

YOUR CAREER > YOUR FUTURE

Career Experts Group Monthly Newsletter



Now that summer is here, you may be tempted to postpone your career-related activities until autumn. That's why our June edition recommends, "**Don't Put Your Job Search on Hold.**" We're offering tips to help you stay engaged in your career activities this summer, so you don't miss any opportunities.

Among this month's articles:

Discover how Returnship programs can help individuals reenter the workforce after a long career break to raise a family or to care for oneself or others.

You may have heard that cover letters are unnecessary, or that resumes should only be one page. Get the real facts about the job application process.

What will a potential employer find if they search for you online? Learn how to clean up your digital footprint, including posts on your social media pages.

Stopping and restarting the job search may not be ideal, but sometimes it's necessary for one's emotional health. Get inspiration from a job seeker who overcame discouragement and rejection to find career success.

If you're not taking advantage of your company's Business Resource Groups (BRGs), you're missing out. Find out how BRGs can enhance your workplace experience and help you grow professionally.

For more career-focused information, insights, and inspiration, follow the Career Experts Group website at www.careerexpertsgroup.com. You can reach us at info@careerexpertsgroup.com.

We've got you covered wherever you are in your career journey.

[Receive "Your Career > Your Future" directly in your email.](#)

[CLICK HERE TO SIGN UP!](#)

[Share your career questions with our experts.](#)

[CLICK HERE TO SUBMIT YOUR QUESTION!](#)

NEWSLETTER HIGHLIGHTS

Career Industry News/Trends

[Returnship Programs:](#)

[Helping Individuals](#)

[Reenter the Workforce](#)

[After a Career Break](#)

[Job Finding Strategies](#)

[Job Finding Myths and](#)

[Realities: Resumes /](#)

[Applications](#)

[Career Advice](#)

[The Need For Networking](#)

[Never Stops](#)

[Building Your Brand](#)

[What Does Your Digital](#)

[Footprint Say About You?](#)

Diversity, Equity, & Inclusion

[DEI Interview Spotlight:](#)

[Vivian Ayuso-Sanchez](#)

[Ask the Experts](#)

[Your Questions Answered](#)

[Special Feature](#)

[Overcoming](#)

[Discouragement After](#)

[Putting Your Job Search on](#)

[Hold](#)

CAREER
EXPERTS
GROUP



LET'S GET TO WORK ON YOUR CAREER

Click on the CEG logo to
visit our website

RETURNSHIP PROGRAMS: HELPING INDIVIDUALS REENTER THE WORKFORCE AFTER A CAREER BREAK

by *Elyse Pipitone*

The job market is still hot, with many employers scrambling to fill positions vacated during The Great Resignation. (Check out a great article ["What You Need to Know About the Great Resignation"](#) on page 2 of the April "Your Career > Your Future" newsletter.) But the outlook is more challenging for those who left the workforce for two or more years to raise a family or care for a loved one, to address their own medical or mental health issues, or to pursue an education. Reentry can be even more difficult depending on the number of years out of the field, and any new technologies and industry advancements introduced during that absence.

Thankfully, there are resources available to help these “relaunchers” return to work in a way that supports their professional growth and development: returnship programs. These paid internships offer a formal pathway back to work, including upskilling to prepare for today’s workplace. Best of all, these programs are free for participants.

- [ReacHIRE](#) manages full-time, 6-month programs with companies including Citi, Schroders Investment Management, and Fidelity. While its programs prioritize women returners, opportunities are available to all. ReacHire also offers technical onboarding, professional workshops, and one-on-one coaching to all of its participants.
- [PathForward](#) is a 16-week program that offers temporary job placement. Each company determines its own start and end date, pay rate, and benefits (if any) they will offer. Opportunities include engineering and technology returnships at companies including Intel and Audible, and corporate returnships in marketing, finance, product management, HR, and legal roles at companies including SC Johnson and NBC Universal.
- [The Mom Project](#) was named to *Fortune* magazine's Impact 20 list, which recognizes companies making measurable progress to address social and environmental issues as part of their core business strategy. This women-focused program matches participants to contract-based jobs in tech, finance, and other professional service industries. It also offers an online community, career articles, and a scholarship program for women of color seeking upskill certifications.
- [iRelaunch](#) describes itself as a “launch pad” for returners. Its popular [“3,2,1 iRelaunch” podcast](#) offers over 150 episodes, and a [TED talk](#) by co-founder Carol Fishman Cohen has nearly 3.5 million views. Its website also includes a job board; an upcoming virtual Return to Work Conference (October 2022); and a fee-based “Return to Work” Roadmap, a self-paced preparation program.



