

Career Experts Group Monthly Newsletter

NOVEMBER 2023 -

"PREPARING YOUR CAREER FOR 2024"

[Newsletter Editor: Denise Bitler](#)

As 2023 winds down, it's time to set our sights on the professional landscape of 2024. This edition of our newsletter offers practical advice and strategies to help you navigate your career path in the upcoming year.



A pivotal aspect of modern professional networking extends beyond a polished LinkedIn profile. It's about building and nurturing a community that can provide support, insights, and opportunities. A solid network can be a significant asset, opening doors to new possibilities.

To celebrate National Career Development Month and National Inspirational Role Models Month, we suggest creating a Career Board of Directors to garner support, advice, and mentorship from professionals you admire, aiding your career development. It not only provides guidance but also the inspiration to propel your career forward. Don't miss out on more great information about role models in the "Unlocking Your Potential: Leveraging Role Models to Elevate Your Career" article.

In the realm of job searching, scams have unfortunately become a common menace. We offer tips to equip you with the knowledge to identify and sidestep fraudulent activities to ensure a safe and productive job search.

In our special feature, part two of our ATS interview series with Arthur Hughes, we use his perspective as a recruiter to delve into the application process. This segment offers valuable insights to refine your job search strategies.

And, as we approach the holiday season, we showcase a whimsical cover letter for Thanksgiving turkey "Tommy Giblets" that aims to entertain while shedding light on creative ways that one can approach job applications.

This newsletter will show you how a mix of preparation, awareness, and a good sense of humor can lead to a journey filled with growth, success, and fulfillment for 2024.

Don't miss out on your chance to win the next "Elevate Your Career with an Expert" newsletter subscriber drawing on January 4, 2024. To learn more about this raffle and how to enter, check out [page 16](#).

For more career-focused information, insights, and inspiration, visit the Career Experts Group website at www.careerexpertsgroup.com.

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

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

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SAFEGUARD YOUR CAREER: RECOGNIZING AND REPORTING JOB SCAMS

Job search scams include false job listings, fabricated companies, and fake recruiters operating as legitimate employment opportunities. They mislead job seekers into paying upfront fees, divulging sensitive personal information, or working for no pay. They not only undermine trust in the online recruitment process, but also cause significant financial and emotional distress to individuals.

According to the 2021 Job Scams Study by the Better Business Bureau, scams increased during the pandemic and were projected to continue to surge, most often targeting individuals aged 25 to 34.

Job seekers can significantly reduce the risk of falling prey to scams by increasing their awareness of common scam tactics, watching for red flags, and taking steps to verify legitimate job opportunities. For more in-depth information, recent scams, and additional tools/resources, [please access our comprehensive guide at XXXXX](#).

RECOGNIZING JOB SEARCH SCAMS

The common characteristics and red flags associated with scam job listings include:

- **Salaries that are too good to be true** because they are much higher than the market value, industry practices, or level of education/experience.
- **Requests for upfront payments** for training materials, background checks, or other unnecessary reasons. Reputable employers do not request money.
- **A vague job description** that doesn't clearly outline the responsibilities or required qualifications.
- **Unprofessional communication** that contains poor grammar, typos, and misspellings.
- **Generic email addresses** - communication comes from a free email service like Yahoo, instead of a company domain.
- **High-pressure tactics** to rush individuals into making decisions or providing personal information. They might insist on interviews at odd hours.
- **Absence of company information** or verifiable contact details.
- **A job offer from a company**, in spite of never interviewing (or even submitting a resume) for the position.

PROACTIVE MEASURES TO AVOID JOB SCAMS

Navigating the job market requires a blend of vigilance and savvy to avoid falling prey to financially and emotionally draining scams. Follow these proactive steps:

1. **Verify the legitimacy of the company** before applying for a position by checking the official website, looking up reviews, and researching history and executives.
2. **Look for any accreditations or certifications** the company holds from reputable industry bodies.
3. **Cross-reference the contact information** provided on job listings with the official company website.
4. **Use job search platforms that vet listings and employers**, reducing the chance of encountering a scam. Understand the policies and protections the platform has in place for job seekers.
5. **Avoid listings that offer exceptionally high pay** for minimal work or require no experience or qualifications.
6. **Leverage professional networks** like LinkedIn to connect with people in your desired field. Discover job opportunities through trusted sources.
7. **Utilize company referral programs** within your current or past workplaces.
8. **Join industry associations** to network with professionals and gain access to vetted job listings.
9. **Utilize workshops or online courses** to keep educated and informed about the latest scam tactics, enhance digital literacy, and better understand how to report and avoid them.
10. **Before sharing sensitive information**, like Social Security numbers or bank account details, verify the legitimacy of the job offer and the company. When you do share, ensure it's through secure and official channels. NOTE: THIS TYPE OF INFO SHOULDN'T BE REQUESTED UNTIL A CANDIDATE IS NEAR THE END OF THE INTERVIEW PROCESS.
11. **Consult with a career counselor or legal professional** to ensure you're not putting your personal information at risk.

