

YOUR CAREER > YOUR FUTURE

Career Experts Group Monthly Newsletter



WELCOME TO THE INAUGURAL EDITION OF THE "YOUR CAREER > YOUR FUTURE" MONTHLY NEWSLETTER

We're delighted to share our very first issue of the Career Experts Group Newsletter. In each issue, we'll provide the latest career and hiring trends, insights, tips, and tricks to help you find your next job, climb the next rung on your career ladder, or make the most of your current position.

The Career Experts Group is an offshoot of a network of Master Career Practitioners, Personal Branding Strategists, and Diversity, Equity, and Inclusion (DE&I) consultants. We share one mission: to guide and support individuals at all stages of their career journeys, from new college graduates to C-Suite executives.

Our clients include neurodiverse workers, professionals of color, older workers, early-career professionals, career changers, and those returning to the workforce. Our own professional backgrounds are just as diverse: high-tech, education, counseling, marketing, human resources, recruiting, and entrepreneurship, to name a few.

Each member of the Career Experts Group is passionate about helping you get to work on your career.

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

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

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NEWSLETTER HIGHLIGHTS

Career Industry News/Trends

THE GREAT RESIGNATION

Job Finding Strategies

PROJECT REFRESH:

MINDSET TIPS

Career Advice

SPRUCING UP YOUR

RESUME

Building Your Brand

REFRESH YOUR

PERSONAL BRAND

Diversity, Equity, & Inclusion

EMPLOYER'S DEI

COMMITMENT

Ask the Experts

CHECK IT OUT!

CAREER
EXPERTS
GROUP



LET'S GET TO WORK ON YOUR CAREER

WHAT YOU NEED TO KNOW ABOUT THE GREAT RESIGNATION

by *Elyse Pipitone and Jaki Suter*

There's been lots of talk over the past few months about "The Great Resignation," typically referring to the roughly 33 million Americans who have quit their jobs over the past two years. And while some of them have decided to leave the workforce altogether, it appears that the great majority left their jobs with the intention of finding new ones that better fit their needs.



In fact, some of those who left their pre-Covid19 jobs found new ones with companies that are responding to the situation by offering remote and hybrid work alternatives. With that in mind, here are some of the most significant career industry trends that we're seeing in early 2022, as employers and recruiters continue to respond to the Great Resignation.

- **The resignations continue.** According to the U.S. Bureau of Labor Statistics, 4.25 million U.S. workers quit their jobs in January alone! Retail, hospitality, business services, and other low-wage industries saw the largest decrease in workers.
- Although remote work options create many benefits, including eliminating commutes and increasing productivity, **the competition for remote work is widening.** The candidate pool may include professionals from other states – or even other countries – who are taking advantage of these opportunities.
- **Employee well-being and self-care are gaining more attention by employers** who recognize the need to address workers' burnout and mental health issues arising from pandemic-related issues and family pressures, to name a few.
- **Issues related to DE&I (diversity, equity, and inclusion) in the workplace have taken on a new level of importance,** as employees seek action and transparency. Companies are responding by exploring what it means for workers to "belong" and are being held accountable for taking action and sharing their progress with workers. *For more on this topic, see page 6.*
- **Workers are demanding expanded professional development and advancement opportunities** to be more agile and flexible in an ever-changing workforce. They are prioritizing the growth of their skills and responsibilities and are pressing for more training and certification opportunities to improve their chances for continued success.

Share your own experience with the Great Resignation by responding to info@careerexpertsgroup.com.

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3 SIMPLE STEPS TO REFRESH YOUR BRAND

by *Jacqueline Peros*

Spring is one of my favorite seasons. I look forward to the longer and brighter days while reflecting back on the winter months and taking stock in the things I want to work on. My vision becomes clearer, and I'm inspired to align my goals in a more creative way.

I find spring to be a wonderful time for reflection, and if you feel this way too, I have an easy process to help you refresh your personal brand with confidence and clarity.

1. Evaluate

Personal branding isn't about coming up with a few adjectives that you want others to associate with you. Personal branding is a process, and it entails digging deep to determine who you are, who you're not, what you stand for, and so many other wonderful revelations. Taking a step back to evaluate and take inventory of these critical elements is key in uncovering what already exists in you; your brand. Being introspective is just one way to evaluate your true self, but it's important to garner feedback from those who know you in order to better understand how you are perceived and determine whether or not it differs from how you present yourself in the world.

