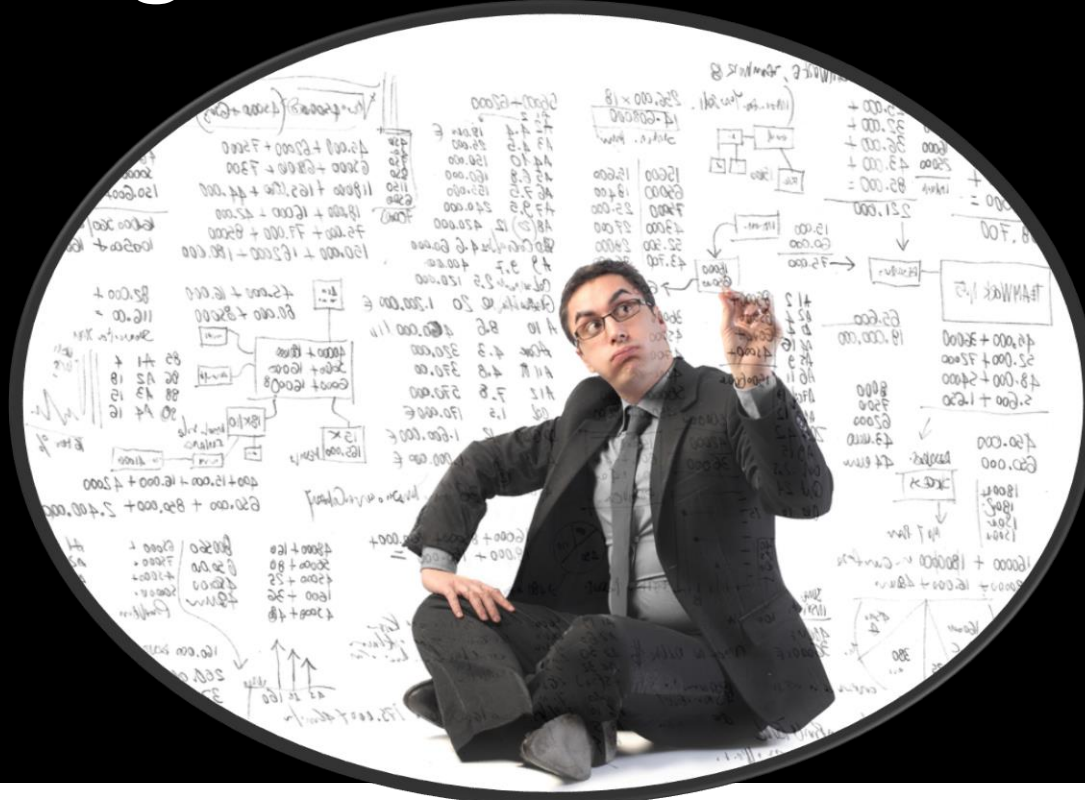


Solving the Career Conundrum



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Your Reality

Unemployment in Alberta tops national rate for first time in 27 years

2-16-16 – Calgary Herald

March 2016 Statistics

- Alberta Unemployment Rate – 7.1%
- Calgary Unemployment Rate – 8.6%
- Edmonton Unemployment Rate – 6.9%

<http://www.statcan.gc.ca/tables-tableaux/sum-som/l01/cst01/lfsso3k-eng.htm>

1983-1984 Calgary Unemployment Rate – 11-11.3%

<http://www.stats.gov.nl.ca/statistics/Labour/PDF/UnempRate.pdf>



My Previous Reality

United States Great Recession 2007

Dec 2007 – June 2009 -1 year 6 months

Wikipedia

California Unemployment

- 2009 – 11.3%
- 2010 – 12.4%
- 2011 – 11.8%
- 2012 – 10.5%

www.labormarketinfo.edd.ca.gov

Orange County-Unemployment Rate

- 2009 – 7.3%
- 2010 – 9.1%
- 2011 – 8.2%

www.labormarketinfo.edd.ca.gov



Learnings and Lessons

1. Stats don't get people jobs
2. Take care of yourself and your family
3. Change what you can
4. Prepare for the worst and hope for the best
5. You have chosen to hold the lantern – Do It!
6. Build lists of needed resources
7. Create positive job search groups – networking is essential
8. Explore all options with your clients
9. Provide much needed inspiration in various forms
10. Know that this will change and then pass on your lessons in the future



Transition Cycle

ENDINGS

This stage force us to let go of the old ways we have known and make changes beyond just our behavior. It may also involve a shift in our attitudes, beliefs assumptions, and relationships that have shaped our self-image and identity up to that point.

