

# YOUR CAREER > YOUR FUTURE

## Career Experts Group Monthly Newsletter

Newsletter Editor: [Denise Bitler](#)



"The only person you are destined to become is the person you decide to be."  
— Ralph Waldo Emerson

As we embrace the beginning of 2024, it's time to look forward with excitement and anticipation. The world of work is rapidly evolving, and staying informed is more crucial than ever. In this edition of our newsletter, we delve further into the top five career trends that are set to shape our professional lives this year. The convergence of AI integration in hiring and workplace roles, the extension of career lifespans, innovative education methods, and shifting economic landscapes signify a transformative era in the workforce. Embracing these trends requires adaptability and a proactive approach to learning and professional development, ensuring individuals are equipped to thrive in a rapidly evolving job market driven by technological advancement and changing societal norms.

Whether you're a seasoned professional or just starting your career journey, these insights are your compass to navigating the ever-changing landscape of work. The year 2024 is more than just a new calendar year; it's a gateway to new possibilities and opportunities in your career. Let's embark on this journey together, embracing the challenges and opportunities that lie ahead.

Don't miss your chance to win the next "Elevate Your Career with an Expert" newsletter subscriber drawing on April 3, 2024. To learn more about this raffle and how to enter, check out [page 12](#). Please make sure that our emails don't land in your spam folder by adding us to your trusted senders list: [info@careerexpertsgroup.com](mailto:info@careerexpertsgroup.com).

For more career-focused information, insights, and inspiration, follow the Career Experts Group website at [www.careerexpertsgroup.com](http://www.careerexpertsgroup.com).

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## NEWSLETTER HIGHLIGHTS

### Top Career Trends for 2024

#### Overview

#### AI in Hiring and Job Search: Revolutionizing Recruitment

#### Working to 100 and Beyond: Embracing the Value of Legacy Employees

#### AI and the Future of Work: Embracing AI-gility in the Modern Workplace

#### Education Trends: Big Changes and Trends in Higher Education

#### Economic and Work Shifts: Job Growth in the Green Economy

### Elevate Your Career with an Expert QUARTERLY DRAWING

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by [Denise Bitler](#) and [Elyse Pipitone](#)

In our December 2023 article, we provided a brief overview of the top five career trends predicted for 2024: AI in Hiring and Job Search; Working to 100 and Beyond; AI and the Future of Work; Education Trends; and Economic and Work Shifts. Now, we're taking a deep dive into each of these trends, explaining how they will impact your job search and work, and sharing strategies for addressing their opportunities and challenges.

As you review each of these trends, you can use our [Action Plan: Mastering Trend-Based Goals](#) fillable PDF (duplicating it as needed) to determine the best steps to take to ensure your career success, agility, and satisfaction.

To get you started, we have created a sample Action Plan for a Marketing Manager in the tech industry to respond to the 2024 trend "AI and the Future of Work":

### 1. Relevance to Current Skills and Knowledge:

*Trend Analysis:* Audit current skills in areas like content creation, customer engagement, and data analysis. Compare these with the evolving AI landscape.

*Knowledge Gaps:* Identify specific AI tools or concepts not yet mastered. (For instance, if unfamiliar with generative AI tools like DALL-E, note this as a gap.)

### 2. Skill Development:

*Skills to Acquire:* Target skills in AI-based customer segmentation, generative content creation, and AI ethics.

*Training Programs:* Enroll in an online course about "AI in Digital Marketing" by March 2024. Attend a workshop on "Ethical AI Use in Business" by June 2024.

### 3. Application and Opportunities:

*Application in Role:* Implement AI for A/B testing in campaigns by April 2024. Use AI analytics for customer insights by Q3 2024.

*Opportunities:* Propose a new project by Q2 2024 focusing on AI-driven customer engagement strategies.

### 4. Networking and Collaboration:

*Knowledgeable Contacts:* Identify two colleagues or industry connections who are proficient in AI. Schedule informational interviews by February 2024.

*Collaboration:* Join an AI-focused professional group by January 2024. Aim to participate in at least one collaborative project within this group by mid-2024.

### 5. Impact Assessment:

*Impact on Industry:* Research and document how AI is changing marketing strategies by February 2024.

*Preparation for Challenges:* Attend a webinar on "Future Trends in AI for Marketing" by April 2024 to stay ahead of potential disruptions.

### 6. Goal Setting:

*Specific Goals:* Complete an AI marketing tool pilot project by July 2024. Increase lead generation by 15% using AI insights by Q4 2024.

*Tracking Progress:* Set monthly review sessions to monitor progress toward these goals, starting March 2024.