Have you participated in a returnship? Share your experience with us at info@careerexpertsgroup.com.

Receive "Your Career > Your Future" directly in your email.

[CLICK HERE TO SIGN UP!](#)

WHAT DOES YOUR DIGITAL FOOTPRINT SAY ABOUT YOU?

by *Jacqueline Peros*

The summer is a great time to check out your digital footprint: the information that exists about you online as a result of your internet activity. The way you show up and communicate your brand online impacts how employers perceive you.

A study by SHRM showed that at least 84% of organizations use social media for recruitment. Many companies are leveraging Artificial Intelligence tools to assess a candidate's online presence and overall company fit. As a result, it's more important than ever to pay attention to your online footprint. Do you know what results will show up when hiring managers Google you?



Here are 3 steps to help you improve your online presence.

Step 1. Determine a baseline.

In many instances, people will first meet you online. Take an inventory of your digital footprint to understand how you and your brand appear to others. The most effective way to do a baseline search on yourself is to use your browser's "incognito mode." This provides the purest web results.



Do you have any inappropriate online content or images that should be deleted or revised? A recent Career Builder Recruiter Study revealed that 79% of HR professionals have rejected a job candidate due to inappropriate content (excessive partying, colorful language, hate speech, poor grammar, etc.) on social media. While nothing ever really disappears on the internet, you can publish new branded content on a regular basis, which helps push down any questionable content to the bottom of the results page.

Do you have a recent professional photo? Is your LinkedIn profile updated and reflective of your brand and career goals? Do you have content that embodies your point of view, strengths, and expertise?

Step 2: Develop a content strategy.

Know who your audience is and which social media they use so you can communicate your uniqueness on a regular basis. What is your point of view? What are your strengths? Does your messaging match your brand? Do you have a video that captures your personality and your expertise? Communicate what makes you unique and articulate it in a way that resonates with your target audience.

Step 3: Engage.

Consistently engage with your audience so you are top of mind when a job opportunity comes up. Remember, you don't have to be everywhere, just where your audience is. Follow, like, and support their content while providing your unique content and perspective. Focus on nurturing those relationships throughout your career journey.

Honing your digital brand takes focus and commitment. If you dedicate time to it regularly, it will help you reach your career goals.

Do you have a personal branding question that you would like to Ask the Experts? We would love to hear from you.

[Click Here to Submit a Question to Our Experts.](#)

THE NEED FOR NETWORKING NEVER STOPS

by Marie Eddy and Vivian VanLier



When people find a job, they often stop doing the things that will make getting their next one easier. This includes keeping a log of their accomplishments (for resume updates), staying up to date on news about companies of interest, and most importantly, maintaining their network. Networking is not a “one-and-done” exercise. True networking means developing relationships... and that requires regular maintenance.

Networking guru Keith Ferrazzi shares his process for maintaining his own professional network in his book, *Never Eat Alone and Other Secrets to Success, One Relationship at a Time*. Ferrazzi’s “Relationship Action Plan” involves setting a goal based on who he wants to meet, creating a spreadsheet or using a CRM to keep track of the people he meets, and then setting reminders for staying in touch with those connections. Ferrazzi comments that going deep and building friendships is critical to developing healthy networks. He also suggests that readers find ways to help those in their network whenever possible, whether it's by making introductions, sending articles of interest, supporting their causes, sharing their social media posts, and/or picking up the phone to stay in touch.

Having a powerful LinkedIn profile is essential to networking in today’s environment. (Check out a great article ["Is Your LinkedIn Profile Viewer Ready?"](#) on page 4 of the May "Your Career > Your Future" newsletter.) You can expand your network by proactively searching for people with shared interests, experiences, and values. Who are the people you would like to connect with, and where can you find them? Use the search box to identify job titles, companies, and/or industries where they may be employed.

Reach out to those prospective contacts with a brief message or InMail that identifies some of the interests and experiences you have in common. Then explain not only why they would be valuable connections for you, but also the value that you can bring to them.

You can also use LinkedIn to attract others to you by demonstrating thought leadership. Write posts and author articles on relevant industry topics. Comment on others' posts in a way that provides additional value to them. Convey expertise in key areas by requesting endorsements and recommendations and reciprocating in kind.

How to Find Networking Opportunities

LinkedIn Groups and Networking Events

Facebook Industry and Networking Groups

Meetup.com

Eventbrite.com

Slack Groups

Local chapters of professional / industry organizations

College alumni centers, alumni groups, and former classmates

JOB FINDING MYTHS AND REALITIES: RESUMES/APPLICATIONS

by Deb Squire and Laura Johnson

"It is not the person who can do the job best that gets hired.