NEUTRAL

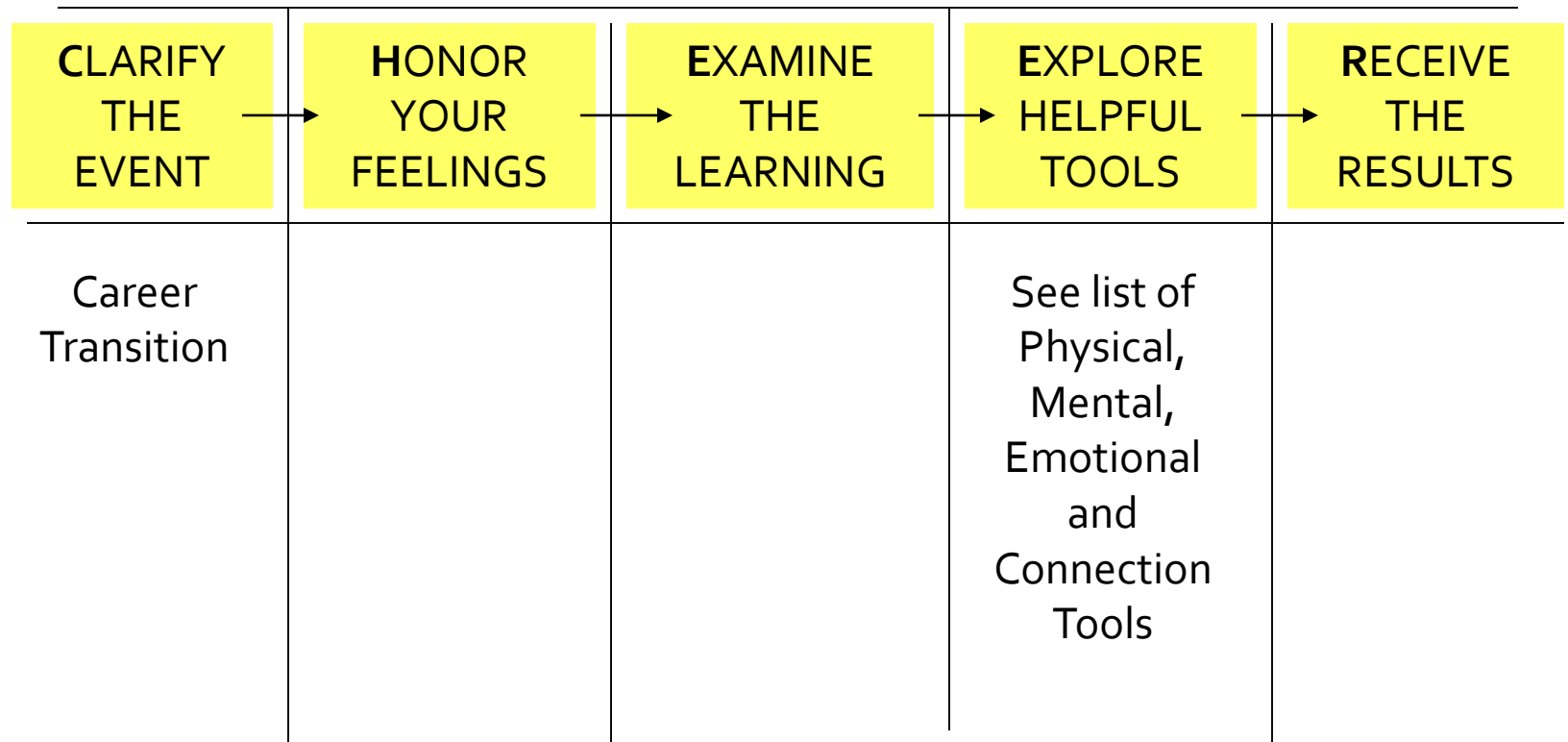
This stage requires that we be “in the between time” It can be very uncomfortable, chaotic and confusing, yet it provides an opportunity to engage in creative endeavors and problem solving.

NEW BEGINNINGS

This stage requires a new way of doing things, a new identity, and new opportunities that come forth for growth and progress. It also includes a new and different understanding of what the past means.

