

YOUR CAREER > YOUR FUTURE

Career Experts Group Monthly Newsletter

MAY 2025 -

**"INTEGRATING A FRAMEWORK OF WELLNESS,
PRESENCE, AND PURPOSE FOR CAREER SUCCESS"**

Newsletter Editor: Denise Bitler

"Almost everything will
work again if you unplug
it for a few minutes,
including you."
— Anne Lamott



This month, we're embracing a holistic approach to career growth, centered around wellness, presence, and purpose as core pillars of professional success. Whether you're navigating change, reigniting momentum after a pause, or simply seeking deeper alignment in your work, this newsletter offers guidance rooted in authenticity and intentionality.

May offers us a unique opportunity to honor our military community during National Military Appreciation Month and to prepare for June's celebration of Age Without Apology Month. To help you celebrate the richness that comes with being a wisdom collector, we have included a special daily practices June calendar to honor your journey, your resilience, and the irreplaceable perspective that can only be earned through time.

You'll find strategies to rediscover your true professional self, celebrate your achievements with confidence, and cultivate a digital presence that reflects who you are — not just what you do. Our featured piece on reactivating your network is especially timely for those emerging from a layoff or career break, providing practical ways to reconnect with clarity and confidence.

We also tackle a question many of us face: what makes candidates stand out beyond technical qualifications in today's competitive market?

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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VOLUME 38 NEWSLETTER HIGHLIGHTS

Career Industry News/Trends

**AUTHENTIC PROFESSIONAL
REDISCOVERY: RETURNING TO
YOUR TRUE SELF FOR CAREER
SUCCESS**

Job Finding Strategies

**BUILDING A CAREER BRAG FILE:
KEEPING TRACK OF YOUR
ACHIEVEMENTS**

Career Advice

**BENEFITS TRANSITION GUIDE:
UNDERSTANDING YOUR
OPTIONS AFTER JOB LOSS**

Building Your Brand

**DIGITAL AUTHENTICITY: A
FRAMEWORK FOR PROFESSIONAL
SUCCESS IN THE AI ERA**

Special Features

**NETWORK REACTIVATION
PROTOCOL: RECONNECTING
AFTER A CAREER BREAK OR
LAYOFF**

Ask the Experts

YOUR QUESTIONS ANSWERED

Holiday Highlights

**NATIONAL MILITARY
APPRECIATION MONTH
AND
AGE WITHOUT APOLOGY
MONTH**

Learning Tools

**CEG YOUTUBE CHANNEL
CEG RESOURCE DOCUMENTS**

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AUTHENTIC PROFESSIONAL REDISCOVERY: RETURNING TO YOUR TRUE SELF FOR CAREER SUCCESS

THE POWER OF SHOWING UP AS YOU

When was the last time you felt completely aligned at work — that wonderful state where your natural talents, values, and perspectives were fully engaged in what you were doing?

Throughout our careers, we all develop professional personas that help us navigate workplace expectations. We adapt to organizational cultures, learn industry norms, and shape our professional identities accordingly. This adaptability has served you well and helped you achieve success.

Yet many professionals reach a point where they sense an opportunity for even greater fulfillment, a chance to bring more of their authentic strengths into their work. This alignment isn't just personally satisfying, it's professionally powerful. When you operate from your natural strengths, you're six times more likely to be engaged at work and three times more likely to report excellent quality of life [1]. Your authenticity and your success are perfect partners.

IT'S NOT REINVENTION — IT'S COMING HOME

Here's what I want you to know: you don't need to reinvent yourself to find fulfillment in your career. What looks like reinvention from the outside is a process of rediscovery, of returning to who you've always been beneath those layers of professional adaptation.

That feeling of misalignment? It's called "success dissonance" — the gap between external achievements and internal fulfillment. You've climbed the ladder only to discover it was leaning against the wrong wall. You've collected the titles, the salary increases, even the corner office, but something essential feels missing.

You're not alone in this journey. According to the Bureau of Labor Statistics, the average person born in the latter years of the baby boom held 12.4 jobs from ages 18 to 54, with more people than ever prioritizing purpose and alignment alongside compensation [2]. Herminia Ibarra from London Business School has found that people often feel inauthentic during career transitions precisely because they need to try on "possible selves" that initially feel false [3]. The question isn't whether you'll transition, it's how intentionally you'll navigate the change.

YOUR AUTHENTICITY IS YOUR EDGE

In today's marketplace, where professional qualifications have become increasingly standardized, your authentic self is your greatest differentiator. Think about it:

- When everyone has similar credentials, it's your unique perspective that stands out.
- When relationships drive business, it's your genuine connection that builds trust.
- When innovation determines success, it's your authentic thinking that generates solutions.

Studies have found that authentic self-presentation during job interviews leads to higher ratings of employability and better person-job fit perceptions. Being yourself is not only personally fulfilling, it's strategically brilliant.