It is the person who knows BEST how to get hired."

-Richard Lathrop

The job market is constantly evolving. Do you know how to get hired?

MYTH: Applications, resumes, cover letters, and LinkedIn all contain the same information.

REALITY: No! Each piece has its own purpose. You have many talents and strengths to highlight. Cover letters customize your value proposition for a particular position. LinkedIn tells your career story: the why and how.

MYTH: You can choose not to answer some questions on a job application.

REALITY: Fill in all application fields, even if you must enter N/A in a space. An incomplete application implies you are not really interested in the position.

MYTH: The Equal Employer Opportunity (EEO) questions about race, disability, etc. are used to eliminate applicants.

REALITY: The questions are not used to screen applicants. They go to a different database to gather statistical information for analyzing diversity initiatives and employment patterns, and to generate government reports.

MYTH: Using a resume template is easier and just as effective.

REALITY: Templates rarely let you enter your unique information in a way that highlights you best. In some application tracking systems (ATS), the template formatting can be mistaken for a virus. Best of all, a professionally written resume aligns your unique qualities to market demands.

MYTH: My resume will be thoroughly read by recruiters/hiring managers.

REALITY: Initially, resumes will receive a 3-10 second skim to determine if they are interested in reading further. If you have been referred by someone, your resume will usually be read more thoroughly.

MYTH: No one reads a cover letter, so I don't need one. It is just extra work.

REALITY: Even if submitting a cover letter is optional, 77% of recruiters will give preference to candidates who did send a cover letter (ResumeLab). *Interesting tidbit:* Cover letters are often read after the resume.

MYTH: After applying to a job, I can just sit back and wait for a call.

REALITY: Candidates who follow-up are more likely to get interviewed. It is suggested to contact the HR department or hiring manager every 7-10 business days. Those who follow-up are seen as truly interested in the position. Actions speak louder than words.

MYTH: Recruiters and hiring managers won't read resumes longer than one page.

REALITY: Data shows that recruiters are 2.9 times more likely to pick a candidate with a two-page resume for managerial roles and 1.4 times more likely for entry-level ones. The best resumes are clear and logical, and include quantifiable achievements, action verbs, and relevant keywords.

Receive "Your Career > Your Future" directly in your email.

[CLICK HERE TO SIGN UP!](#)

DEI INTERVIEW SPOTLIGHT: VIVIAN AYUSO-SANCHEZ

by *Jeanne Stoner* and *Elyse Pipitone*

Vivian Ayuso-Sanchez is the director of DEI, disability, and affirmative action at Walgreens. She provides strategic insight and leadership for the company's 24 business resource groups (BRGs) worldwide, including 13 in the U.S. BRGs (commonly referred to as Employee Resource Groups or ERGs) consist of employees who come together with common interests and experiences, typically along a dimension of diversity such as ethnicity, gender identity, sexual orientation, veteran status, disability, or social responsibility.

Ayuso-Sanchez believes that in the future, nearly all companies with a large enough workforce will implement BRGs. Jeanne and Elyse interviewed her to learn more about BRGs and why they are essential to the workforce.

What are the benefits for companies who sponsor BRGs?

BRGs help employees foster a more inclusive workplace. They also offer tremendous business value by identifying challenges and developing solutions, providing feedback on new policies or products, and advancing the company's brand by participating in community events.

BRGs drive employee retention because they constantly communicate a message of inclusion, connection, and intersectionality among the different groups. Employees can build an increased sense of belonging and develop allyships, where individuals with an interest or connection to a BRG take action on that group's behalf.

Why should an employee join a BRG Group?

To build connections with others who have similar backgrounds, enabling them to be authentic and be themselves. They are also exposed to formal and informal mentoring and professional relationships with senior leaders and others throughout the organization. Members of BRGs can take on leadership roles within their groups, giving them the opportunity to shine and develop skills beyond their job descriptions. They become more visible to executive staff, resulting in opportunities for promotions and internal mobility they otherwise wouldn't have.

What is Walgreens doing for Pride Month?

We have been authorized to take the Walgreens logo and integrate it in with Pride colors for internal and external marketing purposes. The Pride Alliance BRG will offer a series of panel discussions on topics including parenting with pride and LGBTQ+ identity and allyship. Additionally, a number of stores throughout the country will participate in Pride parades tied to the communities they serve.

What advice would you give a job seeker who is investigating a company's culture and DEI stance?

