

CAREER POTENTIALSM

TAKE CHARGE OF YOUR CAREER

YOUR CAREER ADVOCATE

Volume Ten, Issue Four — May 2014

YOUR CAREER ADVOCATE is the FREE monthly e-newsletter published by Career Potential, LLC to help you take charge of your career, create the work you love, and earn what you deserve!

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This Month's Feature Article

Perpetual Career Management

By Ford R. Myers
President of Career Potential, LLC

Are you so busy "doing your job" that you can't "manage your career?"

It's no surprise that people who are conducting a job search focus a lot of their time and energy on updating their résumé, networking, improving their interviewing skills, and so on. They know they need to "be at the top of their game" if they hope to land another good position.

But what about those of us who are currently working and want to move ahead? If you're like most people, job search activities get little or no attention – that is, until you get laid-off, fired, or just unhappy enough to make a proactive change. It's human nature to become "career complacent" and focus all your energy on "doing a good job!" But in today's business world, you need to do more.

What does this mean for you? It means that you should consider adopting a different approach, which we call "Perpetual Career Management." Instead of being focused completely on your job, your main focus should be on managing your career – at all times, regardless of your work circumstances!

Think of your job as a stepping-stone, or a subset of your entire career. You're always evolving on the way toward your long-term goals, even if your job is currently secure. In practical terms, "Perpetual Career Management" means engaging continually in a host of activities that you thought were necessary only for job seekers.

Why should you do this? So you can "get in the driver's seat" and accelerate your own career progress. This way, even if something

What Clients are saying about Career Potential

"I followed your networking script to the letter and was able to get introduced to the CEO of a local manufacturer, to get a face-to-face meeting. My meeting lasted two-and-a-half hours, and went so well that the CEO called me five minutes after I left to tell me they were going to make me an offer. I used your negotiation training as well, and have happily just accepted a new position with a 35% salary increase. I couldn't be more thrilled, and just wanted to say thank you. The six-month program I did with you prepared me perfectly to manifest the career evolution I imagined!"
— B. Sokolow
Sales and Business Development Professional

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- [Visit Our Blog for Timely Career Advice and News](#)
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- [Check-Out Our Corporate Seminar](#)
- [Get a Career Makeover in 7 Days](#)
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happens to your current job, you won't be caught "flat footed." Instead of feeling devastated, stuck or powerless, you'll always have career choices both inside and outside of your organization – and a reassuring sense of control.

To become a "Perpetual Career Manager," here are 10 things you should always be doing:

1. Keep all your career documents up to date, such as your professional biography, accomplishment stories, testimonials, list of references, etc. By keeping these documents in a current file, you will be ready to leverage them at any point (performance reviews, promotions, applying for a new opportunity, etc.)
2. Make time for networking to maintain established relationships and develop new ones – both inside and outside of your organization. You should always be positioned to leverage your professional and personal contacts when the need arises.
3. Take leadership roles in appropriate associations and trade organizations. This will boost your visibility and enhance your credibility in your industry.
4. Write articles or do presentations in any business venue – association meetings, conferences, trade publications, etc. This demonstrates your level of "trade skill" and expertise. People will take notice, and you'll become the "go-to" person in your department.
5. Continue your professional development and maintain your industry credentials through seminars, academic classes, lectures, professional events, conferences, new certifications/degrees and the like. People committed to developing themselves are the first to be tapped by their organization when new opportunities open-up or new leadership positions are created.
6. Research and be aware of the "business landscape" – whether it be information about other departments in your organization, other companies or other professionals in your industry. Always know who "the players" are and what they're doing, and you'll become a trusted resource in your organization when people need new ideas and current information.
7. Offer to help people in your network even though they may not be in a position to "help you back" at this time. These people will remember your goodwill – and as the saying goes, "What goes around comes around." Always offer to help colleagues, contacts and professional friends when the opportunity arises.
8. Investigate new opportunities both inside and outside of your current department and business unit, even if you're very happy in your current position. This will help you to know your organization better, understand the market, gauge various aspects of your current position, and stay "plugged-in."
9. Always ask yourself, "how can I contribute more?" Doing a good job isn't good enough. The people who land the best assignments and move-up quickly are the ones who consistently demonstrate their value to the organization in measurable ways – every day, every week, every month.
10. Practice your interviewing, negotiating and related skills on a regular basis. Offer to meet with candidates who are visiting for interviews. Volunteer to negotiate with vendors or service providers to get better deals. Don't wait until a career opportunity (promotion, raise, performance review, transfer) arises to polish these skills. Keep them current and you'll be a more valuable asset to your organization. You'll also be better prepared to make your next move up the ladder!

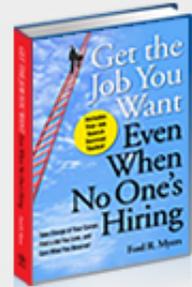
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Remember: Never get career complacent. The only real "job security" is in expanding your own knowledge and increasing your value to the organization. By adopting the "Perpetual Career Management" strategies outlined above, and integrating these behaviors in a consistent manner, you'll always be in top form and have plenty of options to fully develop your career potential.

