



ENGAGE. DEVELOP. SUCCEED.

## **Career Seminar Descriptions**

*Ford R. Myers has been a seminar leader, lecturer and group facilitator for more than 15 years. He has “trained the trainers” at several global consulting firms, and has designed many original programs that are still in use nationally. These programs have been presented to groups of all sizes, to people from every industry and professionals level. Current career presentations include:*

### **How to Stand-Out in a Very Competitive Job Market**

The subtle differences in every step of the job search process determine who ultimately lands the job and who does not. This is especially true in a bad economy, when unemployment is high and the job market is so competitive. Learn key strategies and tools to help you in your job search. Discover tools to gain access to your target market. Delve into the critical pre-interview planning process, and learn how to properly communicate your value to prospective employers. This presentation will show you how to stand-out as the candidate of choice, and get the offer!

### **The Job Seekers’ Tool Kit**

Most job-seekers use only their résumé as the cornerstone of their search because their other “tools” are weak or nonexistent. But the résumé should actually be one of your least used job-seeking tools! By integrating these other elements into the job search – and not relying solely on your résumé – you can add power, professionalism and flexibility to your efforts. Finding the right job and building a satisfying career is much easier when you have the right tools!

This is a practical 1½ hour seminar that is designed to provide tangible solutions, with “real world” case studies and examples. We examine the specific tools you need and how to use them – not just to land the next job – but also to master the job search process and maximize your long-term career potential.

### **Compensation Negotiation: The Rules of the Game**

Why is it that people have such a difficult time successfully negotiating their compensation? The reason we can’t or won’t negotiate is not because we’re incapable of doing this, but rather because we just don’t know how! No one ever taught us how to do it, and we never learned “the rules of the game!” For the purposes of this presentation, we look at negotiation as a game. And as with any game, we can’t win if we don’t know the rules!

Participants can expect to leave this 1 to 1½ hour presentation with the ability to dramatically improve the results of their salary negotiations. This is a very practical, “real world” program that focuses on mastering the rules of the negotiation game – a game that can actually be fun, as well as financially rewarding!

### **10 Vital Strategies To Maximize Your Career Success**

What if you could discover the "secrets" that determine who will reach full potential in their career, and who will not? That's exactly what this powerful presentation will reveal. Real success is achieved not just in knowing these "insider strategies," but in applying them in a consistent, systematic manner. Career expert and author Ford R. Myers will show you exactly how to leverage these 10 powerful strategies, to help you move your career forward – no matter what level you've already achieved in your profession!

### **Re-Discovering Your Career Passion**

Do you ever feel like you've lost touch with the enthusiasm and excitement you once felt about your career? Have you become cynical or resigned in your work-attitude? In this interactive workshop, career expert and author Ford R. Myers will help you re-discover your career passion. Through a series of enlightening and enjoyable exercises, you'll discover how to align your current career direction with your true gifts, goals and preferences. It's never too late to re-connect with your career passion – as long as you have the right resources and support!

### **The Power Plan for Career Success**

People make all kinds of New Year's Resolutions – lose weight, quit smoking, spend more time with the family. You never hear anyone say, "I'm committed to improving my career situation this year" – whether that means finding a new job – or fixing your current one! This multi-faceted process is intended for anybody, regardless of age, experience or career level. The "*New Year, New Career Power Plan*" provides practical action steps you can undertake to make this YOUR year to achieve ultimate career satisfaction and success.

### **Interviewing for Success**

Do you freeze-up at the prospect of going on a job interview? Do your hands get sweaty; your stomach in a knot? It's a fact that better interviews get better job offers! Yet most candidates show-up for interviews totally unprepared! The key to "acing" the interview is to be fully prepared and to practice! This information-packed 1½ hour session takes the mystery – and the nervousness – out of job interviewing. Participants are walked through the interviewing process, from first contact to job offer. Attendees also learn how to effectively answer the tough questions, tips to maintain a proper attitude, and appropriate follow-up strategies.

### **Networking: The Core of Your Search**

You'll look at your friends, family members, even your dry cleaner in a whole new light after this 1½-hour seminar! One of the keys to managing your career effectively is to build and maintain a strong and varied network. Every job seeker – and even those who are currently employed – should carve time out of their busy schedules for networking! More important than a résumé, your network is your most valuable career asset! You'll learn how to cultivate this often-overlooked and underdeveloped resource into a positive and dynamic tool to create long-term career success. Every networking encounter will now be treated like a business meeting, complete with a purpose, agenda and specific outcomes. By leveraging your network in the proper way, you will get the jobs you want, and maybe even have a position created for you!

### **Self-Employment Options**

Maybe the employer you're looking for is you! If you've always yearned for independence and autonomy; if you've always believed that "you could do it better yourself," then this is the program for you! This exciting 1½ hour program explores the four distinct "entrepreneurial paths," including: (1) becoming a consultant, (2) buying an existing business, (3) buying a franchise, or (4) starting a business. Participants will be provided with a variety "real world stories" of small business success, along with a list of vital questions to ponder: Is self-employment right for me? If so, which model serves me best? What's the next step?

### **Who's Managing Your Career?**

If you think your boss is managing your career, think again! In "the old days," companies used to manage their employees' careers by planning succession, offering security and guaranteeing promotions. Not anymore! Today, if you're not managing your career, no one is! This 1½-hour session informs participants how to take responsibility for their careers and be pro-active in career management! Attendees consistently report feeling empowered and "liberated" after this training program. The content of this program focuses on shifting the job-seeker's attitude – and concludes with concrete, logical steps to managing one's career over the long term.

### **How To Get The Job You Want, Even When No One's Hiring**

Today's job market is the toughest since the Great Depression, and many of the challenges are here to stay. Even so, you CAN get the job you want – IF you discard conventional approaches to the search. "How To Get the Job You Want, Even When No One's Hiring" is a powerful seminar based on Ford Myers' best-selling book by the same name.

Attendees will learn:

- How to land a good job in the midst of an economic crisis
- How to address the realities of this job market with real-world, actionable steps
- How to see this economic downturn as a positive career opportunity
- How to seize on job opportunities that aren't posted yet
- How to make yourself an instant asset to potential employers
- How to clearly stand-out as the best candidate

- How to “recession-proof” your career for the long term
- And much more ...

Join career expert and speaker Ford R. Myers, while he maps the new world of job search and reveals essential strategies for your career success!

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