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SAFEGUARD YOUR CAREER: RECOGNIZING AND REPORTING JOB SCAMS (CONTINUED)

~~Make \$1,000 a Week!~~~~For A Small Fee...~~~~Unlimited Earnings Potential~~~~Easy Money~~~~No Experience Necessary~~~~Work Just One Hour A Week~~

HANDLING SCAMS POST-VICTIMIZATION

A systematic approach can ensure that the scammers are held accountable and can minimize the chances of others falling for similar scams.

1. **Report the scam to the administrators of the job board** if the scam originated from a job listing on a digital platform.
2. **Keep a thorough record** of all emails, text messages, and phone calls you had with the scammer, along with any contact information.
3. **Report the scam to local authorities** to initiate a criminal investigation if the fraud originates from within your jurisdiction. Provide a detailed account of the scam, including the approach or methods used by the scammer and any financial losses you incurred. In the United States, the [FTC](#) handles complaints about fraudulent activities. Outside the US, report to the equivalent body, e.g., Competition Bureau in Canada or Action Fraud in the UK.
4. **Document any transactions that took place**, including bank statements or receipts.
5. It's advisable to **consult with a legal advisor** to understand your rights and the legal avenues available to you.
6. **Share your experience on social media platforms, forums, and scam awareness websites** to help warn others and prevent them from falling victim to similar scams.

Each time we reveal a scammer or uncover a scam, we reclaim the trust and integrity that form the cornerstone of a robust, transparent, and inclusive job market. So, equip yourself with knowledge, adopt a proactive stance, and proceed confidently into a successful job search experience.

ONLINE RESOURCES TO VERIFY JOB LISTINGS

Glassdoor and Other Job Review Sites

Websites like Glassdoor offer reviews from current and former employees about a company's reputation and operations.

WHOIS Domain Lookup

Provides information about who owns a domain. If a job listing is associated with a newly registered or anonymous domain, it might be a scam.

Better Business Bureau (BBB)

Provides information about companies, including complaints and reviews.

Top 6 Online Job Search Resources

Ladders
Indeed
LinkedIn
Glassdoor
Google Careers
ZipRecruiter
 - Don't forget to check out company websites

BEYOND THE PROFILE: USING LINKEDIN STRATEGICALLY TO GET NOTICED

by [Jeanne Stoner](#)

Optimizing your LinkedIn profile can help you attract recruiters or build your personal brand – but is this enough to get you noticed by the right decision-makers and employers? Although nearly 95% of recruiters use LinkedIn to identify top talent, many job seekers may not hear from a recruiter, even when they have an impressive profile.

But there's good news: you can take control of your job search and build a valuable professional network by leveraging LinkedIn strategically to target companies and connections. This involves focusing on the following goals:

DISCOVER YOUR COMMUNITY

Find your target companies and identify advocates in each of them.

STEP 1: Create a Target List of Companies

Use LinkedIn to follow at least 10 companies you'd like to work at now or in the future. (Click the "follow" button at the top of the company's LinkedIn page.) The goal is to create a **TARGETED** employer list that focuses on the companies where you'd like to land. This is much more effective than scanning through thousands of companies on job boards.

You can identify companies to target by using AI tools such as Bing or Perplexity.ai. Provide prompts such as: Give me a list of growing mid-size tech companies in Seattle, including a description of each and the link for their LinkedIn profile.

You can even privately express interest in working for a company, even when there are no open roles. Use the "I'm interested" button, which can be found on the company's About or Life tabs on LinkedIn.



STEP 2: Find Advocates at Those Target Companies

Develop a list of advocates in your LinkedIn network to help you land job referrals. These advocates can assist you in getting your foot in the door, facilitate introductions, refer you for specific positions, and vouch for your skills.

You can use the target company's "People" filter to check for fellow alumni and to sort by geographic area to search for individuals near you. To find potential allies at your desired companies, you can search for people who post frequently on LinkedIn.

1. Go to the LinkedIn homepage.
2. Click in the Search box and tap the return key on your keyboard without typing anything in the field.
3. Click on the "Posts" button.
4. Use "All Filters" and scroll down to find "Author Company."
5. Type the name of your target company(s).
6. View the posts from people at those target companies. You can also save these results so these individuals continue to show up in your LinkedIn feed.

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BEYOND THE PROFILE: USING LINKEDIN STRATEGICALLY TO GET NOTICED (CONTINUED)

BUILD CONNECTIONS – ENGAGE WITH YOUR TARGET COMPANY'S ADVOCATES

Connect with the people who matter most to your career goals and success.

STEP 1: Express Gratitude Daily on LinkedIn

LinkedIn contributor William Arruda suggests spending 10 minutes daily expressing gratitude on LinkedIn by liking, commenting, or sharing posts. To benefit your job search or nurture your network, show appreciation to connections or active posters at your desired companies. By doing so, you foster trust and familiarity within a community of people who can help you achieve your career goals.

Here's a formula you can use for commenting on others' LinkedIn posts:

Sentence 1: Compliment or thank the person for the information they provided in their post or in their comment.

Sentence 2: Add your insights. You don't have to agree, but share your own ideas, resources, or thought leadership.

Sentence 3: Ask that person a question for further engagement. Or serve as a connector by tagging another LinkedIn contact who would be interested in that post conversation.