YOUR REDISCOVERY ROADMAP

So, how do you begin this journey back to your authentic professional self? Let's explore five pathways to reconnection:

1. Map Your Energy Patterns

Grab a blank sheet of paper and draw your career as a timeline. Mark the high points, including promotions or achievements, as well as moments when you felt most alive, engaged, and in flow.

- What elements were present?
- Which of your natural strengths were you using?
- What values were being honored?

The clues to your authentic professional self aren't hidden in some unreachable future. They're scattered throughout your past, waiting to be rediscovered. Professionals can significantly increase satisfaction and performance by realigning existing roles with their core motivations and strengths.

Continued on page 3

AUTHENTIC PROFESSIONAL REDISCOVERY, CONTINUED

2. Name Your Non-Negotiables

What do you absolutely need to feel aligned in your work? Is it autonomy? Creative expression? Meaningful impact? Deep collaboration? Intellectual challenge?

Make a list of your professional values, and then circle the five that feel most essential to your sense of authentic engagement. These become your non-negotiables, the elements you'll no longer compromise on as you move forward.

3. Gather Your Truth-Tellers

We all need people who see us clearly and reflect our authentic strengths back to us.

- Who in your life knows the real you?
- Who recognizes your unique gifts, even when you've forgotten them?

Reach out to 3-5 trusted connections and ask:

- When have you seen me at my best professionally?
- What do you notice about me when I'm fully engaged and energized by my work?

Their insights often reveal patterns we can't see ourselves.

4. Start Small, Start Now

- You don't need to quit your job tomorrow to begin this process. Authenticity expands through practice. Where could you bring more of your natural perspective to a current project?
- What small shifts could you make to align your daily work with your core values?

Create a 30-day authenticity experiment. Each week, identify one opportunity to express a dimension of your authentic self that's been underutilized. Document what happens: how it feels, how others respond, and what becomes possible.

5. Redefine Success on Your Terms

Create your own success metrics that balance achievement with alignment, and contribution with fulfillment. This becomes your personal scorecard, one that honors both external outcomes and internal experience.

- What would success look like if you designed it?
- Beyond the external metrics of title and compensation, what would truly feel like "thriving" to you?

THE ART OF STRATEGIC AUTHENTICITY

Being authentic doesn't mean abandoning all filters or professional discernment. It means making conscious choices about how to express your true self effectively in different environments. Think of it as strategic authenticity. It's knowing when and how to bring forward different dimensions of your genuine self to create the impact you want. This balanced approach leads to greater well-being, stronger relationships, and improved resilience through change.

Your Invitation to Rediscovery

The journey back to your authentic professional self isn't about becoming someone new. Instead, it's about remembering who you've always been. As you reconnect with those fundamental aspects of yourself, you'll discover that your greatest professional contribution comes from expressing what makes you uniquely you.

Consider these questions as you move forward:

- What aspects of my authentic self have I set aside in my professional life?
- Where might my natural strengths create unique value in my current or future role?
- What becomes possible when I align who I am with what I do?

Rather than reinventing yourself, it's time to rediscover who you've always been.

REFERENCES

- [1] [StrengthsFinder 2.0](#) by Tom Rath, 2007
- [2] Bureau of Labor Statistics. [Number of jobs, labor market experience, and earnings growth: Results from a national longitudinal survey](#),
- [3] *Harvard Business Review*, [The authenticity paradox](#), January-February 2015

BUILDING A CAREER BRAG FILE: KEEPING TRACK OF YOUR ACHIEVEMENTS

Building a career brag file is a great way to track your accomplishments and have them readily available as a point of reference at any stage of your career. Whether you're preparing for a performance review at your current position, or you're a job seeker needing to update your resume, it's never too soon to organize your professional achievements and impact statements in one place. A career brag file can be an especially handy tool for staying proactive in case of an unexpected layoff or other work transition.

Your brag file can be a digital folder that's saved on a personal computer location (not your work one!), such as Google Drive, OneNote, or Evernote, where you can upload and save your screenshots, PDFs, and documents. Another option is a physical binder, where you can keep printouts of emails, performance reviews, certifications, and more. Either way, it's important to keep your file organized – whether it's by year, job title, or project – and updated regularly. In fact, you might want to set a reminder on your calendar to review and maintain the file on a monthly or quarterly basis.



TIMELY TIP: Make sure to screen capture or download any important documents that are stored on your company's internal HR system, as you receive them. This includes performance evaluations, customer testimonials, peer reviews, recognition awards, and 360-degree feedback. Since access to these systems is typically revoked when you leave the company, saving these records consistently ensures you won't lose valuable evidence of your accomplishments if there is a sudden change in employment.