Jump on the company website: what do you see? Is Diversity, Equity & Inclusion prominent on their site? Who's on the board and in leadership? What is the company posting on social media? If you are interviewing as a final candidate, ask to speak to someone who's a member of one of the company's BRGs. Connect with employees on LinkedIn to learn about the company's culture.

To learn more about BRG research and best practices, visit these websites:

[Diversity and Inclusion - McKinsey](#)

[Employee Resource Groups - Catalyst](#)

[Accenture Leading Charge on Diversity & Inclusion](#)



Special Feature

OVERCOMING DISCOURAGEMENT AFTER PUTTING YOUR JOB SEARCH ON HOLD

by *Jeanne Stoner*

Rejection is a job search reality, and it isn't easy to overcome. How many times can you apply for a job and hear nothing? How often can you complete a round of interviews and not be selected?

I recently worked with Lisa Hershey Zurer, who had put her search on hold multiple times because of pandemic roadblocks and feeling discouraged with the search process. Here is her inspiring story in her own words.

I was intermittently looking for work since 2020 but was disappointed because I had applied for eight “perfect fit” jobs and heard nothing. The pandemic blocked my ability to network, I did not know how to use LinkedIn as a job search tool, and I lost emotional energy to find a new role.



Lisa Hershey Zurer

I received a call for a preliminary interview with my ninth job application. Although I prepared for it, my answers were not graceful; I hadn't interviewed in six years, and Zoom felt awkward. I emailed the recruiter requesting a second chance, and she said yes! Three rounds of interviews moved quickly, and I was asked to reinterview for a more senior role.

After two months of building momentum and gaining synergy, I felt energized and positive. To my shock, HR called to say I was not getting an offer. I was deflated and highly frustrated because I did not close the deal. My confidence took a hit, and I was too timid to continue the job search.

I knew I needed help to move forward, so I decided to hire a professional career coach. We refreshed my resume and LinkedIn profile, prepared for interviews, and worked on positivity. Feeling more confident, I applied for four new opportunities and continued working with her.

I targeted and applied for a dream job and almost gave up because I lost my online application after an hour of work. I persevered through three rounds of interviews and continued interviewing for a more senior director position. “Prepare for battle” was my motto. I used an interview template, wrote 20+ interview stories on notecards, and practiced!

I was thrilled to receive an offer for a director role with a fantastic salary offer! My new position is Director of Alumni Outreach, School, and Career Programming at American University.

My key takeaways? Job search is all about personal resiliency. Rejection is not personal; don't let it stop you from looking ahead. You never know when that right fit will happen, and it may be tomorrow! Professional coaching helped me feel more encouraged and well-prepared. I also learned not to stop searching for a new role until I crossed the finish line.



Do you have any career advice to share with our readers? Let us know at info@careerexpertsgroup.com.

ASK THE EXPERTS

by *Denise Bitler*

I am a college freshman and will need to complete two co-ops for graduation. When should I start looking? (From Mark P.)

As a general rule, students should try to find and apply for an internship at least 3-4 months before the company's announced start date. Here are some suggested timelines:

- Spring Internship – Late Summer or early Fall of the previous year
- Summer Internship – Beginning of the calendar year (January or February)
- Fall Internship – Mid-Winter semester (April or May)
- Winter Internship – Beginning of Fall semester (August or September)

I scheduled an informational interview to learn about a career I am interested in. What questions should I ask? (From Patrick J.)

Ask questions that will help you discover both the opportunities and the challenges, such as:

1. What special skills, training, or certifications did you need for this position?
2. Is there a recommended career path I should follow?
3. What interesting projects have you worked on?
4. What entry-level jobs offer the best opportunities for learning?
5. If you could change anything about your job, what would it be?
6. What are some keys to your own career advancement?
7. How can I get more experience in your field without taking a role that's too far below my current career level?
8. Can you suggest other people I might talk to, who have similar positions?

I heard that companies don't do much hiring in the summer. Is that true? (From Dylan R.)

Absolutely not! Business don't stop running just because it is summer. Also, companies that run on a mid-year fiscal calendar (April to March, for example, instead of January to December) may be looking to fill positions that were just approved for their new budget cycle.

Some other benefits of applying for jobs in the summer:

1. You may face less competition for positions. Many people take vacations during the summer or are so busy with family obligations that they aren't thinking about their job search.
 2. Companies often offer more flexible work schedules in the summer. You may finally be able to network with contacts who would otherwise be too busy.
- It may be more challenging to schedule job interviews during the summer, but you are more likely to have longer, more relaxed conversations with the hiring manager and other key decision makers.