STEP 2: Request a Career Conversation with Your Advocates

Once you warm up your relationship with individuals at your target company, you can request a career conversation with them or invite them to join your LinkedIn network. Personal connections strengthen your bond and could lead to a referral in the future.

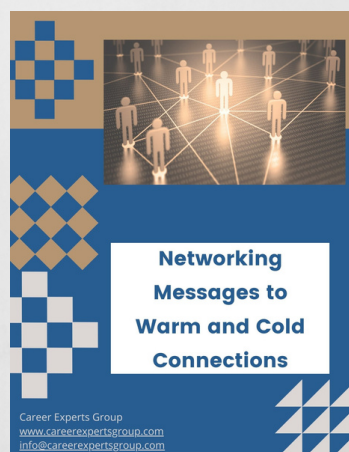
Here's an example of a script you could use:

Hi Peter,

I'm Jeanne Stoner, a fellow Product Manager in tech. Are you available for a 15-minute virtual coffee chat to discuss your product management journey at ZYX Technologies? I would like to learn more about the work and challenges within a few companies of interest, so your insights would be greatly appreciated.

With gratitude, Jeanne

Want to master these steps and other ways you can leverage LinkedIn beyond the profile? Check out these valuable resources:



CELEBRATE THE INTERSECTION OF CAREER DEVELOPMENT MONTH AND INSPIRATIONAL ROLE MODELS MONTH BY CREATING YOUR OWN CAREER BOARD OF DIRECTORS

by Denise Bitler

November is a special time of year for professional growth enthusiasts. Because it's both National Career Development Month and National Inspirational Role Models Month, there's no better time to steer your career in the direction of your dreams. What if you could combine the spirit of these two powerful observances to craft a unique tool designed to guide you through the labyrinth of professional challenges and opportunities? Enter the concept of a "Career Board of Directors"!

What is a Career Board of Directors?

A Career Board of Directors is a personalized assembly of mentors, advisors, and role models whose wisdom, experience, and influence can provide invaluable insights into your career. These could be individuals from your professional network or industry leaders whose careers you admire. You can set yourself up to make smarter career choices by regularly “consulting” with your board—either literally through informational interviews and mentorship sessions, or figuratively by studying the lives and advice of individuals throughout history whose values resonate with you.

Why Now?

By setting up your Career Board of Directors this month, you're aligning with a collective spirit of career development and inspiration. This is a time when many people are reflecting on their careers, learning new skills, and seeking inspiration.

How to Create Your Own Career Board of Directors

Step 1: Identify Your Career Goals

Before seeking advice, identify what you're seeking advice for. Are you aiming for a promotion, considering a career change, or looking to develop specific skills?

Step 2: Choose Your Directors

Select individuals who have the expertise or experience relevant to your goals. Your board should include a mix of mentors who know you well, industry leaders you admire from afar, and even peers who bring a fresh perspective.

Step 3: Engage

Reach out for informational interviews, or study the biographies, interviews, and works of historical figures who inspire you. If your board members are people you know personally, keep them updated about your progress and consider setting up regular check-ins.

Step 4: Seek Feedback and Reflect

Don't just collect advice; act on it. Put the suggestions and insights you gain to work, then evaluate the outcomes. Are you closer to achieving your goals?

Step 5: Adjust and Evolve

As your career changes, so should your board. Keep an eye out for new role models and mentors who align with your evolving goals and perspectives.

