

NEWSLETTER HIGHLIGHTS

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CAREER
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GROUP



Career Experts Group Monthly Newsletter

DECEMBER 2023 -

"YOUR CAREER - PAST AND FUTURE"

As we bid farewell to 2023, it's time to reflect on the pivotal moments of this past year and take a peek at emerging trends that will reshape the professional landscape of the future. This special year-end edition of our newsletter is a treasure trove of insights and forecasts, meticulously developed to guide you into 2024 with confidence and clarity.



Top 5 Career Trends for 2024: Get an overview of the future of work and predictions of the most significant trends set to dominate the job market. Discover how AI innovations and the growing importance of interpersonal skills are reshaping the employment landscape.

Top 10 Career Recommendations for 2024: Whether you're contemplating a bold career shift or striving to reach new heights in your current role, our expertly crafted top 10 career strategies for 2024 are your roadmap to success. Gain insightful guidance to navigate the evolving job market with confidence.

The Year in Review: Take a retrospective journey through our comprehensive collection of 2023 newsletter articles. This compilation of knowledge spans a multitude of topics, from cutting-edge industry insights to practical skill-building techniques.

Informational and Instructional Videos: Enhance your learning experience with our comprehensive selection of videos. These visual resources are designed to provide deeper insights into career development and industry trends.

Ultimate Career Toolkit - Resource Guides: Access a wide array of resources covering Career Development and Job Search Tools; Workplace Rights and Diversity Awareness; Compensation and Benefits; Work-Life Balance; Continuing Education; Alternative Work Options; and Community Engagement and Social Responsibility.

Join us on this reflective journey as we embrace the challenges and opportunities that 2024 promises. Let's gear up for a year of growth, learning, and success!

Don't miss 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 10](#).

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.

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TOP CAREER TRENDS FOR 2024

As 2023 comes to a close, it's a good time to examine the top five career trends predicted for 2024. Not surprisingly, artificial intelligence (AI) and technology will play a significant role in the year ahead. The trends are: **AI in Hiring and Job Search**, including new ways that recruiters and job seekers are using AI tools; **Working to 100 and Beyond**, such as the shift to postpone retirement; **AI and the Future of Work**, including the demand for career agility and upskilling; **Education Trends**, particularly the impact on higher education and Generation Z; and **Economic and Work Shifts**, such as sustainable ("green") careers.

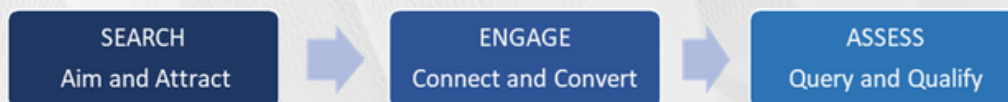
A brief summary of each trend is provided below, serving as a teaser to the January 2024 issue – where we'll provide a deep dive into these trends to help you plan for your career and your future.

AI IN HIRING AND JOB SEARCH

by *Jeanne Stoner*

Integrating AI in recruiting is rapidly revolutionizing the field and reshaping how companies source, recruit, and hire talent.

AI tools are playing a pivotal role in streamlining and enhancing the entire sourcing and recruitment process involving:



A few of the AI tools that recruiters are using are:

- **POE.com** - Allows people to ask questions, get instant answers, and have conversations with a wide variety of AI-powered bots.
- **You.com** - Innovative search engine that prioritizes user privacy and personalization.
- **Perplexity.AI** - Platform specializing in answering complex queries with detailed and accurate responses. It is designed to search the web in real time and offer up-to-date information on various topics.
- **GPT for HR** - Generative Pre-trained Transformer (GPT) technology including automating HR inquiries, assisting in resume screening, employee onboarding, and providing support for various HR functions.
- **Visla** - Video creation platform that enables teams and individuals to easily record, edit, and share high-quality videos.
- **Taplio** - LinkedIn post scheduler and analytics tool.
- **Wordtune** - Reading and writing companion capable of fixing grammatical errors, understanding context and meaning, suggesting paraphrases or alternative writing tones, and generating written text based on context.
- **Fireflies.ai** - Captures video and audio, and generates transcripts in minutes. Integrates with apps like GoogleMeet, Zoom, Teams, Webex, RingCentral, and Aircall.
- **Dalle 3 in Bing** (free, with limits) and **Dalle 3 in ChatGPT4** (paid) - Takes a text prompt and generates a new image.