SOME SUGGESTED CATEGORIES FOR YOUR CAREER BRAG FILE

Your Achievements

- Quantifiable information and metrics that illustrate your value to the company or the customers/clients it serves. This can include revenue saved, increased efficiency, reduced errors or risk, and higher brand recognition, to name just a few examples.
- Record the technical skills, technologies, software, and methodologies you utilized for each project (e.g., programming languages, analytics tools, project management approaches, and industry-specific platforms).
- Before-and-after comparisons that illustrate improvements you made to a process, program, or project.
- Challenges and problems you addressed to gain successful results, such as meeting a deadline ahead of schedule or improving team communication. Consider using a formula like CAR (Challenge, Action, Results), STARR (Situation, Task, Action, Results, Relate), PAR (Problem, Action, Result), or SOAR (Situation, Obstacle, Action, Result) to help craft your statements.

CAR
Challenge
Action
Result

STARR
Situation
Task
Action
Result
Relate

PAR
Problem
Action
Result

SOAR
Situation
Obstacle
Action
Result

BUILDING A CAREER BRAG FILE, CONTINUED

Positive Feedback You've Received

- Performance review highlights.
- Compliments from managers, coworkers, vendors, and industry/community professionals that you've received in emails, Slack messages, during conversations, or in handwritten notes, as well as shout-outs in company meetings.
- Company or industry recognition awards.
- Thank-you messages from satisfied customers/clients.
- Professional references and LinkedIn recommendations.

Skills and Certifications You've Gained or Earned

Professional development activities that add value to your work performance, knowledge, and skills, such as:

- Training programs or courses completed.
- Certifications or licensure earned.
- New technical or soft skills developed.
- Workshops and webinars attended.

Examples of your Leadership, Initiative, and Expertise

- Instances when you went above and beyond the responsibilities of your role.
- Examples of being the “go-to” person within your team or department for a specific task, talent, or solution.
- Mentorship, supervision, or training you provided to colleagues – even if you didn't hold an official management title.
- Speaking engagements, including presentations, webinars, and internal training sessions.
- Published articles, reports, and research, or blog contributions to the company's website.
- Media appearances, including interviews in articles and guest appearances on podcasts.

Your Career Milestones

- Promotions or role changes.
- Major projects you launched or completed.
- Additional responsibilities you volunteered for or were assigned.
- Key performance indicators (KPIs) that you met or exceeded. Consider how your manager and company define success, and the contributions you have made toward those benchmarks.

Self-Reflection and Future Goals

Your brag file can also include an overview that summarizes how far you've come in your career, as well as where you'd like to go next. Some examples:

- Workplace lessons you've learned from the past year, including mistakes you made and how you corrected them. This could include new ways that you used emotional intelligence or leadership skills.
- Areas for growth, based on performance reviews, self-evaluations, and personal assessments.
- Goals you'd like to meet or skills to learn or sharpen before your next review period – or before landing your next job.

Whether it's time to update your LinkedIn profile, interview for that desired position, or discuss salary negotiations, your career brag file will help provide the talking points you need. This collection of your performance, impact, and outcomes illustrates your value and accomplishments to employers. And here's a bonus: on days that your motivation or morale is low, you can review the contents as a personal reminder of the many strengths and skills you bring to the table.



BENEFITS TRANSITION GUIDE: UNDERSTANDING YOUR OPTIONS AFTER JOB LOSS

by Denise Bitler

Important Note: This article focuses specifically on the most critical deadlines and immediate actions required when managing your benefits after job loss. For comprehensive information, please refer to the [Employment Separation Resource Guide](#), which contains detailed facts, considerations, step-by-step instructions, and complete action checklists for each benefit type.

The following information highlights time-sensitive elements that require your immediate attention while directing you to the full resource guide for complete guidance. Both this overview and the comprehensive guide will be valuable resources during your transition.

In today's uncertain job market, knowing how to manage your benefits after job loss can protect your financial security. Here's what you need to know about your most critical benefits and the deadlines you can't afford to miss:

HEALTH INSURANCE: COBRA ESSENTIALS

Your employer's health coverage typically ends on the last day of the month that your employment terminates. Under COBRA:

- You have 60 days to elect continuation coverage.
- You'll pay the full premium plus a 2% fee (typically 4 to 5 times more expensive than your employee contribution).
- Coverage can last up to 18 months.

Critical for Ages 65+: COBRA is NOT considered creditable coverage for Medicare. If you're 65 or older, enroll in Medicare Parts A and B within 8 months of losing employer coverage to avoid lifelong penalties of 10% of the premium for each 12-month period of delay.

LIFE INSURANCE: 30-DAY WINDOW

Most people don't realize life insurance has the strictest deadline of all benefits:

- You typically have only 30 or 31 days to make a decision about your life insurance. You may have one or both of the following options available to you:
 - **Port** - continue your existing term life insurance for a set amount of time (usually up to age 70), paying premiums directly to the insurance company, or
 - **Convert** - changing your existing term life insurance to an individual permanent policy (usually a whole life policy) that does not expire as long as premiums are paid
- This deadline is strictly enforced. Don't wait — contact your insurance carrier immediately after separation.
- Watch for mailed notifications from the insurance carrier (not your employer).

