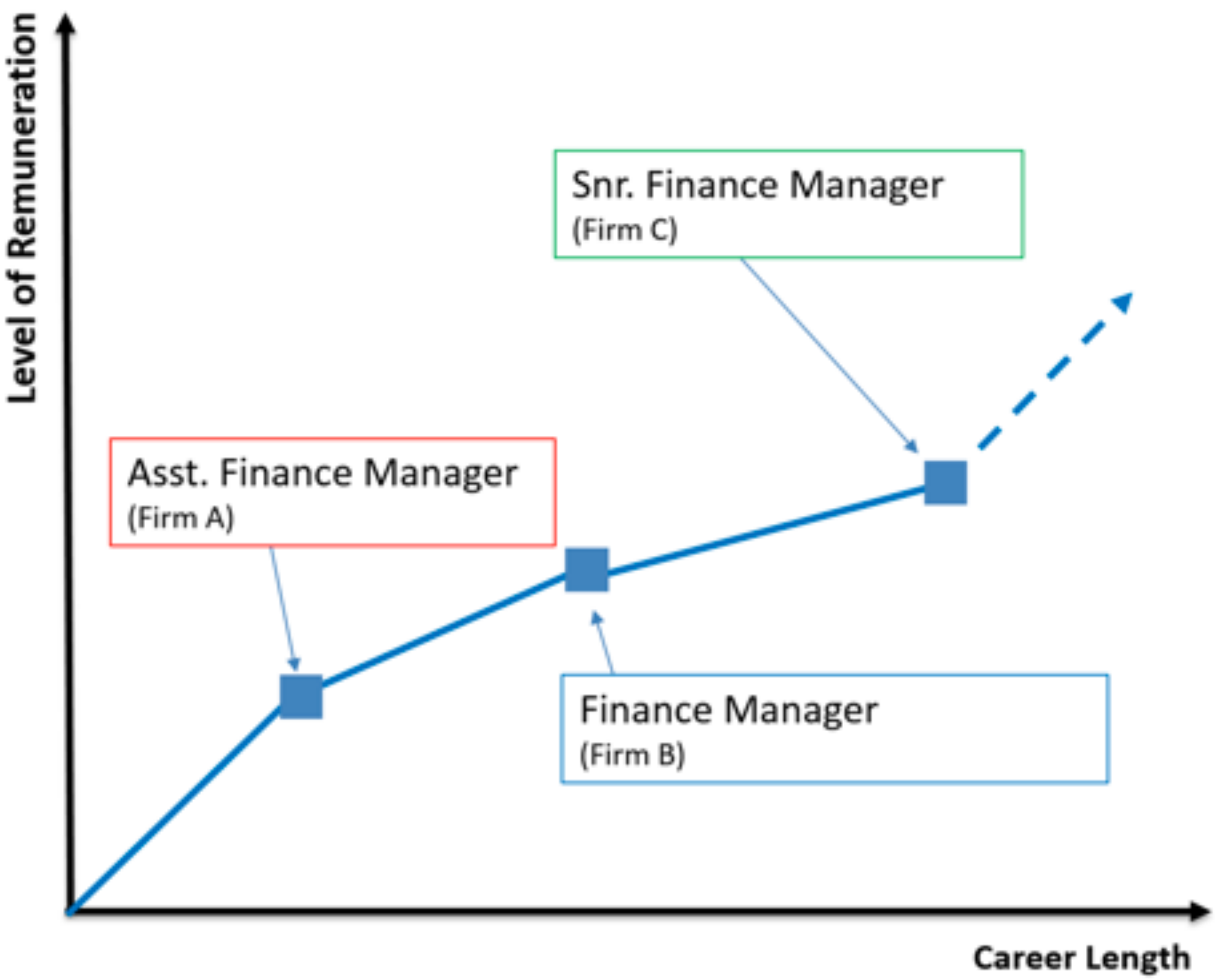

Enlightened Thinking of Career

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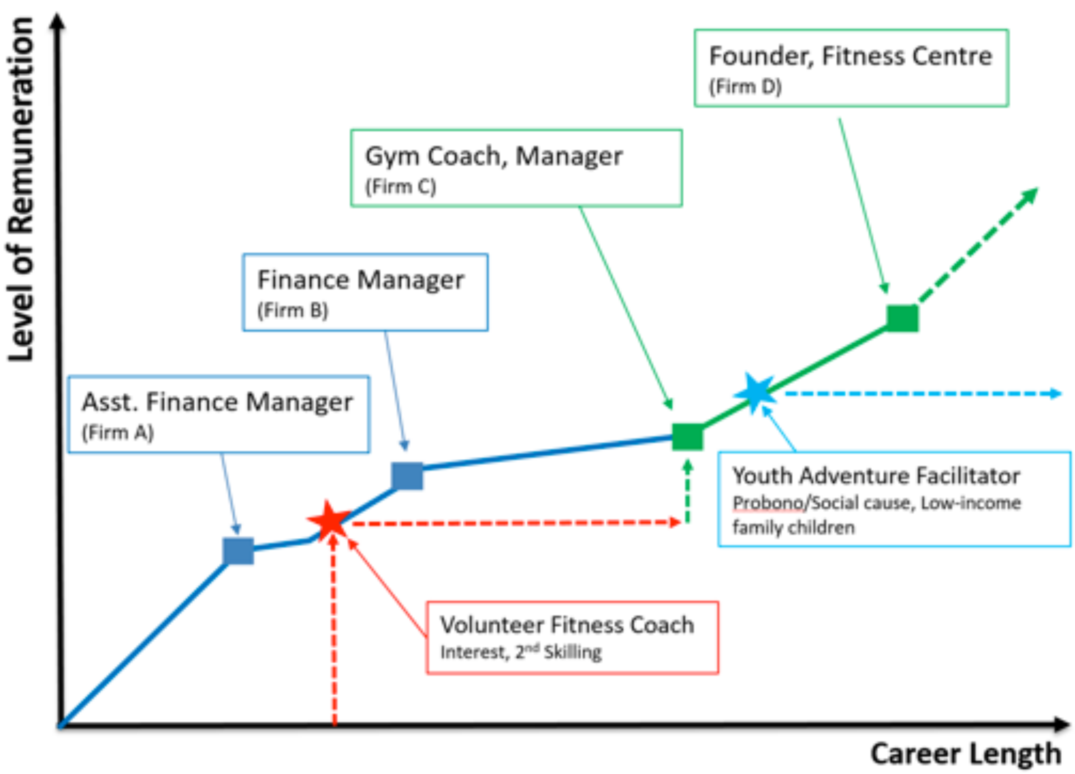

Multtiple Careers Action Plan

About Me	My Career Areas	My Time Effort %	My Multiple Career Tasks									
			Growth*		Explore*		Establish*		Maintain*		Disengagement*	
			Task	Target	Task	Target	Task	Target	Task	Target	Task	Target
	Investment Analyst at Local Bank	80%							Explore potential training providers & attain advanced level licence required for trading	By Aug 2016		
	Trainer	15%	Network with financial trading trainers to understand how they started their training.	Mar 2016	Request to participate in cross department projects that involve training Offer to conduct free financial trading classes for family	By mid Apr 2H of 2016						
	Farmer	**5%**	**Do research on stack gardening and hydroponics**	**2H of 2016**								

*** Refer to descriptions based on Donald Super's Career Life Stages. Color tone reflects the intensity of work related activities.**

MCAP developed by Jeremiah Wong and Gerald Tan (2016 V1.0)mailto:jeremiahwcc@outlook.com

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NETWORK MEMBERSHIP
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Includes Six Newsletters and up to four Journals
Check or PayPal Price at www.careernetwork.org: $49
Price If We Invoice You:--$59

MEMBERSHIP APPLICATION/RENEWAL FORM

Name: ____ Title: _____________________
Organization: ____
Address: ____
City: _____________________________________ State/Province: ___________________
Postal Code: _________________ Country ____
Phone: ______________________
e-mail address: ____
[May 2016]
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