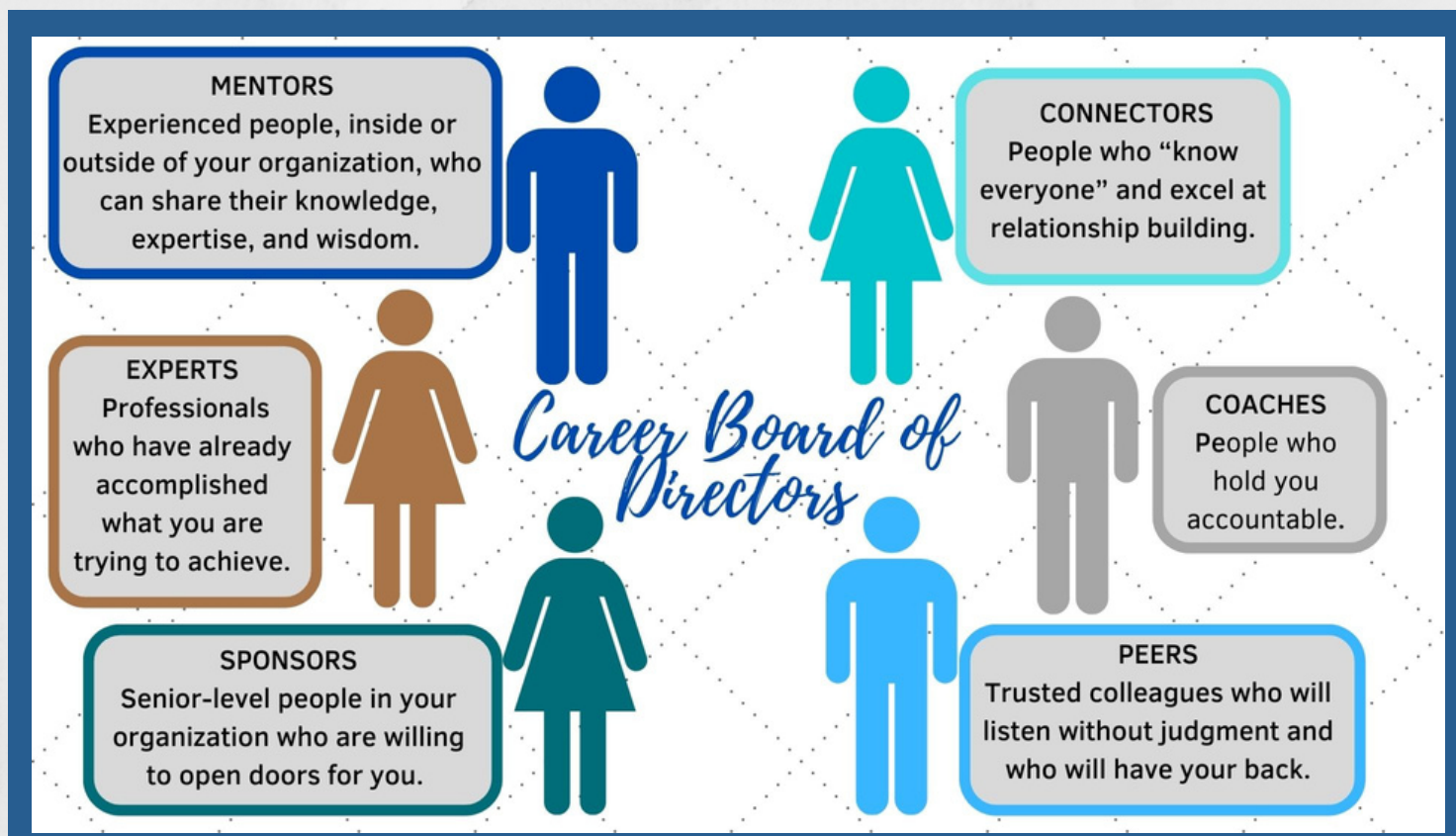
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**CELEBRATE THE INTERSECTION OF CAREER DEVELOPMENT MONTH AND
INSPIRATIONAL ROLE MODELS MONTH
BY CREATING YOUR OWN CAREER BOARD OF DIRECTORS (CONTINUED)**

Sample Members of a Career Board of Directors

Your board should consist of individuals who are trustworthy, have your best interests at heart, and are willing to provide honest and constructive feedback.

It's also important to have a diverse group of individuals with different backgrounds and perspectives to provide a well-rounded view.



An Everlasting Impact

By creating a Career Board of Directors, you're not only creating a tool for immediate problem-solving, you're also establishing a long-term strategy for personal and professional growth: multi-faceted advice, pooled from a rich tapestry of experiences and knowledge. So this November, as you celebrate National Career Development Month and National Inspirational Role Models Month, empower yourself with a boardroom of brilliance. Your future self will thank you.



UNLOCKING YOUR POTENTIAL: LEVERAGING ROLE MODELS THAT ALIGN WITH YOUR PERSONAL BRAND

In our ever-evolving professional journeys, one truth remains constant: role models can be instrumental in shaping our success. Finding role models in your industry who align with your personal brand is a strategic move that can guide you toward your career aspirations. They say that imitation is the sincerest form of flattery, and indeed, emulating the right role models can elevate your professional trajectory.

- 1. Define Your Personal Brand** - Before you embark on your quest for role models, it's crucial to clearly understand your personal brand. What sets you apart in your industry? What values and characteristics do you want to embody? Your personal brand is the compass that will guide you in selecting role models who resonate with your aspirations and principles.
- 2. Seek Diversity in Role Models** - When I was working in a branding agency, our hiring process was unconventional: we didn't always hire those who came from our industry or had any experience in the field. Why? It's important to work with individuals who can bring a diverse and fresh perspective. The same idea is true when identifying role models. Look beyond your immediate industry and consider thought leaders, innovators, or entrepreneurs from various sectors. The broader your spectrum of role models, the more creatively you can adapt their insights to your own journey.
- 3. Leverage Social Media and Industry Networks** - In today's digital age, you have access to an abundance of information at your fingertips. Follow your chosen role models on social media platforms like LinkedIn, Twitter, or Instagram. Join industry forums and engage in discussions related to your field. The virtual world offers a treasure trove of knowledge and networking opportunities, making it easier than ever to connect with potential mentors.
- 4. Study Their Paths to Success** - Take the time to study the journey of your role models. How did they get to where they are today? What challenges did they overcome? By delving into their experiences, you can identify valuable lessons and strategies to help you navigate your path.
- 5. Emulate, but Don't Replicate** - Remember, imitation is about learning from your role models, not replicating their exact journey. Incorporate elements of their success into your own career, but maintain your uniqueness. Your personal brand should be a consistent thread throughout your professional development.
- 6. Build Meaningful Relationships** - Building relationships with role models can be a transformative step in your career. Reach out through social media, attend industry events, or seek mentorship opportunities if available. Don't underestimate the power of genuine connections, as these relationships can provide guidance and support that will propel you forward.