SPENDING ACCOUNTS

Flexible Spending Account (FSA): Use it or lose it. You can only claim expenses incurred up to your last day unless you elect COBRA continuation.

Health Savings Account (HSA): The account remains yours and is not tied to your employment. It can be used tax-free for COBRA premiums. To minimize fees and manage your HSA effectively after job loss, you have three options:

- Leave the HSA as is: You can keep your existing account, but be aware of any fees that may now apply.
- Roll over to a new HSA: You can transfer your funds to a different HSA provider, potentially one with lower fees or better investment options. This can be done via a trustee-to-trustee transfer or a rollover. Note that rollovers must be completed within 60 days to avoid taxes and penalties.
- Open a new HSA independently: If you're still covered by a high-deductible health plan (HDHP), you can open a new HSA on your own and continue contributing. Ensure the new provider's fee structure aligns with your financial goals.

Health Reimbursement Account (HRA): Generally forfeited upon termination.

Continued on page 7

BENEFITS TRANSITION GUIDE, CONTINUED

RETIREMENT PLANS

401(k) Plans

- Balances under \$1,000 may be distributed automatically.
- Balances of \$1,000 to \$5,000 may be rolled over to an IRA automatically.
- Amounts over \$5,000 can typically stay in the plan, be rolled over, or transferred.
- Only vested* employer matches are yours to keep.
- Outstanding loans typically require full repayment by your tax filing deadline or become taxable distributions with potential penalties.

Traditional Pension Plans

- If you're vested* in a pension plan, you retain rights to future benefits.
- Request a detailed statement from your pension plan administrator showing your accrued amount.
- Review your available distribution options (lump sum vs. monthly payments).

* *Vesting refers to the amount of time you must work for an employer before you have full ownership of employer-contributed funds in a retirement plan.*

Equity Compensation

Stock Options: Typically provide a limited window (often 90 days) to exercise vested options after termination.

Restricted Stock Unit (RSU): Unvested shares are usually forfeited; vested shares are yours.

Deferred Compensation

Job loss typically triggers distribution according to your plan's rules. As a "key employee," you might face a six-month delay. Unlike 401(k)s, these distributions cannot be rolled over to an IRA and are taxed as ordinary income.

ACTION CHECKLIST

Immediate (First Week)

- Determine your last day of health insurance coverage.
- Contact your life insurance carrier about conversion options.
- Check your spending account balances.
- Review your 401(k) loan balance, if applicable.
- Request a deferred compensation distribution schedule.

Short-Term (Within 30 Days)

- Complete your life insurance forms.
- Submit outstanding FSA/HRA claims.
- Research health insurance alternatives.
- Plan for stock option exercise, if applicable. Identify the deadline and process to exercise stock options, if applicable.

Medium-Term (Within 60 Days)

- Make your COBRA election.
- Begin Medicare enrollment if you are age 65+.
- Determine your 401(k) rollover strategy.
- Exercise your vested stock options before the deadline.

For comprehensive details on managing your benefits during this transition, please refer to the [Employment Separation Resource Guide](#). The guide contains specific instructions, forms, and additional information for each benefit category.

Remember: Missing critical deadlines can result in permanent loss of coverage and significant financial impact. When in doubt, reach out to your former employer's benefits department or the benefit provider directly. This article is not intended to provide legal or financial advice. If you have questions or concerns about your specific situation, consult a qualified financial advisor and/or attorney.

by Jacqueline Peros and
Denise Bitler

DIGITAL AUTHENTICITY: A FRAMEWORK FOR PROFESSIONAL SUCCESS IN THE AI ERA

In today's technology-driven professional landscape, cultivating a strategic digital presence while maintaining authentic personal values creates a powerful framework for career success. As organizations increasingly leverage AI tools to assess candidates' online presence, how you appear online directly impacts your career opportunities. According to CareerArc's 2022 *Social Recruiting Benchmark Report*, 92% of employers use social media and professional networks for recruiting talent [1].

The summer is a great time to check out your digital footprint: the information that exists about you online as a result of your internet activity. The way you show up and communicate your brand on social media and other platforms impacts how employers perceive you. Developing a purpose-driven approach to managing your online presence, while staying true to your authentic self, creates a foundation for professional wellness and career advancement.

Audit Your Digital Identity with Purpose

Begin by assessing your current online presence. Take an inventory of your digital footprint to understand how you and your brand appear to others. The most effective way to do a baseline search on yourself is to use your browser's "incognito mode." This reveals what potential employers discover when they research you. A 2020 survey by The Manifest revealed "About 90% of employers look at potential employees' social media profiles, and 79% have rejected a candidate based on what they found." [2]

Avoid Negative Digital Expressions

Exercise caution about venting frustrations online. Negative posts about current or former employers, bosses, or colleagues can severely damage your professional reputation. Even when shared in private forums, these comments can resurface and undermine years of careful brand building.

Check for inappropriate content that should be deleted, such as excessive partying, colorful language, or poor grammar. While nothing really disappears on the internet, publishing new branded content regularly helps push questionable content to the bottom of search results.