TOP CAREER TRENDS FOR 2024, CONTINUED

HIGHER EDUCATION AND GENERATION Z TRENDS

by Elyse Pipitone

The demand for online learning and the popularity of credentials and certifications will continue to grow as college enrollments continue to drop. An increase in nontraditional students, including working adult learners with children, is leading to more education and training alternatives that provide flexibility and affordability. Additionally, employers are shifting from degree requirements to skills-based ones, making experiential learning (internships and apprenticeships) even more valuable.



It will be essential for Generation Z students (those born between 1997 and 2012) to develop the skills necessary for collaboration and problem-solving in the workplace: critical thinking, communication, decision-making, and leadership abilities.

AI AND THE FUTURE OF WORK

by Denise Bitler



In the rapidly evolving AI landscape, “AI-gility” emerges as a pivotal concept, blending a curious mindset with adaptive technology usage. This approach allows us to leverage AI to significantly enhance the effectiveness and reach of our work in a manner that is sustainable and considerate of potential consequences.

The future of work trends for 2024 highlights the shift from specific roles to skillsets, emphasizing the need for upskilling and reskilling. The World Economic Forum predicts that 50% of employees will need reskilling by 2025 to embrace AI-enabled trends. With AI shaping the future of jobs, its responsible use, ethics, and integration become increasingly important. The way forward involves identifying key workflows and continually learning new skills for effective AI systems integration.



Continued on Page 4

TOP CAREER TRENDS FOR 2024, CONTINUED

WORKING TO 100 AND BEYOND

by Laura Johnson

As our life expectancy increases, older workers are looking for ways to continue contributing to the workforce, rather than making a complete retreat into retirement. This highlights the need for adaptability and more opportunities within professional, board membership, and volunteer roles.

Organizations have opportunities to include older workers through contracting/consulting, age-related DEI initiatives, and flexible work environments like fractional work. Programs such as the AARP Employer Pledge Program are embracing and supporting the expertise of seasoned workers.



Cloverpop

ECONOMIC AND WORK SHIFTS

by Vivian VanLier

The Green Economy, emphasizing sustainability and environmental responsibility, is witnessing substantial job growth in various sectors. Renewable energy is a key area, requiring professionals for the design, installation, and maintenance of solar panels and wind turbines. Sustainable agriculture focuses on eco-friendly farming practices, while green construction evolves toward energy-efficient designs and sustainable materials. The circular economy, centered on waste minimization and resource efficiency, is creating opportunities in recycling and sustainable materials management. Environmental science and policy will play a crucial role in understanding and mitigating human environmental impacts, while conservation and wildlife management will be pivotal for preserving natural habitats and species.



SUMMARY

These five trends are expected to shape careers and the workplace for years to come. Next month, we'll revisit these trends in more detail: their impact on your job search, employment, and workplace. And we'll provide tips and strategies for addressing the opportunities and challenges that will arise.

TOP 10 CEG TEAM CAREER RECOMMENDATIONS FOR 2024

Curated from CEG Team

We've asked each of our Career Experts to provide their favorite piece of career advice as we head into 2024. Here are their top picks:



1. **Create a personal board of directors.** The best board consists of a variety of people who know you professionally or personally and can support you on your career journey. Be sure to include cheerleaders, network connectors, resource providers, and those who tell it like it is. (November 2023 - [Celebrating the Intersection of Career Development Month and Inspirational Role Models Month by Creating Your Own Career Board of Directors](#))
2. **Do your due diligence to identify a good company/career match.** Before you apply, talk to past and present employees about what makes someone successful in your target position. Research news articles. Check websites to uncover culture, values, diversity, and inclusion. (October 2023 - [Finding a Company Aligned to Your Work Values](#))
3. **Keep a career journal.** Document and date your achievements, contributions, suggestions, and projects. This information is invaluable when you update your resume or have a performance review. Your boss isn't always aware of the value you have added. (March 2023 - [Always Be Prepared](#))
4. **Set clear goals and a vision.** Define what success looks like for you and set clear, achievable goals. Having a vision for your career helps in strategizing and making informed decisions. (August 2023 - [Feeling Stuck or Burnt Out? Try a Vision Board](#))
5. **Be specific.** Identify the job title, industry, company size, culture, and location you are seeking, and then develop a list of 10 companies to target. Focusing your efforts will lead to better results. (November 2023 - [Beyond the Profile: Using LinkedIn Strategically to Get Noticed](#))
6. **Increase your LinkedIn visibility.** Build trusting relationships within your network by consistently connecting to others and liking, commenting on, and sharing their posts. (March 2023 - [How to be More Visible on Social Platforms With Minimal Time Investment](#))
7. **Embrace learning new skills.** Identify career-related skills you would like to develop further. Earning certifications enables you to differentiate yourself, elevate your visibility inside the organization and industry, and advance your career. (August 2023 - [When Your Motivation is Flagging, Be Curious](#))
8. **Develop leadership and soft skills.** Focus on enhancing skills like communication, emotional intelligence, adaptability, and leadership. These skills are critical for career advancement, especially in managerial roles. (September 2023 - [Trends and Tips to Prepare for Skills-Based Hiring](#))
9. **Be adaptable and resilient.** The ability to adapt to change and bounce back from setbacks is crucial. Be open to new opportunities and willing to step out of your comfort zone to embrace new challenges. (July 2023 - [3 Strategies to Free Yourself From Fear in the Job Search](#))
10. **Assess your digital footprint.** Take an inventory of your digital footprint to understand how your personal brand is represented online. Where, when, and what are you communicating? Does your brand align with your future career goals? Does your content embody your authentic point of view, strengths, and expertise? Do you present one voice across all your social media platforms? (March 2023 - [How Credible is Your Brand?](#))