### 7. Resource Allocation:

*Resource Needs:* Dedicate 4 hours per week for AI learning and experimentation. Set a budget of \$1,000 for courses and workshops in 2024.

*Balancing Resources:* Integrate learning into weekly work schedules, allocating Friday afternoons for AI education.

### 8. Long-term Vision:

*Alignment with Career Goals:* Align AI learning with a goal to become Head of AI Marketing Strategies by 2026.

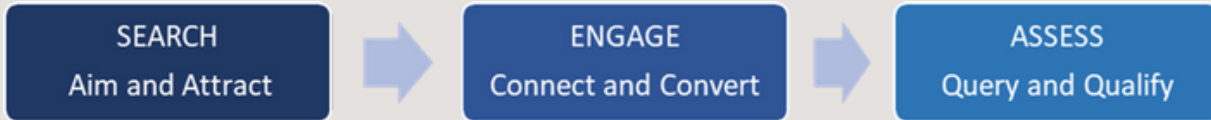
*Evolution of Approach:* Plan to revisit and revise the AI strategy every quarter to adapt to new trends and technologies.

# TOP CAREER TRENDS OF 2024

## AI IN HIRING AND JOB SEARCH: REVOLUTIONIZING RECRUITMENT

by *Jeanne Stoner*

Artificial Intelligence (AI) is becoming increasingly important in recruitment, changing how companies find and hire employees. AI tools can significantly improve the following aspects of sourcing and recruiting:



### SEARCH



Larger companies often employ talent-sourcing professionals, also called “sourcers,” to find and interact with potential candidates. Their job is to draw in candidates and get them interested in the company. Once sourcers find suitable prospects, they pass them on to recruiters.

Today, companies use various AI tools alongside traditional methods like [LinkedIn Recruiter](#) to enhance this process. Tools include [POE](#), a chat box that links to other AI utilities; [You.com](#), an AI assistant for task management through specific queries; [Perplexity AI](#), a beneficial research tool; and [GPT for HR](#), which offers 100 AI prompts tailored for human resource professionals.

### ENGAGE

[Sourcing metrics](#) from Ideal.com show that only 20% of candidates respond to emails from recruiters and other sourcers. AI tools can send tailored emails, videos, and LinkedIn posts with personalized photos to prospective hires to improve this metric.

For example, [Visla](#) enables sourcers to make customized videos in minutes. [Taplio](#) is an all-in-one AI LinkedIn tool that enhances personal branding, content publishing, metric reporting, and engagement.

[Wordtune](#) and [Quillbot](#) are AI writing assistants. [Fireflies.ai](#) automates meeting notes to keep sourcers more engaged in conversations. [Image Creator in Bing](#) and [DALL-E 3 in ChatGPT4](#) generate custom images from text descriptions.



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## TOP CAREER TRENDS OF 2024 REVOLUTIONIZING RECRUITMENT, CONTINUED

### ASSESS

Companies looking to streamline their hiring procedures use AI enterprise tools to make the interview processes quicker, fill positions faster, reduce hiring costs, and increase client satisfaction. AI technology is used for screening candidates, assessing fit, conducting interviews, administering tests, and monitoring remote exams.

AI tools can serve a variety of functions within the hiring process. XOR screens candidates by asking targeted questions and evaluating responses. Turing vets developers and technical talent, heyMilo conducts the entire interview, and Pymetrics employs gamified behavioral assessments to analyze candidates' cognitive and behavioral traits.

Other examples of popular AI enterprise tools are Talview and HireVue.

### THE FUTURE OF AI IN RECRUITING

There is concern about the growing trend of employers using AI in hiring decisions, particularly the potential of these tools to produce discriminatory results. The Equal Employment Opportunity Commission (EEOC) issued guidance in May 2023 addressing AI in the hiring process. New York State has already made a law to protect employee rights against automated employment decision tools (AEDTs).

AI tools are expected to continue enhancing the recruiting experience. They will be capable of providing real-time feedback to candidates, guiding them through the application process and even offering personalized tips for interviews.



### STEPS JOB CANDIDATES CAN TAKE

To adapt to the increase of AI in the hiring process, consider these steps:

1. Customize your resume for specific jobs to highlight your fit for the role.
2. Reply to messages from sourcers/recruiters.
3. Expect more video interviews.
4. Prepare for additional online screening questions and behavioral question tests.
5. Familiarize yourself with some new AI tools as a New Year's resolution.



# TOP CAREER TRENDS OF 2024 WORKING TO 100 AND BEYOND: EMBRACING THE VALUE OF LEGACY EMPLOYEES

by [Laura Johnson](#)

Gone are the days when retirement signaled an end to professional life. Workers are no longer fading into the background after age 65; they're blending their seasoned expertise with a renewed zest for work. This shift requires adapting our workforce and transforming society's perceptions to not only accommodate, but also celebrate and benefit from, the wisdom and experience of these workers.