William Bridges, Transitions

C.H.E.E.R. PROCESS™



DISCOVERY PHASE

“I don't know
what I want to be
when I grow up”

*The unexamined life is not
worth living.
~ Socrates*



DESIGN PHASE

“I know what job I’m
looking for but am having
problems landing”

*He who fails to plan,
plans to fail
~ Proverb*



DEVELOPMENT PHASE

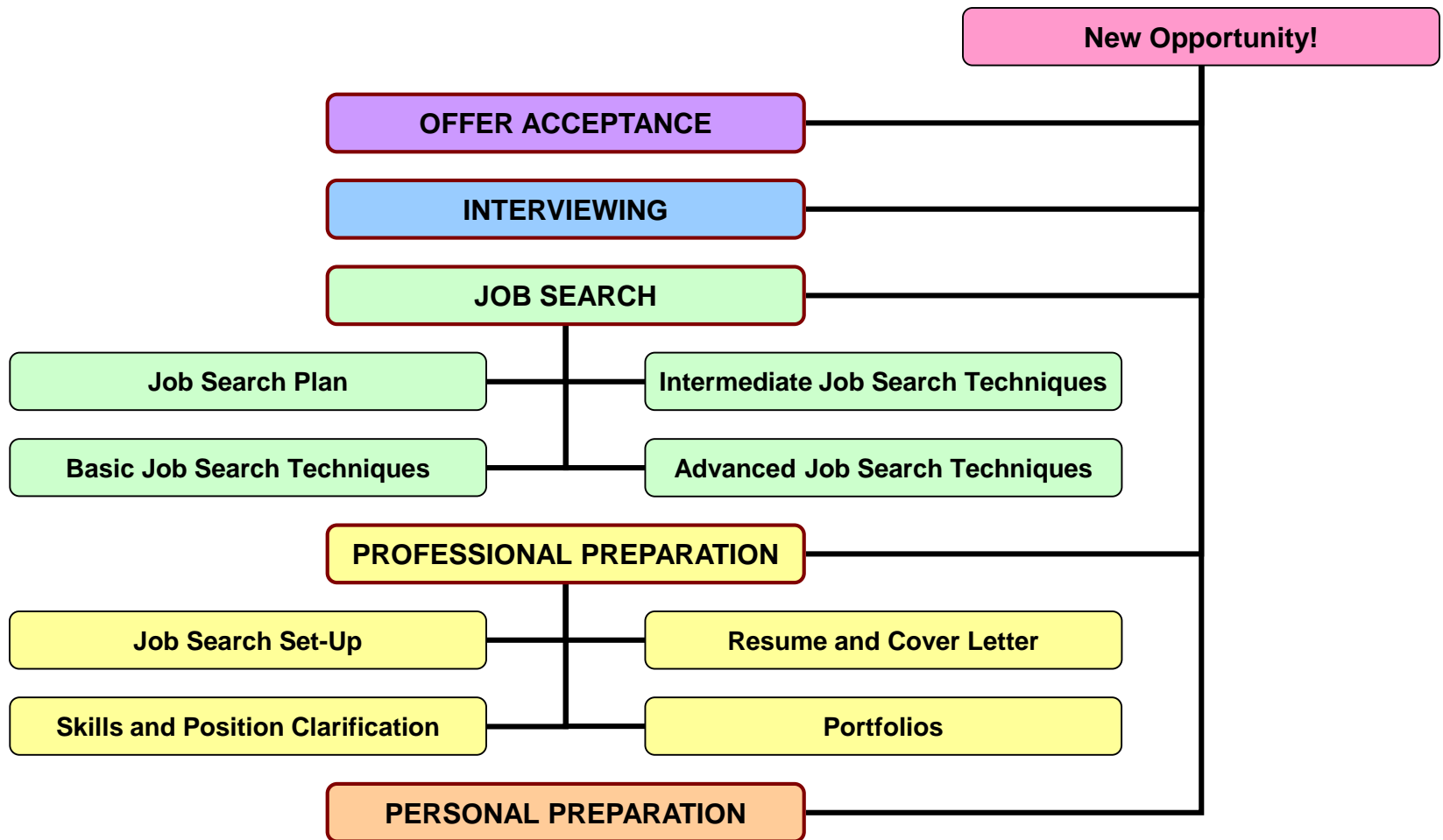
“I’m working or have my own business and want to take myself to the next level”

The best contribution one can make to humanity is to improve oneself.

~Unknown



Design Phase



You Tell Me...Job Search Urgency Number - "JSUN"

- Emotional Readiness + Financial Factor = X
- Scale of 1-10; 1 is low, 10 is high

High Emotional Readiness

- ✓ No "S.L.I.M.E." Issues
- ✓ Want to Work
- ✓ No Life Distractions
- ✓ Know What you Want
- ✓ Have a Plan of Action

Rank with one number that indicates the degree that all of these elements are true. Scale from 1 not true-10 absolutely true.