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In Case You Missed It...

| | Career Industry News and Trends | Job Finding Strategies | Career Advice | Building Your Brand | Diversity, Equity, and Inclusion | Special Feature |
|---------------|--|---|--|---|--|--|
| January 2023 | <u>Returnship Programs: Helping Individuals Reenter the Workforce after a Career Break</u> | <u>Job Finding Myths and Realities: Job Openings</u> | <u>Is Your LinkedIn Profile Viewer-Ready?</u> | <u>Step Away from the Checklist Mindset and Into the Growth Mindset</u> | <u>Powerful Job Search Networking Resources for Diverse Jobseekers</u> | <u>New Year Strategies to Identify Your Next Steps and Lost Your Job? You are "BETWEEN JOBS," Not Unemployed</u> |
| February 2023 | <u>Increase Your Productivity by Managing Your Energy</u> | <u>Tips for Streamlining Your Job Search</u> | <u>In Defense of the Useful Checklist: A Book Review</u> | <u>Accelerate Your Career with These Top Personal Branding Strategies</u> | <u>Career Board of Directors: A Key to Helping Underrepresented Employees Advance in Their Careers</u> | <u>Build a Job Search Strategy Using LinkedIn Features</u> |
| March 2023 | <u>Quiet Hiring, a Trend for 2023</u> | <u>Always Be Prepared</u> | <u>Making Social Media Part of Your Routine: Be Active, Be Appropriate, Be Appreciative</u> | <u>How Credible Is Your Brand?</u> | <u>5 Effective Tips to Help Determine a Company's Culture</u> | <u>How to be More Visible on Social Platforms With Minimal Time Investment</u> |
| April 2023 | <u>How to Use Salary.com to Help Negotiate Salary</u> | <u>Finding a Good Job Without a College Degree</u> | <u>"You Make How Much Doing What?" Misperceptions about Position and Pay...and Strategies to Earn More</u> | <u>4 Ways Your Brand Impacts Your Value</u> | <u>The Impact of Neurodiversity on Earnings</u> | <u>Job Offer Negotiations</u> |
| May 2023 | <u>Prepare to Benefit From Quiet Hiring</u> | <u>Job Search Tips for the Class of 2023 (and other recent grads)</u> | <u>Life-Work Integration: A New Mindset for Prioritizing Your Personal and Professional Responsibilities</u> | <u>4 Ways to Own Your Career Journey</u> | <u>Career Success: Finding Your Path and Navigating Obstacles</u> | <u>7 Tips for Landing a Job with Non-Apparent Disabilities</u> |

In Case You Missed It...