I am expecting to receive a job offer from my target company any day now. How can I make sure to get what I need? (From Hailey C.)

As a candidate, you have the right to ask questions and make requests before accepting or rejecting an offer. Some tips:

1. Never accept or negotiate an offer immediately. Find out when the company needs an answer from you (2 to 4 business days to consider an offer is usually acceptable.)
2. Thank the hiring manager and reiterate your excitement for the position.
3. Make sure you receive the job offer in writing.
4. Consider the entire compensation package (benefits, etc.), not just the base salary.
5. If you counteroffer, do so both verbally and via email. Be sure to get a revised copy of the offer letter that includes all of your negotiated changes/additions.
6. Once you sign the offer letter, get a counter-signed copy for your records.

**Share your career questions
with our experts.
[CLICK HERE TO SUBMIT YOUR
QUESTION!](#)**

HOLIDAY HIGHLIGHTS



PERSONAL WELLNESS MONTH

June is the month to focus on a workplace's role in creating a holistically healthy environment for its employees.

Companies can support their employees' physical and behavioral health in the following ways:

1. Emotional Wellbeing – teach emotional resilience through mindfulness.
2. Financial Wellbeing – provide education on topics such as making a budget, creating a savings program, avoiding scams, and navigating state and federal financial benefits.
3. Occupational Wellbeing – deliver coaching that allows employees to share their professional aspirations and work toward their career goals.
4. Social Wellbeing – arrange activities and events that can have a tremendous positive impact on how employees feel about themselves and their jobs.
5. Physical Wellbeing – launch a wellness challenge, such as a steps walking contest.



PRIDE MONTH

Gay pride or LGBTQIA+ pride is the positive stance against discrimination and violence toward lesbian, gay, bisexual, and transgender people. This month promotes their self-affirmation, dignity, and equality rights, increases their visibility as a social group, and celebrates sexual diversity and gender variance.

Companies can take meaningful action to address important LGBTQIA+ causes by:

1. Creating a safe workplace for employees.
 2. Hiring leadership that reflects their commitment.
 3. Training staff on diversity and inclusion.
 4. Providing staff with volunteer hours to participate in local Pride Month events.
 5. Donating to causes that affect the community regionally.
 6. Learning about the nuances of the LGBTQIA+ community to inform how the company can best make an impact.
- This 2021 article by [Danielle Agugliaro](#) lists 31 companies with impactful initiatives to support their LGBTQIA+ employees.

“Wellness encompasses a healthy body, a sound mind, and a tranquil spirit. Enjoy the journey as you strive for wellness.”

- Laurette Gagnon Beaulieu -

“We should indeed keep calm in the face of difference, and live our lives in a state of inclusion and wonder at the diversity of humanity.”

- George Takei -

Receive "Your Career > Your Future" directly in your email.

[CLICK HERE TO SIGN UP!](#)

Share your career questions with our experts.

[CLICK HERE TO SUBMIT YOUR QUESTION!](#)

MEET YOUR CAREER EXPERTS GROUP



Denise Bitler - Resume-Interview Success, LLC
dbitler@resume-interviewsuccess.com



Elyse Pipitone - Blooming Careers Coaching
elysecareersuccess@gmail.com



Jacqueline Peros - JMP Branding, LLC
jmp@jmpbranding.com



Jeanne Stoner - Job Search Partner
jeannes.jobseachpro@gmail.com



Laura Johnson - Laura LE Johnson, LLC
laura@lauralejohnson.com

ALONE WE ARE SMART.
TOGETHER WE ARE UNSTOPPABLE!

[CLICK HERE TO READ THE CAREER EXPERTS GROUP TEAM MEMBERS' FULL BIOS](#)

MEET YOUR CAREER > YOUR FUTURE NEWSLETTER CONTRIBUTING AUTHORS



Birgitta Möller - Resume Help Now/cvhjälpen.nu
kontakt@cvhjälpen.nu



Deb Squire - "Directions" Career/Life Transitions
deb@debsquire.com



Marie Eddy - Eddy Career Services
eddycareerservices@gmail.com



Murray A. Mann - Intercultural Workplace
murray@interculturalworkplace.com



Vivian VanLier - Career Empowerment Coach
careerempowermentcoach@gmail.com

[CLICK HERE TO READ THE YOUR CAREER > YOUR FUTURE NEWSLETTER CONTRIBUTING AUTHORS' FULL BIOS](#)

Stay tuned for our July 2022 edition, "Your Brain - Your Career"