When legacy employees extend their careers, they contribute significantly to the economy financially and through skill transfer and diversity. Their continued involvement in the workforce bolsters public health, shatters age-related stereotypes, and addresses critical workforce shortages. It's a celebration of lifelong learning and an essential component in fostering social integration.

Despite their willingness and ability, legacy workers often face significant hurdles. Ageism in the workforce can lead to longer job searches and fewer opportunities. Additionally, financial pressures, such as inadequate retirement savings, often necessitate continued employment. These challenges are not just statistics; they are the lived experiences of many, which deserve attention and solutions.



## OPPORTUNITIES FOR ORGANIZATIONS

Mature professionals bring a wealth of experience, often translating into better problem-solving skills and a deeper understanding of industry and organizational nuances. Additionally, legacy employees can serve as mentors, guiding and nurturing younger colleagues, thereby contributing to a robust, intergenerational workforce.

To effectively engage and retain senior talent, organizations should consider implementing a range of strategies including:

- Flexible work options
- Lifelong learning opportunities
- Health and wellness programs
- Age-inclusive policies
- Ergonomic work environments
- Competitive compensation and benefits



TOP CAREER TRENDS OF 2024  
WORKING TO 100 AND BEYOND, CONTINUED

ALTERNATIVES FOR LEGACY EMPLOYEES

As experienced workers advance in their careers and reach the later stages of their professional journey, the traditional path of full-time employment may no longer align with their evolving aspirations and lifestyle preferences.

The possibilities are as diverse as they are enriching and include:

- Part-time work
- Consulting/advising
- Freelancing
- Volunteering
- Mentoring
- Starting a business/franchise
- Temporary Work
- Remote Work
- Board Positions
- Teaching



THE BENEFITS OF PROFESSIONAL GUIDANCE

Career professionals can play a vital role in shaping and guiding the career trajectories of older workers, ensuring that they are equipped to meet the challenges and opportunities of the professional landscape. They can provide support in:

- Negotiating salary
- Showcasing experience in career communications
- Providing tailored assessments focused on strengths, weaknesses, and potential career paths
- Building/leveraging networking support
- Keeping up with technology

PROGRAMS SUPPORTING SENIOR WORKERS

These programs aim to help seniors secure employment, develop new skills, and build their financial security.

- AARP Employer Pledge Program: A nationwide group of employers that stand with AARP in affirming the value of experienced workers and are committed to developing diverse organizations.
- Senior Community Service Employment Program (SCSEP): Authorized by the Older Americans Act, this program provides paid job training to low-income individuals aged 55 and older.
- BACK TO WORK 50+: A program launched by AARP Foundation to provide unemployed older workers with job search workshops, coaching, resources, and job training.

THE FUTURE

Legacy workers bring invaluable experience, skills, and perspectives to the workforce. By integrating and valuing legacy employees, organizations enhance their own diversity and capability while contributing to a more inclusive and dynamic society.



# TOP CAREER TRENDS OF 2024

## AI AND THE FUTURE OF WORK:

### EMBRACING AI-GILITY IN THE MODERN WORKPLACE

by [Denise Bitler](#)

As the world of work undergoes a transformative shift, the concept of “AI-gility” has emerged as a cornerstone in this revolution. It represents a mindset that embraces change and leverages AI to enhance creativity, productivity, and impact. AI-gility will be increasingly important for employees as AI's influence continues to grow in the workplace.

#### THE RISE OF GENERATIVE AI

Between 2020 and 2023, the landscape of generative AI has seen exponential growth, with over 58,000 AI companies making their mark. This segment of AI, known for generating new data through patterns and structures, encompasses a range of applications including text, images, and media creation. Tools like ChatGPT, DALL-E, and MidJourney have become household names, revolutionizing how we interact with and utilize AI.