Low-Mid-High Financial Urgency

- Low-Have the luxury of time
- Mid-Some time, need to get started
- High-Urgent, need money ASAP

Rank with one number that indicates your financial urgency. Low ranks closer to a 1 and high will rank closer to a 10

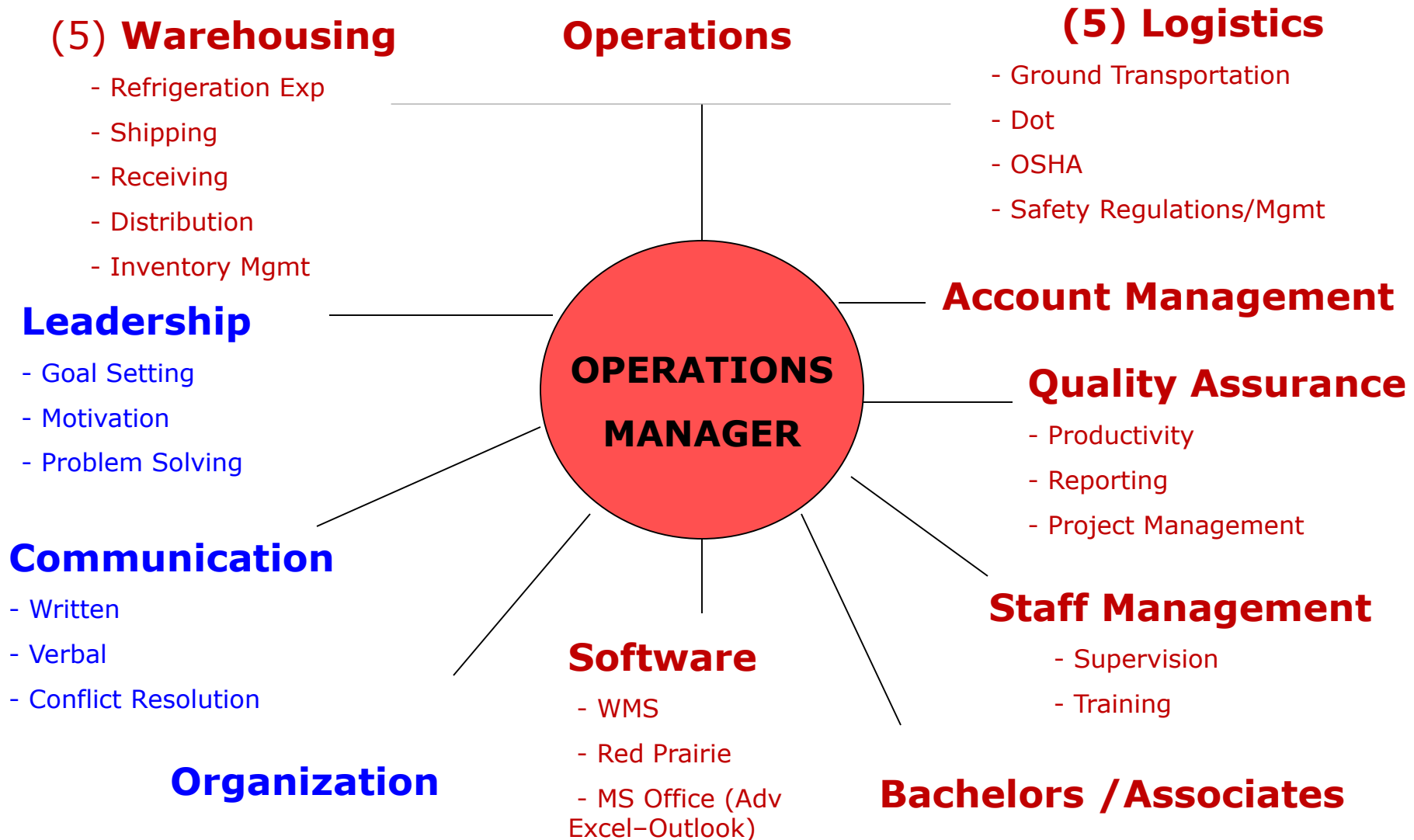
- $X \text{ divided by } 2 = \text{"JSUN"}$
- Identify "honest hours" devoted to career search activities per week
- Rank according to hours vs urgency chart (multiply "JSUN" by 4)

Transition Phrase that make you say Y.E.S.!