7. Give Back to Your Industry - As you progress in your career, consider becoming a role model for others. Sharing your experiences and insights not only cements your understanding but also contributes to your industry's growth. You can pay forward the knowledge you've gained by being a mentor or offering guidance.

Finding role models in your industry who align with your brand can catalyze your career growth. Emulating their successes while staying true to your unique brand empowers you to navigate the intricate maze of professional development. In the end, remember that your career is a canvas, and role models are the mentors who guide you in painting a masterpiece of your own.

RECEIVE "YOUR CAREER > YOUR FUTURE" DIRECTLY IN YOUR EMAIL.

[CLICK HERE TO SIGN UP!](#)

Special Feature*by Elyse Pipitone***A RECRUITER'S PERSPECTIVE ON THE APPLICATION PROCESS:
INSIGHTS FOR A MORE EFFECTIVE JOB SEARCH**

In our [September issue](#), Career Experts Group members Denise Bitler and Laura Johnson sat down with career coach and recruiter Arthur Hughes to discuss the purpose of Applicant Tracking Systems (ATS) and how job seekers can improve their chances of getting hired. This month, we bring you Part Two of their conversation, in which Arthur addresses common questions and concerns about ATS, provides strategies to get your resume read, and dispels common misconceptions about recruiters.

What's the Best Way to Upload Your Resume Into an Online Application?

Follow the company guidelines, which usually request documents in PDF or Word format. If you have a choice, it's best to send a .doc or .docx file, which is the most reliable way for the ATS to parse your information accurately into its online form. One benefit of saving a document as a PDF is that your formatting and layout are maintained as you created them, making it good for printing. However, if your PDF is saved as an image, the content will not be parsed at all. For those with a Mac, Arthur also advises against using the Pages program. And in general, ATS systems will not accept Google Docs.



HOT TIP: You can tell if the content in your PDF is searchable and can be parsed if you can select and highlight the text with your mouse. Arthur suggests that the best way to save a resume as a PDF is to do a “save as,” as opposed to using an online tool.

How Secure and Private are Online Systems?

Arthur recommends that if you see a position on a job board like Indeed or LinkedIn, search for that position on the company's website and apply through its portal. Company-hosted application systems are safer. If the job posting features a confidential search (the company name is not mentioned), you can cut and paste the job description – not the job title – into your search engine.

HOT TIP: If an online application asks for your social security number, driver's license number, or other personal information, do not apply. This information isn't normally requested from employers until late in the interview process or during the job offer.

What are some top guidelines for using ATS?

1. **Use simple, clean formatting.** This includes avoiding placing your contact information in the headers and footers, where it's “hidden” by the ATS. If you're wondering how your resume might appear to the ATS, save your resume as a text (.txt) file.
2. **Use standard headings for resume sections.** Renaming the “Experience” section as “What I've Done” or “About Me” might be creative, but it could confuse the ATS. Make sure the online system can recognize this information when parsing.
3. **Steer clear of resume templates that are available online.** It's not always possible to tell if the formatting and layout are ATS-friendly.
4. **Use keywords from the job description in your resume.** However, you need to make sure those keywords are mentioned in context to your own accomplishments and skills. If you are just “keyword stuffing,” you're not showing hiring managers how you incorporated those important elements within your positions.

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Special Feature

A RECRUITER'S PERSPECTIVE ON THE APPLICATION PROCESS: INSIGHTS FOR A MORE EFFECTIVE JOB SEARCH (CONTINUED)

How to Increase Your Chances in the Application Process

- **Try to be an early applicant.** Set up notifications for new positions. “The early bird gets the worm.” If the job has been posted for several weeks, the company may have already received more applications than they will be able to review. The reality is, an average job posting may receive 250 applications.
- **Take advantage of internal referrals.** Companies are more likely to consider a candidate who has been referred to them because there's a better chance they will be a good fit. Some ATS systems include a question about whether you were referred by someone and then score your application higher. Similarly, some companies offer a referral program where employees receive a bonus for referring someone who is hired. Networking with an individual who works at one of your target companies can pay off for both of you.
- **Follow up if you receive a rejection after an interview.** When a company sends a rejection email that says, “We’ll keep your resume on file,” it means that they’re willing to consider you for other positions that come along. If you’d like to be considered for future opportunities with that company, Arthur recommends that you send a thank-you email after the rejection: “I appreciate having the opportunity to meet with you. I'd love to be considered for future positions. Thank you very much for your time.” This is a way to nurture the relationship and build your network. Then, you can reach back out in 4-6 weeks to simply check in or to discuss other positions that have since been posted.
- **It's okay to apply to more than one job at the same company** as long as you have the background and qualifications required for all of those positions. Don't use the same resume for multiple positions if the responsibilities differ. In fact, a well-written cover letter should be included in those applications so that you can explain your intention and focus for each job.

Dispelling Myths about Recruiters

Being ghosted or not receiving feedback after a job interview are two common criticisms recruiters receive. Arthur admits how frustrating this can be for candidates, but explains that recruiters are busy people, who are often doing multiple searches while working with multiple candidates at one time. The volume alone can make feedback and responses slow or non-existent. Additionally, recruiters are often instructed not to provide feedback due to legal concerns, i.e., a candidate receives some information that they interpret as harmful).