#### AI AND THE FUTURE OF WORK

Looking ahead to 2024, five major trends stand out in AI's impact on work:

- 1. Transitioning from Roles to Skills - Emphasizing Upskilling in the AI Era:** The focus is shifting from defined roles to skill sets, with an emphasis on upskilling and reskilling. The World Economic Forum predicts that by 2025, half of all employees will need reskilling to adapt to AI-enabled trends.
- 2. AI Growth Rate - Unprecedented Pace of AI Adoption:** AI adoption is outpacing other technologies, with projections showing over 100 million paying users by 2024. This is driven by significant technological advancements, increased accessibility, growing awareness, and diverse applications across various industries, coupled with economic pressures and substantial investment in AI technologies.
- 3. Enhanced Productivity through AI - Beyond Basic Tools to Efficiency Boosters:** AI is not just a tool but a productivity amplifier. It's estimated that AI can save between 30 minutes to 4 hours per day for individuals, significantly enhancing work efficiency.
- 4. Using AI Responsibly - Understanding its Ethical Implications:** While AI is a powerful tool, it must be used with an understanding of its ethical implications. Responsible use of AI includes:
  - a. Data Privacy and Security:** Ensuring that personal and sensitive data is handled securely and in compliance with privacy laws and standards.
  - b. Bias and Fairness:** Being aware of, and actively working to prevent, biases in AI algorithms that could lead to unfair or discriminatory outcomes.
  - c. Transparency and Accountability:** Making AI systems transparent in their workings and decisions, and ensuring that there is accountability for the outcomes they produce.
  - d. Sustainability:** Considering the environmental impact of AI systems, such as the energy consumption of large data centers.
- 5. Regulating AI Growth - Balancing Innovation with Ethical Governance:** Ethical AI usage also involves considering the broader impact of AI on society. This includes job displacement due to automation, and working toward solutions that mitigate AI's negative effects while enhancing its positive contributions. The rise of AI necessitates a balance between innovation and protection. This has led to a demand for AI Ethics Officers and executive orders to guide responsible AI use.

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## TOP CAREER TRENDS OF 2024 EMBRACING AI-GILITY, CONTINUED

### AI ADOPTION ACROSS DEMOGRAPHICS

According to a survey conducted by [FlexJobs](#), “Men (54%) are using AI in either or both their personal and professional life, while women (35%) are adopting AI at a much slower pace.”

### ACTION STEPS FOR INCREASING AI-GILITY

1. **Invest in Upskilling:** Actively seek out learning opportunities in AI and related fields. This could include online courses, webinars, or workshops in areas like machine learning, data analysis, or AI ethics. Staying updated with AI advancements ensures that you remain competitive and adaptable in a rapidly evolving job market.
2. **Experiment with AI Tools in Daily Tasks:** Integrate AI tools into your daily routine to enhance productivity and creativity. For example, use AI-based writing assistants for drafting emails or reports, AI-driven analytics tools for data interpretation, or creative AI for design and multimedia projects. Experimenting with these tools helps you to understand their capabilities and limitations.
3. **Understand and Advocate for Ethical AI Use:** Educate yourself about the ethical implications of AI, including issues around privacy, bias, and transparency. Being aware of these issues allows you to use AI more responsibly and to advocate for ethical practices in your workplace or community.
4. **Develop a Continuous Learning Mindset:** AI and technology fields are constantly evolving. Cultivate a mindset of continuous learning and curiosity. Follow industry news, participate in forums or discussion groups, and stay curious about new developments and their potential applications.
5. **Explore AI for Personal Development:** Beyond professional applications, explore how AI can contribute to your personal growth. This could involve using AI for personalized learning, fitness, mental health, or hobbies like art, music, cooking, or creative writing.



The AI revolution in the workplace is not just about technology; it's about adopting an AI-gility mindset. By being open to change, embracing new technologies, and continuously learning and adapting, you can better prepare for its continued integration in your professional life.

**TOP CAREER TRENDS OF 2024**

**EDUCATION TRENDS: BIG CHANGES AND TRENDS IN HIGHER EDUCATION**

*by Elyse Pipitone*

According to an article published by [Deloitte](#), since 2020, there has been a 4% decrease in college enrollments, due in large part to rising tuition costs, the U.S. recession, and COVID. Of these, the pandemic has created the biggest long-term impact on higher education; students who transitioned to online learning during COVID have enjoyed the flexibility of virtual classrooms and e-learning – and created a demand for those options to continue.

Nontraditional students, such as working adult learners and those with children, have benefited from the shift to hybrid and remote learning and want more of it as well. They are taking advantage of on-demand, affordable professional credentials and certifications available outside of a higher education setting. As a result, colleges are racing to address the need for flexible learning initiatives in order to stay competitive. At the same time, they are working to ensure that their graduates will be ready for the world of work.

**HOW COLLEGES ARE RESPONDING TO SHIFTING PRIORITIES**

Some colleges are requiring that students meet with campus career services advisors for all four years of their education, instead of engaging with them only as they approach graduation. This way, students can develop a strategic career plan that reflects their academic major and interests, while participating in experiential learning opportunities (internships and apprenticeships), campus leadership roles, and other activities. High GPAs alone are no longer enough to set them apart from other graduates.