2. Eliminate

Just like we declutter or reorganize home or business spaces, it's important we apply the same process to how we hone our personal brand. Once we have gone through the evaluation process, we now have a clearer vision of our authentic self -- which means we can eliminate anything that no longer supports or reinforces our brand. By doing this you're able to make room for new opportunities.



3. Elevate

Eliminating anything that no longer works for your brand is really quite invigorating. You will have a fresh perspective on everything from how and where you communicate, which industry associations to belong to, who should be in your professional network, and even wardrobe selections. This renewed sense of self and clarity helps you to elevate your brand to those who need to know you.

Whether you're just starting out on your career journey or you're a seasoned professional, a personal brand will be your best asset. Understanding who you are and how to position yourself to confidently explore new opportunities will serve you well in the long run.

"To be successful, you don't have to change who you are, you have to become more of who you are."

- Sally Hogshead

WHILE YOU'RE SPRUCING UP YOUR HOME, UPDATE YOUR RESUME

by Marie Eddy and Vivian VanLier



Just as you change the batteries in your smoke alarms twice a year, you should review your resume periodically. Waiting until you are actively searching for a job to make updates runs the risk of forgetting important accomplishments that will make you stand out from the crowd.

Ideally, you have a document or folder where you are keeping track of your achievements in real-time. Life gets busy and there's just so much your brain can retain. So write it down. Then, when you go to update your resume, you can pull in your newest successes with ease.

EASY UPDATES

Open your resume and add a new bullet to your current position that describes a success you've had in the last six months. Then remove a bullet that no longer excites you. You should have three to five strong bullets per work experience. Only three to five? Yes! Remember, your resume is a tool to get you an interview -- it is not a compendium of your life's work.

Another change you could make is to remove work experience that is 15 to 20 years old unless it is directly relevant to what you want to be doing for the next 10 to 20 years. We've all had those early work experiences that paid the bills but didn't relate to our interests or passions. It's okay to let them go.

UPDATE THE LOOK

Is your resume in Times New Roman? Try changing the font to Verdana or Calibri to give it a modern look. If you haven't yet written a summary, write three lines (in third person) that reflect your skills and experience in your targeted position and industry.

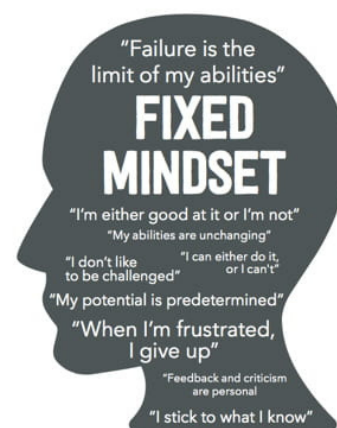
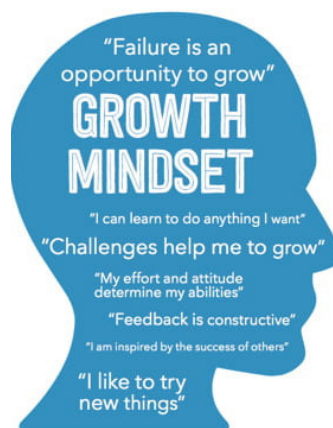
Here's an example: Board-certified career strategist. Resourceful, empathetic, thoughtful. Excels at helping people gain confidence in their job search skills and employment prospects. Proven leadership skills. Well-versed in public speaking, facilitation, writing, editing, and advocacy.

Your resume is a living document. It's important to keep it currently reflecting your career.

PROJECT REFRESH: 5 JOB-FINDING STRATEGY MINDSET UPDATES

by Deb Squire and Laura Johnson

- 1. Review Your Job Finding Process.** Only about 30% of available positions are on general job boards, and only about 30% of jobs on job boards are still truly active. So only spend 30% of your time on job boards.
- 2. Do Your Inner Research.** Review your value added. Which talents do you want to use in the next role? What kind of work environment do you thrive in? What differentiates you from others looking for similar positions?
- 3. Reconnect with and Grow Your Network.** Relationship-building is one of the best investments you can make, not just in job search, but throughout your career.
- 4. Do Your Research.** People spend more time researching buying an appliance than they do researching a company where they will be investing their life's energy. Your research not only includes your targets, but also what they are looking for in skills and competencies. The results will show in your strategies as well as your interviews.
- 5. Make Sure Your Career Collateral Utilizes the Latest Style.** Resume, cover letter, and LinkedIn/social media profile styles have changed significantly within the last two years. Make sure your value proposition (Personal Brand) is clear to your target companies. *For more on Personal Branding, see page 3.*



ASK THE EXPERTS

by *Denise Bitler* and *Jeanne Stoner*

How often should I update my resume? (From Patti S.)