Define Your Authentic Values

Before using AI to help create your social media posts, take the time to reflect on your core values. What makes you unique? What principles guide your decisions and actions? Use these values to shape how you appear online. By understanding your values, you can ensure that any AI integration aligns with your authentic self. This creates a sense of purpose that resonates throughout your professional narrative.

Develop a Strategic Approach

Know who your audience is, and which social media they use, so you can communicate your uniqueness on a regular basis. Illustrate what makes you unique and articulate it in a way that resonates with your target audience. Embrace AI as a powerful tool to suggest messaging that can enhance your capabilities, rather than diminish your authenticity. By recognizing AI as an idea generator instead of a content creator tool, you will use it strategically, preserving and empowering your personal brand in every endeavor.

Balance Technology with Human Connection

While AI offers efficiency, it cannot replace the human touch. Prioritize the building of genuine connections and consistently engage with your audience so you are top of mind when employment opportunities arise.

By integrating these principles, you can create a framework where your digital presence, personal wellness, and professional purpose work in harmony. Honing your digital brand takes focus and commitment. If you dedicate time to it regularly, you can reach your career goals while ensuring your professional journey aligns with your authentic self.

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[1] CareerArc.com, Social media recruiting 101: The essential guide, 2022

[2] TheManifest.com, 5 Personal Branding Tips for Your Job Search, April 28, 2020

Special Feature

NETWORK REACTIVATION PROTOCOL: RECONNECTING AFTER A CAREER BREAK OR LAYOFF

Whether returning from a career break or navigating the uncertainty of a layoff, reigniting your professional network is one of the most empowering steps you can take. It's a chance to reconnect with your purpose, reintroduce your value, and rebuild relationships that will support your next chapter.

While reaching out to your network may feel daunting at first, it's also a powerful reminder that you're not starting from scratch — you're starting from experience. With intention, clarity, and some strategy, your network can become a source of confidence, community, and new opportunities.

FINDING VALUE IN YOUR NETWORK — BENEFITS

- ✓ **Boosting Your Confidence:** Career gaps can affect self-esteem. Positive interactions with peers and former colleagues can restore confidence.
- ✓ **Expanding Support Systems:** Conversations open doors to advice, mentorship, and job leads — especially during transitions.
- ✓ **Staying Relevant:** Engaging with industry professionals, including leveraging participation in online communities, ensures you're current with trends and tools.
- ✓ **Leveraging "Weak Ties":** Research shows that opportunities often come from casual acquaintances rather than close friends.
- ✓ **Accelerating Your Job Search:** According to a 2020 LinkedIn survey, 70% of participants were hired because they had a personal connection to someone within the company [1].

ACQUIRING CONNECTIONS

To recharge your dormant network, or create one for the first time, there are many ways to find people. Here are 10 ideas.



CHECKLIST: 10 ACTIONS TO REBUILD YOUR NETWORK

- 1  Update your LinkedIn photo, headline, and "About" section
- 2  Join Groups in Facebook, Slack or other industry-specific sources
- 3  Attend one event or virtual meetup per month 
- 4  Volunteer with a professional or nonprofit organization
- 5  Schedule 3 informational interviews each month 
- 6  Share content weekly on LinkedIn or in Facebook Groups to establish thought leadership
- 8  Ask for warm introductions via mutual contacts 
- 9  Write and practice a 60-second elevator pitch 
- 10  Send a follow-up message within 48 hours of connecting



Special Feature**NETWORK REACTIVATION PROTOCOL, CONTINUED****REACHING OUT TO WARM UP RELATIONSHIPS**

Reactivating professional relationships isn't about asking for a job, it's about rebuilding rapport. Here's a five-step approach, including some suggested prompts using generative AI tools like ChatGPT or Claude.ai to accelerate your outreach with personalization:

1. Prepare Thoughtfully

- List at least 10 people you want to add to your network (former managers, teammates, mentors, neighbors, community members, etc.).
- Review their recent LinkedIn activity (new job changes, posts).

2. Make Initial Contact

AI Prompt: "Write a friendly LinkedIn message to reconnect with someone I haven't spoken to since 2020."

Example Message: "Hi [Name], I was recently reflecting on our time working together at [Company] and thought I'd say hello. I'd love to hear how things are going for you — let's reconnect!"

3. Offer Value

AI Prompt: "Suggest an article or podcast I could share with a former marketing colleague."

Example Message: "I came across this podcast on customer experience innovation and thought of your work at [Company]. I hope you find the article to be insightful."

4. Follow Up Consistently

- Week 1: Initial outreach.
- Week 2: Follow-up message: "Hi [Name], I'm just circling back. I would love to catch up when you have time."
- Month 1: Send a personal update, career milestone, or an invite for a coffee chat.

5. Deepen the Connection

- Book a 20-minute Zoom or coffee meeting.
- Continue check-ins every 2-3 months with relevant insights or congratulations.