College degrees are evolving to include adaptive learning options, including customized workforce training programs that address employers’ needs. In addition, there will be more credentialing and certificate offerings, such as “stackable” programs that enable students to build their level of skills as needed. One such example is microcredentials: mini-qualifications that demonstrate skills, knowledge, or experience in a specific subject area or capability.

At the same time, colleges are starting to phase out narrowly focused majors that don’t prepare students for the workplace (women’s studies, early Latin literature, etc.). Many institutions are considering on-demand learning, where courses are offered on a subscription or pay-for-access basis, making it easier for students to have flexibility in the pace and frequency of their coursework. Colleges are also addressing the unique needs of nontraditional students by offering credit for their prior education and learning, as well as for their life and work experience.





## TOP CAREER TRENDS OF 2024 HIGHER EDUCATION TRENDS, CONTINUED

### GENERATION Z AND EMPLOYER EXPECTATIONS

Members of Generation Z (those born between 1997 and 2012) are predicted to comprise a larger portion of the workforce in 2024 than Baby Boomers, according to a [Glassdoor Workplace Trends report](#). Meanwhile, many older workers are delaying retirement, while employees with a nontraditional education are being recognized for the value of their developed skills and experience.

In response to the changing demographics of job seekers, employers are prioritizing skills attainment and mastery over education requirements. In fact, some states are starting to require that employers' job postings eliminate education requirements.

While Gen-Zers usually have strong technology and social media skills, they are less comfortable with face-to-face interactions, phone conversations, and other essential "soft skills." Internships, apprenticeships, and other experiential learning opportunities can help them develop critical thinking, problem-solving, and adaptability skills. Employers will expect these new hires to work as part of a team across functions and to develop their communication and collaboration skills. Gen-Zers can prepare for their job search by polishing their presentation and interviewing skills and by learning how to network effectively.



### RESOURCES

[Gen Z will overtake Boomers in U.S. workforce: Glassdoor report \(cnbc.com\)](#)

[Lifelong Learning Resources](#)

April 2023 CEG newsletter: [Finding a Good Job without a College Degree](#)

August 2023 CEG Newsletter - Ask the Experts: [Internships](#)



## TOP CAREER TRENDS OF 2024

### JOB GROWTH IN THE GREEN ECONOMY

by [Vivian VanLier](#)

The concept of a Green Economy — an economy focused on increased sustainability and environmental responsibility — continues to grow in popularity on a global scale. As a result, there is an increased demand for workers in occupations related to renewable energy sources, sustainable agriculture, and eco-friendly manufacturing processes.

The [U.S. Bureau of Labor Statistics](#) projects that two of the fastest-growing occupations among all industries will be in the green sector. By the year 2030, Wind Turbine Service Technician positions are expected to increase by 68% and Solar Photovoltaic Installers by 52%.

Here are the areas of high projected growth within the green industry:

- **Renewable Energy Sector** — Professionals are needed for the design, installation, and maintenance of solar panels and wind turbines. Additionally, engineers and technicians who specialize in renewable energy technologies are increasingly in demand.
- **Sustainable Agriculture** — This sector focuses on innovative farming practices that protect the environment, such as organic farming, permaculture (using land and resources while avoiding waste), and urban agriculture. Careers in this area range from hands-on farming to agricultural technology focused on improving crop yields and reducing environmental impact.
- **Green Construction and Architecture** — The construction industry is evolving, emphasizing energy-efficient building designs and sustainable materials. Architects and engineers are focusing on creating structures that are environmentally friendly, energy-efficient, and healthy for occupants.
- **Environmental Science and Policy** — Environmental scientists are needed to conduct research to understand the impact of human activities on the environment and develop strategies to mitigate these effects. Policy experts will play a vital role in shaping regulations and policies that encourage sustainable practices.
- **Conservation and Wildlife Management** — Conservation and wildlife management are essential components of the green economy. Careers involve preserving natural habitats, protecting endangered species, and managing natural resources sustainably. Jobs range from fieldwork in conservation to roles in environmental advocacy and education.
- **Sustainable Transportation** — As the world seeks to reduce its carbon footprint, sustainable transportation becomes increasingly important. This includes the development of electric vehicles and public transportation systems designed to minimize environmental impact – creating opportunities for engineers, urban planners, and policymakers.
- **Circular Economy and Waste Management** — The circular economy is focused on minimizing waste and maximizing resource efficiency. Job opportunities include roles in recycling, sustainable materials management, and the development of products designed for longevity and recyclability.
- **Green Tech and Innovation** — The green economy requires ongoing technological innovation. Careers in green technology range from developing new renewable energy technologies to creating software and tools for environmental monitoring and management.



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