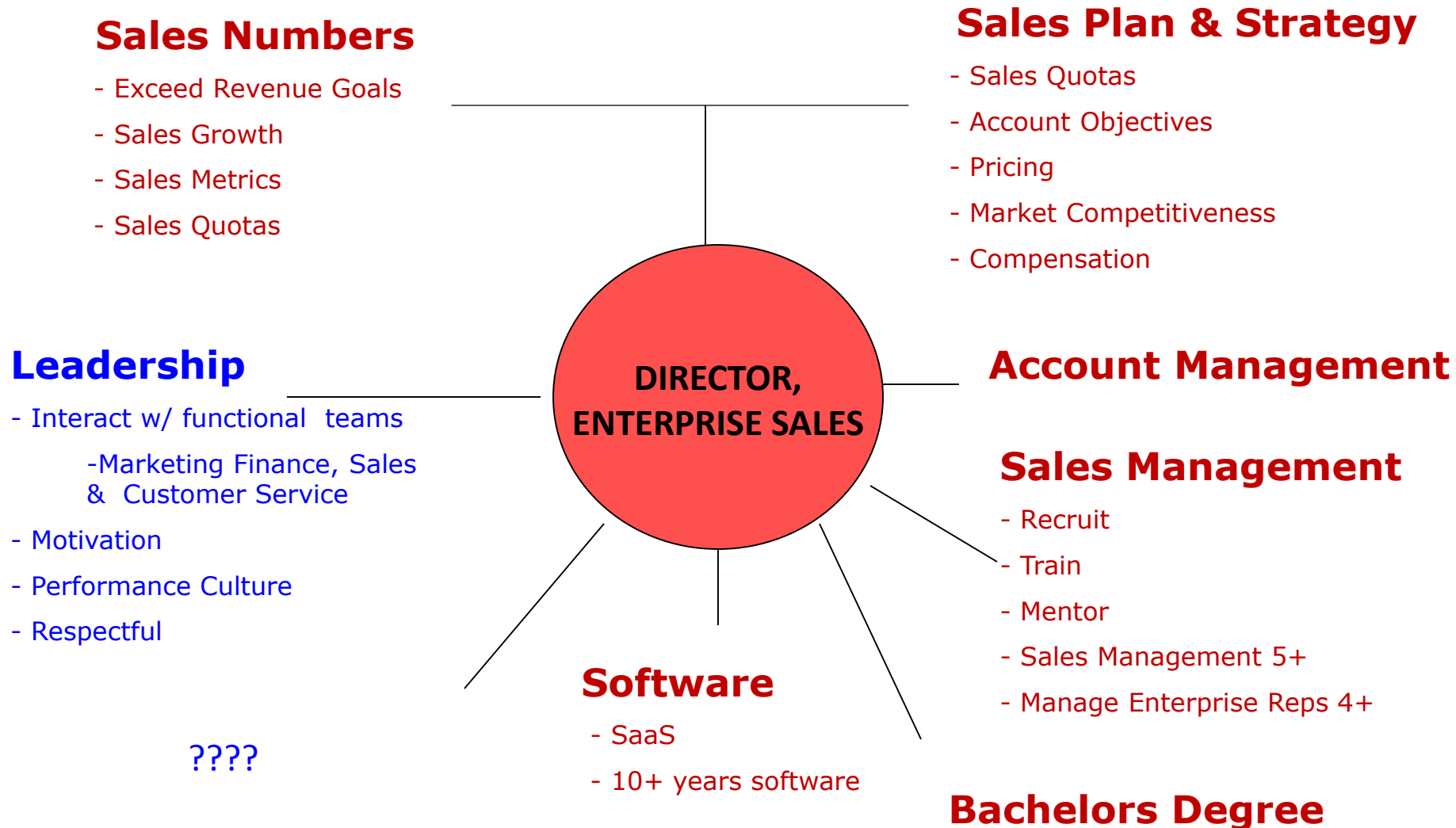
- You feel great every time you say it and it reflects your current situation or direction.
- Entices positive, beneficial conversation with others.
- Sounds dynamic and is approximately 2-3 lines in length.