ADDITIONAL AI PROMPTS FOR OUTREACH & FOLLOW-UP**💬 Initial Reconnection**

- "Create a friendly message to reconnect with a mentor after a 5-year gap."
- "Write a professional LinkedIn message to re-engage a past client."
- "Write a script to initiate a message with a hiring manager. Highlight how I can help them solve [insert problem] because of [insert experience]."
- "Write a message to reach out to a peer for a job I am interested in applying for."

💬 Requesting a Referral

- "Write a script to politely and professionally ask for introductions or referrals, without appearing overly aggressive or transactional."

Special Feature

NETWORK REACTIVATION PROTOCOL, CONTINUED

☞ Requesting an Informational Interview

- "Write a message to contact a professional in my industry to request an informational interview or career exploration conversation."

☞ Follow-Up & Conversation Starters

- "Generate three thoughtful questions I can ask during a coffee chat with a former boss."
- "Create a message to share an article relevant to my former teammate's work."
- "Write a follow-up script to reach out to someone I met at a networking event."

☞ Cold Outreach After a Career Gap

- "I'm returning to the workforce after a 2-year break. Help me write a message to introduce myself to someone in my target company."
- "Draft a non-sales message asking for advice from a peer in my industry."

☞ Closing the Loop

- "Write a thank-you message after an informational interview with a recruiter."

Reactivating your professional network after a career break or layoff requires empathy, patience, and strategy. By showing up with clarity and authenticity — and using AI tools to streamline your outreach — you can re-enter the workforce with confidence, community, and momentum.

REFERENCES

[1] LinkedIn Pressroom, [Helping Job Seekers Take Their Next Step](#), Oct. 28, 2020

CAREER EXPERTS GROUP RESOURCES

Resource Guides:

- [Job Search Strategies: Using LinkedIn Job Search Features Checklist](#)
- [Networking Messages to Warm and Cold Connections](#)
- [Social Media Engagement Checklist](#)

"Your Career > Your Future" Newsletter Articles:

- [Opportunities Expand When We Expand Our Circle](#), May 2024
- [Do I Really Need a LinkedIn Profile](#), September 2024
- [Harnessing Online Communities: The Future of Talent Recruitment and Job Search Strategies](#), November 2024
- [Powerful Job Search Networking Resources for Diverse Job Seekers](#), January 2023
- [Circles of Influence](#), June 2023
- [3 Strategies to Free Yourself from Fear in the Job Search](#), July 2023
- [Beyond the Profile: Using LinkedIn Strategically to Get Noticed](#), November 2023

ADDITIONAL RESOURCES

Flex Jobs, [Why Networking is So Beneficial After a Layoff](#), February 2024

Remote Recruitment, [Networking in 2025: Build Connections that Count](#), LinkedIn Pulse, January 2025

WomenTechNet, [How Are Women Redefining Networking in the Tech Industry Through Online Platforms](#)

Indeed, [Eight Steps for Reentering the Workforce After a Long Absence](#), Feb 2024

Growleady.io, [Understanding Warm Outreach, Building Trust in Lead Gen](#), January 2024

ASK THE EXPERTS

I have strong technical qualifications for the positions I'm applying to, but I'm still not getting callbacks or offers. Beyond technical skills, what other attributes are employers evaluating when looking for their ideal candidate? - Calvin H.

Navigating today's rapidly evolving job market requires more than just technical qualifications. Employers seek candidates who embody a complete package of attributes, often passing over even those with perfect credentials if they appear to lack certain key qualities. Understanding this holistic evaluation approach can significantly boost your success in securing interviews and offers. Employers assess these seven critical attributes alongside technical skills when making their hiring decisions:

1. Drive and Motivation: They Want Someone Who REALLY Wants to Work

Employers seek candidates who demonstrate genuine enthusiasm for the role and company, not just someone looking for any job.

How to demonstrate this: Research the company thoroughly before your interview and prepare specific reasons why you're excited about its mission, products, or culture. In your cover letter and interviews, connect your career goals to the company's future. Rather than generic statements about wanting the position, say something like, "I've followed your company's innovative approach to sustainability for years, and I'm excited about contributing to your renewable energy initiatives."

2. Cultural Fit: They Need Someone Who Integrates Well

Companies want to know you'll work harmoniously with existing teams and embody their values.

How to demonstrate this: Study the organization's stated values and culture before interviewing. During the interview, share examples of how you've thrived in similar environments. Ask thoughtful questions about team dynamics and communication styles. Adapt your communication style to match the company's tone in all interactions, from emails to interviews. Remember that cultural fit doesn't mean being identical to everyone else — it means that your working style and values complement theirs.

3. Growth Mindset: They Want People Who Love Professional Development

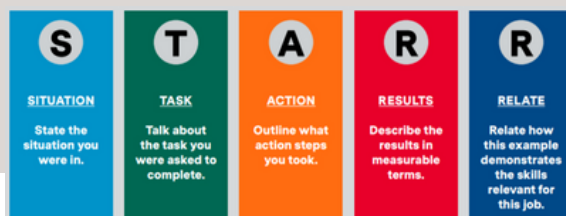
In today's rapidly changing workplace, employers value candidates committed to continuous learning.