| | Career Industry News and Trends | Job Finding Strategies | Career Advice | Building Your Brand | Special Feature |
|----------------|---|--|--|---|---|
| June 2023 | <u>Using Tech For Interview Prep</u> | <u>Communicate Your Value Proposition: Using Headlines and Statements to Stand Out</u> | <u>Circle of Influence</u> | <u>How to Communicate Your Personal Brand with Impact</u> | <u>Should You Use Artificial Intelligence (AI) Tools to Write a Resume and Cover Letter? Do's and Don'ts</u> |
| July 2023 | <u>Harnessing Artificial Intelligence (AI) Tools for Effective Job Search</u> | <u>To Communicate Effectively, Begin by Analyzing Your Style</u> | <u>3 Strategies to Free Yourself from Fear in the Job Search</u> | <u>Uncovering the Brand That is Inside of You</u> | <u>From Circus to Mediation: How Kim Kristensen Found His Calling</u> |
| August 2023 | <u>How To Stay Empowered During Labor Market Changes</u> | <u>When Your Motivation is Flagging, Be Curious</u> | <u>Feeling Stuck or Burnt Out? Try a Vision Board</u> | <u>Career Clarity - Where You Are and Where You Want to Go</u> | <u>Unleashing the Power of LinkedIn's First Impression</u> |
| September 2023 | <u>Trends and Tips to Prepare for Skills-Based Hiring</u> | <u>Reverse Engineering Your Resume</u> | <u>Common Misconceptions about Resumes: Separating Fact From Fiction</u> | <u>Mastering Aesthetics, Content, and a Consistent Voice to Craft a Standout Resume</u> | <u>Demystifying Applicant Tracking Systems: Insights from Arthur Hughes</u> |
| October 2023 | <u>Navigating the Best Work Environment for You: Remote, Hybrid, or Office Setting?</u> | <u>Finding a Company Aligned to Your Work Values</u> | <u>Unveiling Your True North: Strategically Aligning Your Career Aspirations With Your Core Values</u> | <u>Connecting Purpose to Your Personal Brand</u> | <u>Cancer and Careers: A Resource for Workers with Cancer</u> |
| November 2023 | <u>Safeguard Your Career: Recognizing and Reporting Job Scams</u> | <u>Beyond the Profile: Using LinkedIn Strategically to Get Noticed</u> | <u>Celebrating the Intersection of Career Development Month and Inspirational Role Models Month by Creating Your Own Career Board of Directors</u> | <u>Unlocking Your Potential: Leveraging Role Models that Align with Your Personal Brand</u> | <u>A Recruiter's Perspective on the Application Process: Insights for a More Effective Job Search - Arthur Hughes Interview, Part 2</u> |

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LET'S GET TO WORK ON YOUR CAREER

Mastering LinkedIn Career Explorer: Your Guide to New Career Paths!

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)



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

Denise Bitler
Resume-Interview Success, LLC

Laura Johnson
LLEJ Careers, LLC





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From Circus to Mediation: How Kim Kristensen Found His Calling

Kim Kristensen
Warrior Mediator
Interviewed by Laura Johnson

Kim is a certified mediator through the Virginia Supreme Court and a Somatic Experiencing® practitioner. He serves in various roles, from leading men's groups to teaching at universities, to guiding conflict resolution with teens, to coaching individuals.



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Creating a Great LinkedIn Background Photo Using Canva

By: Denise Bitler
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How to Build a Target List of Companies Using Bing.com AI Tool

By: Jeanne Stoner
Job Search Pro
Certified Personal Branding Strategist,
Resume Writer, and Story Teller
<https://www.linkedin.com/in/jeannestonerjobsearchpro>



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Time-Saving Social Media Posting Strategies

Jacqueline Peros
JMP Branding, LLC
Interviewed by Laura Johnson

Certified Master Personal Branding Strategist (MPBS), Certified Digital Branding Strategist (CDBS), Certified Keynote Speaker, Certified 360° Personal Branding Assessment (Individuals and Groups), Certified Image Consultant



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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)



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

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Building a Job Search Strategy Using LinkedIn Demo


Jeanne Stoner
Co-Founder
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Checklist Fun in Google Sheets

Marie Eddy, President of Eddy Career Services




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LinkedIn Post Ideas Made Easy

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)



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The Coaching Process

Subject Matter Expert: Marie Eddy, President of Eddy Career Services
Interviewer: Denise Bitler, Owner of Resume-Interview Success, LLC
Author: Jeanne Stoner, Job Search Pro



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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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Job Search Strategies Using LinkedIn Features Wisely

Jeanne Stoner
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Writing a Non-Profit Resume

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Writing a Technical Resume

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Writing an Executive Board Resume


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Rejuvenate, Renew, and Reinvigorate

Subject Matter Expert: Susan Chritton
Career Strategist for the Professional
<https://susan.chritton.com/>
Interviewer: Denise Bitler
Resume-Interview Success, LLC
<https://resume-interviewsuccess.com/>



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Job Transition Mindset and Inspiration

Subject Matter Expert: Michele Saunders
Thrive360Coach
<https://www.thrive360coach.com/>
Interviewer: Denise Bitler
Resume-Interview Success, LLC
<https://resume-interviewsuccess.com/>