HOT TIP: If you've had a job interview but haven't heard back from the recruiter yet, Arthur suggests the **Rule of 3** for following up:

1. Send a thank you after the interview.
2. Reach out by email.
3. Reach out by phone.

Then move on and learn from the experience. Keep in mind, most positions take 30-60 days to be filled.

Finally, it's important to note that recruiters are not the final decision-makers – but they do play a role in suggesting which candidates should move forward. Before you apply for a position online, Arthur suggests connecting with a company's recruiter. They may be able to get your resume into the hands of a decisionmaker ahead of the application process.

Recruiters can be partners in your job-finding strategy. Build those relationships to increase your network and your chances of getting hired.

Arthur is an executive client partner at Heller DeLand Group specializing in targeted executive search and workforce transition services in manufacturing sectors. He also provides leadership and career transition training and development assistance to individuals.

To watch the video of this second interview with Arthur Hughes, [click here](#).

ASK THE EXPERTS

How can I identify and leverage my strengths to advance in my career? - Joel E.

Identifying and leveraging your strengths is a critical component of career development, and it's a journey that combines self-awareness, strategy, and action. Here's how you can navigate this terrain effectively:

STEP 1: SELF-ASSESSMENT

Self-assessment can take place through formal personality or strength-assessment tests, such as the Myers-Briggs Type Indicator (MBTI), Gallup's CliftonStrengths, or even the Big Five Personality Test. Such tools give you insight into your natural inclinations and abilities.

However, don't limit yourself to formal tests. Observations from colleagues, mentors, and supervisors can provide invaluable perspectives. Even reviewing your past experiences, both successful and otherwise, can offer clues. Ask yourself: When did I excel? When did I struggle? What activities give me energy as opposed to draining me? By answering these questions, you're laying the foundation for a more focused career path.

STEP 2: SKILL MAPPING

Once you have a clearer understanding of your strengths, you can map these to skills or competencies that are valuable in your desired field. For example, if you find that you are an excellent communicator, roles in sales, marketing, or public relations might be fitting. If you have strong analytical skills, a career in data science, finance, or strategic planning could be beneficial.

**STEP 3: SET GOALS AND CREATE AN ACTION PLAN**

Now that you've aligned your strengths with specific roles or industries, it's time to set achievable, yet challenging goals. These goals should be Specific, Measurable, Attainable, Relevant, and Time-bound (SMART). Creating an action plan involves outlining the steps needed to achieve those goals. This could mean acquiring new qualifications, seeking mentorship, or even making a career switch if your current role doesn't allow you to leverage your strengths.

STEP 4: SHOWCASE YOUR STRENGTHS

Now comes the crucial part: actively leveraging these strengths in your current role or during job applications. Present your strengths as selling points in interviews, and whenever possible, align your work assignments to areas where you can apply your strengths. The goal here is to do your job well and in alignment with your natural abilities, thereby maximizing your satisfaction and output.

STEP 5: CONTINUAL LEARNING AND FEEDBACK

As you progress in your career, your strengths might evolve or even transform. It's vital to continue seeking feedback and reflecting on your performance. The landscape of work is also continually changing, so you'll want to ensure that your strengths are aligned with industry demands. It may be necessary to take a workshop or get a certification to meet an employer's requirements.

Identifying and leveraging your strengths is not a one-time activity but a lifelong endeavor. With the right mix of self-assessment, planning, action, and continual learning, you can advance your career in a manner that brings success and personal fulfillment. By focusing on what you do best, you'll find it easier to excel in your role and be more engaged, productive, and satisfied in your professional life.

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ASK THE EXPERTS

How can I find a career role model who aligns with my professional aspirations and values? - Jeheal F.

Having a career role model can serve as a source of inspiration, guidance, and motivation as you navigate the complexities of your professional life. Here's how you can find a role model who aligns with both your career aspirations and personal values:

STEP 1: SELF-REFLECTION

Begin by assessing your own career goals, values, and interests. What do you aspire to achieve in your professional life? What values are non-negotiable for you? By clearly defining your own objectives and ethical standpoints, you make it easier to identify role models whose paths and approaches resonate with your own.

STEP 2: RESEARCH

Start exploring the landscape of your industry to identify potential role models. Look for professionals who have achieved success in a manner that aligns with your values. You can find such individuals through industry-specific publications, social media platforms like LinkedIn, and networking events. You may also look within your organization, or within academic or vocational settings.

STEP 3: OBSERVE AND ANALYZE

Once you've identified potential role models, observe their career trajectories and how they conduct themselves both professionally and personally. What steps did they take to get to where they are? Do they exhibit behavior and values that align with your own? The idea isn't to replicate every aspect of their career, but to learn lessons that are applicable to your own path.

STEP 4: ENGAGE

Don't underestimate the power of direct communication. If the role model is accessible, consider contacting them. Accessibility could be determined by several factors including the role model's willingness to engage, the availability of contact information, or the presence of mutual connections who could facilitate an introduction. Prepare thoughtful questions that would provide you insights into how they've shaped their career. This could be through email, social media, or even face-to-face, if the opportunity presents itself. Some professionals are open to informational interviews/career conversations or mentorship, which can offer valuable firsthand advice.