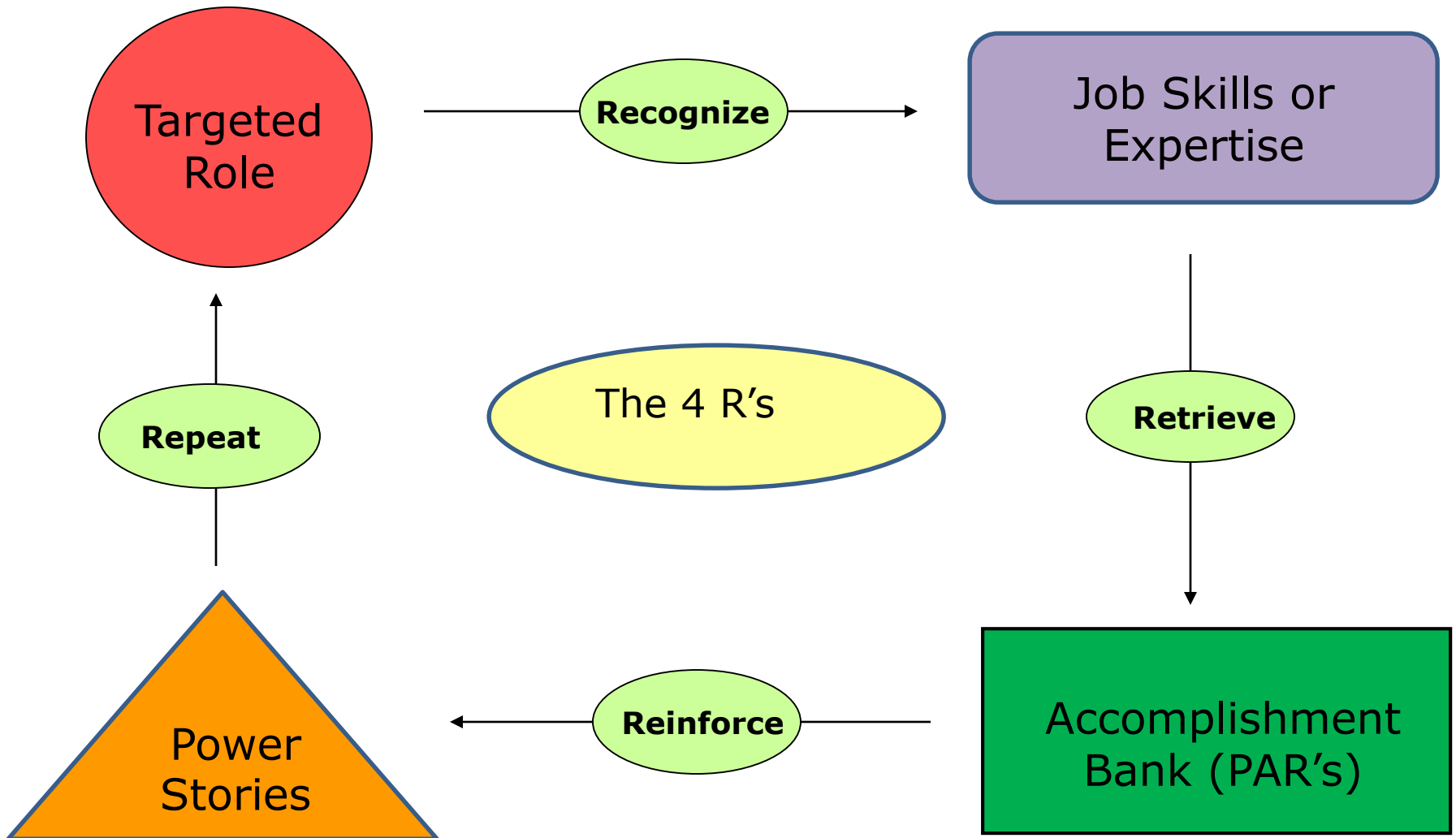
Career Mind Map #1



Career Mind Map #2



Career Mind Map Process



Branding

Branding is not about what *you* like but about what *employers* need

1. Build trust and credibility
2. Arouse curiosity and interest
3. Increase likability and the memorable factor
4. Your unique characteristics make the difference





JOB SEARCH TECHNIQUES JOB~ "DART CHART"©



BASIC JOB SEARCH TECHNIQUES

Major Career Websites	Executive Career Websites	Career Search Engines
Resume Distribution Websites	Career Matching Services	Niche Career Websites
Government Resources	Local Websites	Diversity Groups
Newspapers	Radio	Job Fairs
Trade Journals	School Postings	Miscellaneous Resources
Recruiters/Search Firms	Employment Agencies	Company Websites

INTERMEDIATE JOB SEARCH TECHNIQUES

Employment Groups	Professional Associations & Affiliations	Industry Trade Shows, Conventions & Meetings
Volunteer & Special Interest Groups	Informational Interviews	Internships
Walk-in	Resume Follow-up Letters	Top 20 Target Companies
Creative Methods	Personal Contacts	Alumni
Business/Social Electronic Networking	Newsgroups, Forums & Discussion Groups	Blogs
Podcasts	Video	