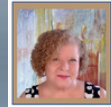


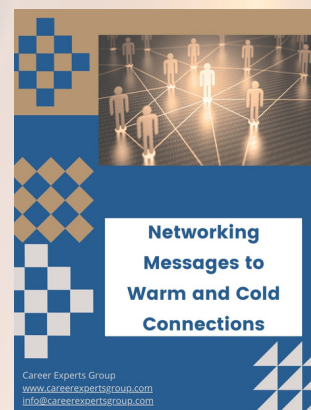
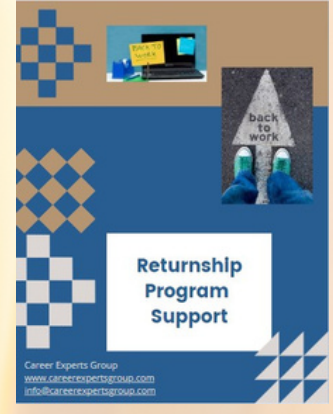
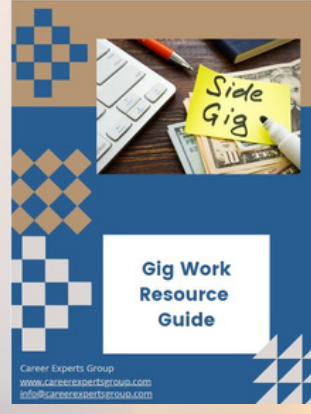
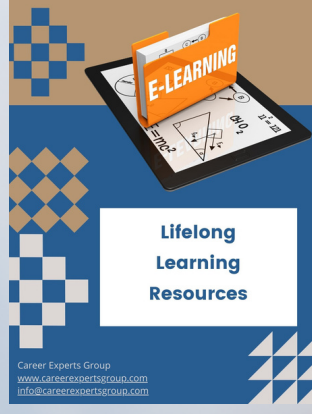
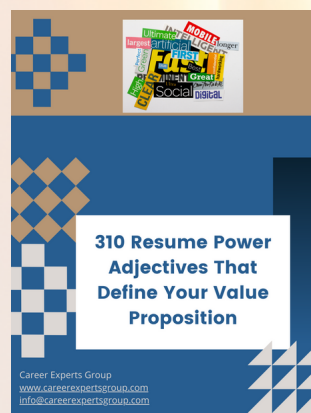
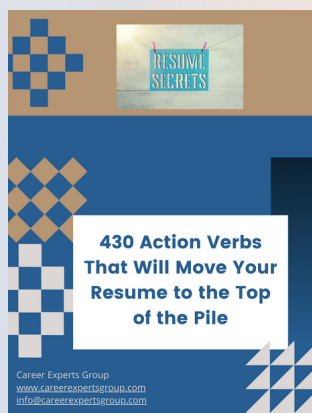
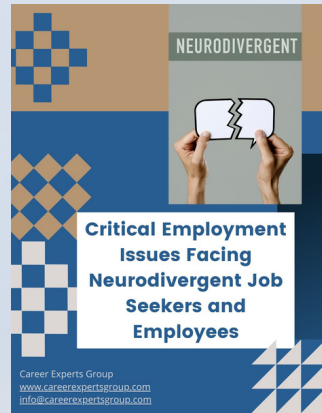
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Understanding Your Health Insurance Options

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)



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

Four times a year, we randomly draw a name from all active subscribers, and the **winner receives their choice of one complimentary career-related service** from one of our Career Experts.

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For your chance to be entered in future
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**Lori Weir, our 4th Quarter 2023 Raffle Winner, selected a
Free One-Hour Personal Branding Consultation**

“I was pleased to be chosen for the CEG free consultation and opted for the professional branding session with Jacquie Peros. My time with Jacquie was not only enjoyable, but also incredibly invigorating. Prior to our meeting, I delved into thought-provoking questions provided by Jacquie that aimed to uncover my ‘brand.’ During our session, Jacquie expertly listened to my narratives, pinpointed key experiences, identified their added value, and skillfully reflected them back to me.

The exercise was transformative, casting my professional journey in a new light. Jacquie, with her keen insights, reiterated the highlights in a way that not only made sense but allowed me to internalize my strengths. In just one session, my perspective shifted. Instead of facing the daunting task of crafting a LinkedIn About section that felt disengaged and artificial, I left with genuine excitement about the marketable product – me!

Jacquie's session was a lift to my spirits.”

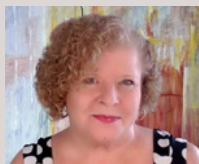
DON'T MISS YOUR CHANCE TO WIN!

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



- Jacqueline Peros
- JMP Branding, LLC
- Certified Master Personal Branding & Digital Strategist, Keynote Speaker, and Image & Style Coach

MEET YOUR CAREER EXPERTS GROUP



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ALONE WE ARE UNSTOPPABLE.
TOGETHER WE ARE A POWERHOUSE!

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

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Stay tuned for our January 2024 edition,
"New Year - New You"