You should try to update your resume every 6 to 12 months so that it is always ready to go in case the unexpected happens or that perfect job comes along. Keeping with this timeframe also helps you keep track of your accomplishments in a timely fashion. Remembering accomplishments and quantifiables that occurred in the past 6 months is a lot easier than trying to remember them from 5 or 10 years ago. *For more about updating your resume, see "While You're Sprucing Up Your Home, Update Your Resume" on page 4.*

Is it really worth my while to submit a cover letter? (From John P.)

Absolutely! Check out these statistics if you are still on the fence...

- Up to 38% of hiring managers say that including a cover letter makes them more likely to pay attention to the application. (CareerBuilder)
- Almost half (45%) of recruiters say that not having a cover letter could get your job application rejected. (CareerBuilder)
- 77% of recruiters said they would give preference to a candidate who sent a cover letter, even if they weren't required to send it. (ResumeLab)

What are the best job boards to use to find an opportunity? (From Mark J.)

Best Overall Job Boards: Indeed, LinkedIn, Google for Jobs, CareerBuilder, ZipRecruiter, Monster, Glassdoor, FlexJobs, Snagajob, and Ladders.

Best Niche Job Boards: Dice (technical), eFinancialCareers (finance), Idealist (non-profit), USAJobs.gov (government jobs), and HigherEdJobs.com (colleges/universities).



What is a Personal Value Proposition (PVP) and how do I develop one? (From Sarah M.)

Your PVP is your personal career brand and demonstrates what makes you unique and why you're the best person for a position. All of your career collateral (resume, cover letter, LinkedIn profile) should support your PVP. Steps to develop a strong PVP include:

- Set a clear job/position target.
- Identify your values, strengths, or passions.
- Tie your strengths to your target job/position.
- Provide evidence and success stories to support your PVP - include quantifiables whenever possible.

Share your career questions with our experts.

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3 QUESTIONS TO DETERMINE AN EMPLOYER'S DEDICATION TO DIVERSITY, EQUITY, AND INCLUSION

by *Elyse Pipitone* and *Laura Johnson*

The U.S. population is becoming increasingly diverse. It goes without saying that the workplace reflects this increased diversity as well – or should. What is driving the diversity? First, members of the baby boomer generation are reaching retirement age and leaving the workforce. Second, younger Americans (under the age of 44) are increasingly members of minority groups. According to Glassdoor, 67% of job seekers consider workplace diversity an important factor when considering employment opportunities, and more than 50% of current employees want their workplace to do more to increase diversity.



So it makes sense for diversity, equity, and inclusion (DE&I) to be a fundamental piece of a company's overall vision and values. Every employee and company leader can, and should, play a role in a company's DE&I efforts. Here are 3 questions a job seeker can ask to determine an employer's dedication to DEI in the workplace:

1. Does the company ensure a fair hiring process focusing on recruiting candidates from underrepresented groups? This may include policies for employee retention and promotion and referral programs that highlight diversity.
2. Do the company's employee benefits ensure inclusiveness, such as providing floating holidays, healthcare plans that include mental wellness benefits, and family benefits that support the LGBTQ+ community? Does it offer flex schedules to improve work-life balance?
3. Does the company implement DE&I education organization-wide to help team members recognize and respond to their biases? This could include unconscious bias training, especially for interviewers, a lunch and learn speaker series, and leadership coaching.

The answers you find can help you determine if the company's DE&I efforts align with your own values and priorities. They can also help you search for employers that not only "talk the talk," but also "walk the walk."

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FUN AND INFORMATIVE APRIL HOLIDAYS



NATIONAL TAKE A CHANCE DAY

Is there a dream job you're not applying to because you're worried about rejection? Why not take a chance today and go for it? As Lewis Carroll said, "In the end, we only regret the chances we didn't take."

AUTISM AWARENESS MONTH

Neurodiverse job seekers may face obstacles in the workplace or during career transitions. There are numerous employment, training, and coaching resources to help them achieve their goals. Check out this article for more information and links to resources:
<https://bit.ly/Neurodivergence>.



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EXPERTS TEAM MEMBERS' FULL BIOS](#)

Be sure to check out our May 2022 edition, which will focus on *Career Growth* for seasoned professionals and getting your career started for College Graduates!