ADVANCED JOB SEARCH TECHNIQUES

Targeted Letter	Articles	Special Reports
Proposals	Personal Press Release	Personal Marketing Material
"Leave Behinds"	Webfolios	

ENTREPRENEUR RESOURCES

General Entrepreneurial	Venture Capitalists	
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RESEARCH RESOURCES

General Internet Research	Magazines, Periodicals and Articles	Yellow Pages
Trade Journals	Library Resources	

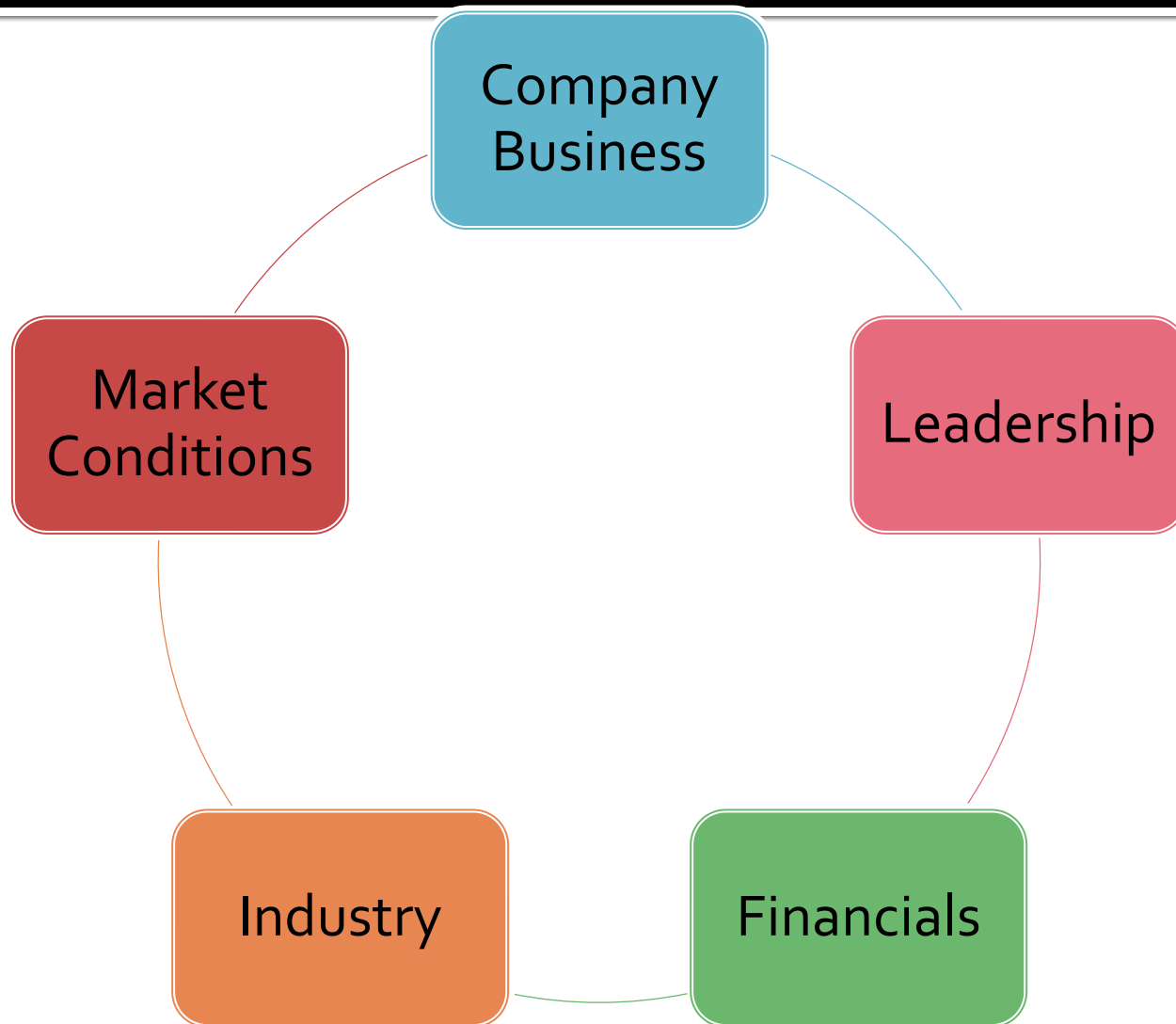
INTERVIEWS													
Date	Category	Where	Contact Info	Position	Ranking	Resume	Phone/E-mail	Response	Initial	Mid	Final	Comments	Follow-up
4/28/16	MAJ	Hotjobs.com	Job # 6754	Ind Eng	5	A-4/28		N				no response	drop
4/29/16	ASSO	Network Meeting ASQ/Suzy Que	John Jackson John@jackson.com	Mech Eng	4	A-4/29		N				possible ???	Send resume
4/29/16	EXEC	6figure.com	Jim Wright Jim@sixfigure.com	Engr Director	3	A-4/29		N				no response, job is a stretch 50% qual.	drop
5/1/16	NICH	Niche Website Engineer.com	IBM jobs@ibm.com	VP Eng	3	B-5/1		N				no response	5/15-F/U w-Ltr to Mgr.
5/1/16	PORT	Indeed.com	Disney-Helen Waite helenw@disney.com	Eng Mgr	5	B-5/3	Y-5/5					#123-5/5-Phone int sounded tired-??	5/12 f/u
5/2/16	MAJ	Monster.com	Roy White Roy@engineering.com 714-654-000x	Engr Mgr	5	B-5/3	N/A		6-May			5/6- young HR guy-steamroll, not int	drop
5/2/16	BNET	Network-Linkedin Jack	PQR Company Jack@pqrcompany.net	QA Eng	3	B-5/3	Y-5/5		Y-5/7	Y-5/9		Not rht fit, practice PAR'S	drop
5/3/16	NICH	Starjobs.com	Brittney Spears	Body Guard	2	C-5/3	Y-5/7		?			c/b after next meltdown	7/25 call
		Network Referral Saddleback	Harvey McKay									5/3-Talked to HR PT gig; 5/5-int	