How to demonstrate this: Highlight recent courses, certifications, or skills you've developed during your work history. Discuss how you've adapted to changes in your industry. Share a story about receiving constructive feedback and how you implemented it. Ask about professional development opportunities during the interview, showing that you're thinking long-term and that you recognize there is always room to learn and grow.

4. Results-Oriented: They Need People Who Deliver

Employers want proof that you can deliver measurable outcomes.

How to demonstrate this: Prepare specific, quantifiable achievements from your work history using the STARR method (Situation, Task, Action, Result, Relate). Instead of saying "I managed a team," say "I led a team of five that increased department productivity by 27% over 18 months." Create a "wins" document before interviewing, which lists your most impressive measurable accomplishments. During interviews, connect past successes to potential contributions in the new role.



ASK THE EXPERTS

I have strong technical qualifications for the positions..., continued

5. Adaptive Skills: They Value Flexibility and Diplomacy

Beyond technical capabilities, employers seek candidates with strong interpersonal and adaptability skills.

How to demonstrate this: Prepare stories that showcase your communication excellence, conflict resolution, and adaptability during organizational changes. Discuss how you've successfully worked with diverse personalities and in ambiguous situations. Highlight instances where you've shown emotional intelligence. During interviews, demonstrate active listening and thoughtful communication. Remember that how you interact during the interview process is a live demonstration of these skills.

6. Transferable Skills: They Want Versatility

Employers value skills that apply across roles and industries.

How to demonstrate this: Identify transferable skills like project management, leadership, problem-solving, and client relations. Create a "skills translation" document that maps how your existing abilities apply to new contexts. In your resume and interviews, explicitly connect past experiences to new requirements. For example: "While my experience is in healthcare administration, my skills in managing complex stakeholder relationships directly transfer to your client success role."

7. Work Content Skills: They Need Technical Competence

Technical skills are essential qualifications that get you considered for the role, but they're evaluated alongside the other attributes.

How to demonstrate this: Clearly highlight your technical qualifications that match the job requirements. Provide concrete examples of how you've applied these skills to achieve results. If you have certifications or specialized training, make sure they're prominently featured in your resume. For skills you're still developing, show evidence of your ability to learn quickly.

Remember that hiring managers are essentially risk managers – they want to minimize the chance of making a bad hire. The ideal candidate demonstrates both technical competence AND excellence across the other six attributes. A candidate with perfect technical skills, but poor cultural fit or lack of adaptability, represents a significant risk. Similarly, someone with great soft skills but insufficient technical abilities isn't the complete package employers seek.

By showcasing how you embody all these qualities together, you position yourself as the solution to their needs rather than just another qualified applicant. When you take the time to understand and adapt to what employers truly value, you will significantly improve your results. Best of luck with your job search!



HOLIDAY HIGHLIGHTS

NATIONAL MILITARY APPRECIATION MONTH

MAKING A DIFFERENCE FOR THOSE WHO SERVE(D): MY VOLUNTEER JOURNEY WITH HIRE HEROES USA

As we celebrate National Military Appreciation Month, I want to share my experience with an organization that's incredibly close to my heart. For over 4 years, I've had the privilege of volunteering with Hire Heroes USA, where I now also serve on their Volunteer Advisory Committee.

Hire Heroes USA empowers service members, veterans, and military spouses to succeed in the civilian workforce. They provide personalized career coaching, job search assistance, and employment preparation to help these heroes transition smoothly from military to civilian life.

My connection to military service runs deep – both my father and grandfather served our country, and I am eternally grateful to all who sacrifice so much to keep me and my family safe. This personal connection drives my commitment to Hire Heroes USA.

Each client session requires only about 1½-2 hours of my time (including preparation, the actual session, and follow-up). The beauty of this volunteer opportunity is that you can invest as little or as much time each month as you'd like. When you sign up, you're not committing to a specific number of hours or clients. Some months I work with just one person, while other months my schedule allows me to help two or three.

This flexibility makes it easy to fit volunteering into my life while still making a profound difference. Knowing that my expertise helps these heroes transition to successful civilian careers means the world to me. The gratitude I receive from clients who successfully land jobs or gain clarity on their career paths is truly priceless.