STEP 5: IMPLEMENT

Now comes the most important part: applying what you've learned from your role model to your own career. This could range from adopting certain effective work habits to making strategic career moves. The objective is to personalize these lessons and make them applicable to your unique career trajectory.

STEP 6: CONTINUOUS EVALUATION

As your career evolves, your need for a role model may change. Periodically assess whether your current role model still serves your aspirations and values and if you need to start the search process over. Additionally, as you advance in your career, you may find that you become a role model to others. This could be a fulfilling way to give back and contribute to the growth of professionals who are at a place in their careers where you once were.

Finding a career role model who aligns with your professional aspirations and values is a continuous journey of self-discovery, research, engagement, and implementation. As you go through the different stages of your career, a suitable role model serves as a compass, guiding you through challenges and helping you make informed decisions. Remember, the goal is not to become a carbon copy of your role model, but to glean insights and inspiration that can help you carve out your own, authentic path to success.



HOLIDAY HIGHLIGHTS

by Vivian VanLier

NATIONAL CAREER DEVELOPMENT MONTH

National Career Development Month provides a timely reminder that career development is not a destination but a journey. Career development is a lifelong process of self-discovery, skill acquisition, and continuous learning aimed at achieving personal satisfaction and professional success.

As the world continues to evolve at a rapid pace with emerging technologies and shifting market demands, staying relevant and advancing in your career requires a blend of self-assessment, continuous learning, and strategic networking. Here are some action steps that you can take.

- **Understand Your Value Proposition:** Evaluate your strengths, weaknesses, interests, and values. Consider how your unique skills and experiences align with current market needs.
- **Align Your Values and Interests:** Ensure that your career path also aligns with your personal values and interests to achieve long-term satisfaction and success.
- **Conduct Market Research:** Stay updated on industry trends, emerging roles, and skills that are in demand. Identify gaps in your skillset and seek opportunities to bridge them.
- **Define Your Personal Brand:** Develop a compelling narrative around your professional journey. Ensure your online presence accurately reflects your expertise and aspirations. Craft a relevant “elevator pitch.”
- **Engage in Continuous Learning:** Embrace a growth mindset and seek opportunities for learning. Engage in professional development programs, certifications, and industry seminars.
- **Seek Mentorships and Coaching:** Try to find guidance from mentors and coaches to gain insights and broaden your perspective. Offer mentorship to others; teaching is a powerful way to reinforce learning and to pay it forward.
- **Networking:** Networking isn’t just about collecting contacts; it’s about building meaningful relationships that can open doors to new opportunities. And don’t forget to reciprocate: networking is a two-way street.
- **Strategize Your Career Growth:** Establish short-term and long-term career goals. Set SMART Goals that are Specific, Measurable, Achievable, Relevant, and Time-bound. Create actionable steps to achieve your goals.
- **Stay Flexible:** You may need to realign your goals with changing personal circumstances, industry trends, or emerging technologies.
- **Seek Feedback:** Solicit feedback from colleagues, supervisors, and mentors to identify areas of strength and value as well as areas for improvement. Use constructive feedback to enhance your performance and value proposition.
- **Achieve Work-life Harmony:** Maintaining a healthy balance between work and personal life is essential.

National Career Development Month is an opportune time to take stock of your career journey, define your value proposition, commit to continuous learning, and strategize your professional growth.

Continued on page 14

HOLIDAY HIGHLIGHTS

by Vivian VanLier

NATIONAL INSPIRATIONAL ROLE MODEL MONTH

Having a role model can have a significant impact on our personal and professional lives. In a career context, role models serve as a source of motivation and a vision of what is achievable. We look up to them for their behavior, success, and personal qualities. So let's honor them and/or become one in celebration of "National Inspirational Role Model Month."

A role model can inspire us with their success and instill a sense of motivation and a desire to reach our full potential. By observing their work ethic, problem-solving skills, and interpersonal relationships, we can learn and adopt successful strategies in our own careers. Their stories of overcoming challenges can instill resilience in the face of challenges in the modern workplace. Their wisdom and experiences provide invaluable guidance as we navigate the professional landscape.

Another benefit of seeking out role models is that they often have extensive networks. By connecting with them, we can access a broader spectrum of professional opportunities. By emulating them, we can be driven to enhance our performance, leading to better job satisfaction and career advancement.

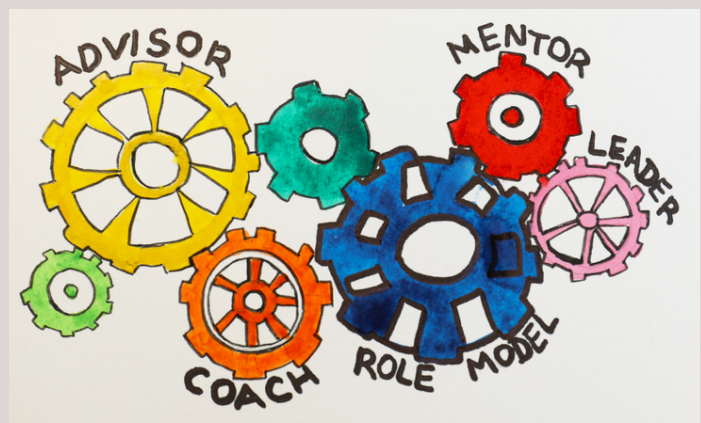
So how do you find role models and leverage those relationships?