The only 3 true job interview questions

- Can you do the job?
- Will you love the job?
- Can we tolerate working with you?



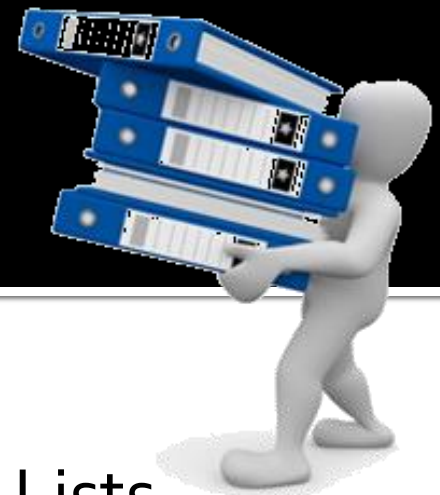
Interview Preparation



Bonus
Send me an email



Research Resources



- Current Employees
- Past Employees
- Past Interviewees
- Website
- Google Search
- Articles
- Local News
- Vendors/Suppliers
- Competitors
- Philanthropic Peeps
- Board Members
- Trends
- Best/Worst Lists
- Discussion Groups
- Associations
- Surveys
- Facebook/Twitter & LinkedIn
- Job Reports
- Specialty Databases
- Financials
- GlassDoor.com

Networking Tickler List

Accountant/CPA	Community Leaders	Past Bosses
Advertising Contacts	Conference Participants	People you Admired
Alumni	Connectors	Personal Development Contacts
Authors	Co-workers	Personal Service Providers
Auto Mechanics	Employees @Target Company	Physical Fitness Groups
Award Winners	Event Planners	Political Members
Bankers	Family	Printers
Beauty Providers	Friends	Professional Associations & Affiliations Members
Blogs, Podcast & Videocast Members	Friends of Spouse/Significant	Real Estate Agents/Brokers
Business Contacts	Government & Civic Leaders	Recruiters
Business Customers	Gym Partners	Religious & Spiritual Groups
Business Service Providers	Hobby/Interest Groups Participants	Salespeople
Career Event Participants	Insurance Agents	Speakers
CEO Executive Assistants	Investment Brokers	Sports Participants
Chairs of Boards	Kids Events /Activities Peeps	Strangers
Christmas Card List Peeps	Lawyers	Suppliers
Civic Associations	Mentors	Teachers
Classmates	MLM Stars	Trade Shows Participants
Clients of Targeted Industry	Neighbors & Ex-Neighbors	Vendors
Coffeshop Friends	Newsgroups, Forums & Discussion Groups Members	Venture Capitalists
Colleagues	Non-Profit Leaders	Volunteers
Competitors		Website Designer