Volunteer Opportunities

Even if you're not a career practitioner by trade, there are so many ways you can contribute based on your own professional experience:

- Industry-Specific Mentoring in fields like cybersecurity/IT, aviation, healthcare, federal careers, logistics, skilled trades, and more
- LinkedIn Profile Reviews to help veterans optimize their professional networking
- Mock Interviews to build confidence and interview skills
- Resume Reviews to translate military experience into civilian terms
- Job Search Strategy sessions to navigate the job market effectively
- Salary Negotiation coaching
- Entrepreneurship guidance
- Professional Development webinars

What You'll Gain

Beyond the satisfaction of supporting our military community, you'll:

- Receive comprehensive volunteer onboarding and training
- Develop valuable mentoring and coaching skills
- Make meaningful connections through impactful 1:1 conversations
- Volunteer remotely with flexible scheduling
- Join a community of professionals dedicated to serving those who served us

If you've ever wanted to give back to those who've sacrificed so much for our country, this is your opportunity. Join me in supporting our military heroes and their families as they build fulfilling careers. Visit [Volunteer | Hire Heroes USA](#) today to learn more about becoming a volunteer!

HOLIDAY HIGHLIGHTS

AGE WITHOUT APOLOGY MONTH

We're excited to share this special calendar with you in advance of "Age Without Apology Month," which is celebrated in June. Each day offers an opportunity to celebrate the richness that comes with being a wisdom collector – someone whose value appreciates with each passing year, like a fine wine or a treasured heirloom. We hope you'll commit to some of these daily practices that honor your journey, your resilience, and the irreplaceable perspective that can only be earned through time. Remember, in a youth-obsessed culture, embracing your age without apology is a revolutionary act of self-love and societal change. Mark your calendars and prepare to celebrate all that makes you magnificent.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Mirror Affirmation Day: Start the month by standing in front of a mirror and speaking three positive affirmations about your age and experience.	2 Wisdom Journal: Begin a month-long wisdom journal. Today, write down three pieces of advice you wish you could give your younger self.	3 Skill Showcase: Identify a skill you've mastered over the years and then teach it to someone younger or share it on social media.	4 Heritage Recipe Day: Cook a family recipe that's been passed down through generations. Share it with friends or family.	5 Music Time Machine: Create a playlist of songs from different decades of your life. Listen and reflect on the memories attached to each era.	6 Digital Detox: Take a break from screens and enjoy activities you loved before digital technology dominated daily life. Read a physical book or engage in a hands-on hobby.	7 Community Connection: Attend a local community event or volunteer for a cause you care about. Your experience makes you valuable.
8 Age-Positive Media Day: Watch a film or read a book that portrays aging positively. Consider titles like "The Best Exotic Marigold Hotel," or "Grace and Frankie."	9 Financial Wisdom Review: Take time to review your financial plans, celebrating the wisdom you've gained about money management over the years.	10 Physical Celebration: Participate in a physical activity that celebrates what your body can do, not what it can't. Try tai chi, swimming, dancing, or a gentle nature walk.	11 Intergenerational Exchange: Connect with someone from a different generation and exchange stories, skills, or perspectives.	12 Fashion Freedom Day: Wear something that makes you feel confident and authentic, regardless of age-appropriate fashion rules.	13 Nostalgia Share: Share a story, photo, or object from your past with friends or family, explaining its significance in your life journey.	14 New Experience Day: Try something you've never done before. Age is no barrier to new experiences and learning.
15 Legacy Letter: Write a letter to future generations about lessons you've learned, values you cherish, or wisdom you'd like to pass on.	16 Health Appreciation: Make a list of things your body and mind can do that you're grateful for, focusing on abilities rather than limitations.	17 Technology Mastery: Learn a new digital skill or app. Defy the stereotype that older adults can't adapt to technology.	18 Mentorship Moment: Reach out to someone you've mentored over the years and reflect together on your shared journey.	19 Declutter with Purpose: Choose one area to declutter, focusing on surrounding yourself with things that have meaning and bring joy.	20 Milestone Celebration: Celebrate a personal milestone or achievement that required years of experience or persistence to accomplish.	21 Nature Connection: Spend time in nature, reflecting on the cycles of growth, change, and renewal that mirror our own life journey.
22 Tradition Sharing: Practice and share a cultural tradition or skill that you're helping to preserve for future generations.	23 Self-Compassion Practice: Write a letter to yourself addressing any self-criticism about aging, replacing it with self-compassion.	24 Book of Life: Start compiling a "Book of Life" with photos, mementos, and stories from different chapters of your life journey.	25 Resilience Reflection: Reflect on challenges you've overcome through the years and acknowledge the resilience you've developed.	26 Creative Expression: Engage in a creative activity that expresses your unique perspective shaped by years of experience.	27 Friendship Appreciation: Connect with a long-term friend and celebrate the depth and richness that time brings to relationships.	28 Lifelong Learning: Sign up for a class, workshop, or lecture on a topic that interests you, embracing the joy of learning.
29 Gratitude Practice: Write down 10 aspects of aging you're grateful for, focusing on the unique gifts that come with maturity.	30 Celebration Gathering: Host a celebration that honors the wisdom, experience, and value of mature adults in your community.					

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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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By: Denise Bitler, Resume-Interview Success, LLC and Laura Johnson, LLEJ Careers

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ALONE WE ARE UNSTOPPABLE.
TOGETHER WE ARE A POWERHOUSE!

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