- Identify individuals whose career paths resonate with your goals and who embody the values, skills, and attitudes you admire.
- Engage with your role models through social platforms, networking events, or mentorship programs. Learn from their experiences, seek advice, and apply their insights to your career challenges.
- Observe the traits, ethics, and behaviors of role models to create a blueprint for achieving similar success.
- If possible, cultivate a mentor-mentee relationship with your role models. Embrace their feedback and guidance to accelerate your career growth.

And by all means, strive to become a role model to others.

- Exemplify excellence in your field, uphold ethical standards, and display a continuous learning attitude.
- Share your knowledge and experiences with others and be open to providing guidance and mentorship.
- Promote a growth mindset by encouraging a culture of development, learning, and collaboration within your professional circles.

Role models offer a lens through which we can view the various facets of success, aiding in the crafting of our own professional persona. By engaging with the stories of role models in our field, we can extract learnable moments and allow their exemplary paths to guide our career journey. Let's also strive to inspire others and foster a nurturing and ambitious professional community.





Gobbling Up Life's Adventures One Holiday at a Time!

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November 15, 2023

Mr. Sage Cranberry
Tasty Stuffing Incorporated
Pie Town, NM

Dear Mr. Cranberry,

When I saw your job listing for a spokesperson for Tasty Stuffing's annual Thanksgiving campaign, I nearly lost my feathers. As a professional model and representative for all things Thanksgiving, I am confident that I would put my best foot (and legs and breasts) forward to entice your customers.

Known for my entertaining gobble sounds and my proud turkey strut, I am able to put a smile on the face of families and friends gathering for their Thanksgiving meals.

My accomplishments include:

- Winner of the Loudest Gobbler Contest in Turkey, Texas, four years in a row
- Brand strategist for the recipient of the White House Thanksgiving turkey pardoning five years in a row
- Winner of the Juiciest Thighs contest, hosted by Harvest Cornucopia Supermarkets chain
- National representative for the iconic Tom Turkey float at the Macy's Thanksgiving Day Parade (2020-2023)
- Spokes-turkey on the health benefits of turkey during a nutrition campaign by USDA's Food and Nutrition agency
- Former personal assistant to Basil Birdseye, creator of the Thanksgiving Green Bean Casserole

I am a self-starter who enjoys helping families create a warm and welcoming Thanksgiving table. I look forward to joining the Tasty Stuffing team!

Tastefully yours,



Tommy Giblets

“ELEVATE YOUR CAREER WITH AN EXPERT” QUARTERLY SUBSCRIBER RAFFLE.

To thank those who subscribe to the “Your Career > Your Future” newsletter each month, we hold an “Elevate Your Career with an Expert” quarterly subscriber raffle.

At the beginning of every quarter, we will randomly draw a name from all active subscribers, with the [winner receiving their choice of one complimentary career-related service](#) from one of our Career Experts.



Resume
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“Elevate Your Career with an Expert” quarterly subscriber drawings,
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LORI WEIR

Winner of the 4th Quarter 2023 Subscriber Raffle,
has chosen the

Free One-Hour Personal Branding Consultation!

*Check out the December "Your Career > Your Future" newsletter to see
what Lori has to say about her free consultation!*

DON'T MISS YOUR CHANCE TO WIN!

The 1st Quarter 2024
Subscriber Raffle Drawing
will be held on January 4, 2024.

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**Everything You Wanted to Know About Applicant Tracking Systems (ATS)
Part 2
- An Interview with Arthur Hughes**



Denise Bitler
Resume-Interview Success, LLC




Laura Johnson
LLEJ Careers, LLC



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**Which Would Impress a Recruiter or Hiring Manager More:
ChatGPT-Written Cover Letter or Career Service Provider-Written Cover Letter?**



By: Jeanne Stoner
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**Which Would Impress a Recruiter or Hiring Manager More:
ChatGPT-Written Resume or Career Service Provider-Written Resume?**



By: Denise Bitler
Resume-Interview Success, LLC

Master Resume Writer (MRW), Certified Professional Resume Writer (CPRW), Certified Digital Branding Strategist (CDBS), Certified Interview Compensation Negotiations Coach (CICNC), Certified Interview Coach (CIC)

CAREER EXPERTS GROUP
LET'S GET TO WORK ON YOUR CAREER!

**Brand Visibility,
Network Expansion,
and Career Agility**



Subject Matter Expert: Jacqueline Peros, CEO & Founder of JMP Branding LLC
Interviewer: Laura Johnson, Owner of Laura LE Johnson, LLC

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Understanding Your Health Insurance Options

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Social Media Engagement Checklist

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ALONE WE ARE UNSTOPPABLE.
TOGETHER WE ARE A POWERHOUSE!

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GROUP TEAM MEMBERS' FULL BIOS](#)

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Stay tuned for our December 2023 2023 i
"Your Career - Past and Future"