You're Invited – Two Career Success Events – May 2014

Event #1 – Wednesday, May 28, 2014

DEVELOPING AN INNER COACH™ THAT KEEPS YOU RESILIENT – AND MANAGING STRESS

Transition times are fertile ground for stress, negative self-talk and diminished self-confidence. The voice of a strong Inner Coach™ counters these negative effects by supporting self-compassion, cultivating resilience, managing stress constructively and maintaining positive energy.

This lively and interactive workshop will:

- Explain stress, its origin and its tenacity
- Increase your awareness of how stress can turn into worry and negativity, and inhibit positive action
- Teach a model for bolstering resilience that counteracts negativity, expands emotional intelligence, promotes positive self-talk and fortifies strengths
- Identify what's effective and ineffective in self-motivation
- Provide a map for avoiding habitual thought traps that activate fear, anger and doubt; and for landing on a more positive path

Participants will leave with renewed energy for managing challenging times, and with strategies for creating an Inner Coach™ stronger than their Inner Critic.

DATE: Wednesday, May 28, 2014

TIME: 6:30pm to 9:30pm

SPONSOR: Philadelphia Area Great Careers Group

PRESENTER: Dr. Beth Weinstock

INVESTMENT: \$20.00 (pay with your online registration)

WHO: Everyone is welcome!

LOCATION: Bartley Hall, Room 2001, Villanova University, Villanova, PA (Corner of Lancaster and Ithan Avenues)

REGISTRATION: Advanced registration is required and seats are limited. [Click here](#)

DIRECTIONS: [Click here for directions](#)

QUESTIONS: Call Eric at (610) 420-4158 or e-mail epkramer@gmail.com

NOTE: You will need to register as a member of www.MeetUp.com (free) in order to sign-up for this event. Do this at <http://www.meetup.com/Philadelphia-Area-Great-Careers-Group> by clicking the "Join Us" button at the top-right section of the web page.

About the presenter:

Beth Weinstock, Ph.D., is known for her powerful blend of clinical, academic and coaching expertise that teaches people to manage stress, fortify resilience, build self-esteem and positively meet the challenges inherent in life's transitions. Her signature program, "Strengthen Your Inner Coach™ to be Stronger Than Your Inner Critic," developed with her work partner Dr. Jane Shure, has been presented to a wide range of business, academic and public audiences. Beth is the co-author of several book chapters and journal articles, including "The Hidden



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Challenges in Role Transitions” and “How Leadership Coaching Can Help New Leaders Find Solid Ground.” She writes for the Huffington Post, and works as a leadership coach and clinical psychologist in Narberth, PA. For more information, visit: www.TheResilienceGroup.com.

Event #2 – Friday, May 30, 2014

EXPLORING THE SELF-EMPLOYMENT OPTION

Maybe the employer you’re looking for is you! If you’ve always yearned for more independence, autonomy and self-expression in your work; if you’ve always believed that “you could do it better yourself;” if you want to create something great in the marketplace – then this is the workshop for you!

This exciting program explores the four distinct “entrepreneurial paths,” which include: (1) becoming a consultant, (2) buying an existing business, (3) buying a franchise or license, or (4) starting a business.

Through a highly-interactive discussion format, participants will be provided with a host of vital questions to ponder and factors to consider. You’ll discover if self-employment is potentially right for you – and if so, which of the four models might serve you best. You’ll also leave this seminar with a clear sense of what your next steps should be in exploring your entrepreneurial potential.

Seats are limited, so register now.

DATE: Friday, May 30, 2014

TIME: 9:00am to 11:30am

SPONSOR: Career Potential, LLC

PRESENTER: Ford R. Myers, President of Career Potential, LLC

INVESTMENT: \$25.00 (pay with your online registration)

WHO: Everyone is welcome!

LOCATION: Radnor Financial Center, 150 N. Radnor-Chester Road, Suite F-200, Radnor, PA

REGISTRATION: Advanced registration is required and seats are limited. Visit: www.careerpotential.com/signup/

DIRECTIONS: [Click here](#)

QUESTIONS: Call Ford at (610) 649-1778 or e-mail contact@careerpotential.com

About the presenter:

Ford R. Myers is President of Career Potential, LLC. His firm helps clients take charge of their careers, create the work they love, and earn what they deserve! Ford has held senior consulting positions at three of the nation’s largest career service firms. His articles and interviews have appeared in many national magazines and newspapers, and he has conducted presentations at numerous companies, associations and universities. In addition, Ford has been a frequent guest on television and radio programs across the country. He is author of two books: “*Get The Job You Want, Even When No One’s Hiring*” and “*The Ultimate Career Guide*.”

These events are also opportunities to make new networking contacts, and get some of your career questions answered!

If you’d like to improve your career situation, you’ll find these presentations to be particularly relevant and helpful.

Please pass this invitation along to anyone else who might benefit from these powerful seminars.

**Connect With
Ford R. Myers**

Follow Ford on these
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Special Bonus Audio – For Subscribers Only

"The 12 Habits of Highly-Successful Job Seekers in a Down Market"

The most popular (and possibly the most powerful) teleseminar I've ever conducted is called "The 12 Habits of Highly-Successful Job Seekers in a Down Market." Some subscribers to this e-newsletter have already heard the program – while others have been requesting that I offer it again. So as a special bonus this month, here it is! Just click the button below, turn-up your computer's speakers, and enjoy listening to the recording!

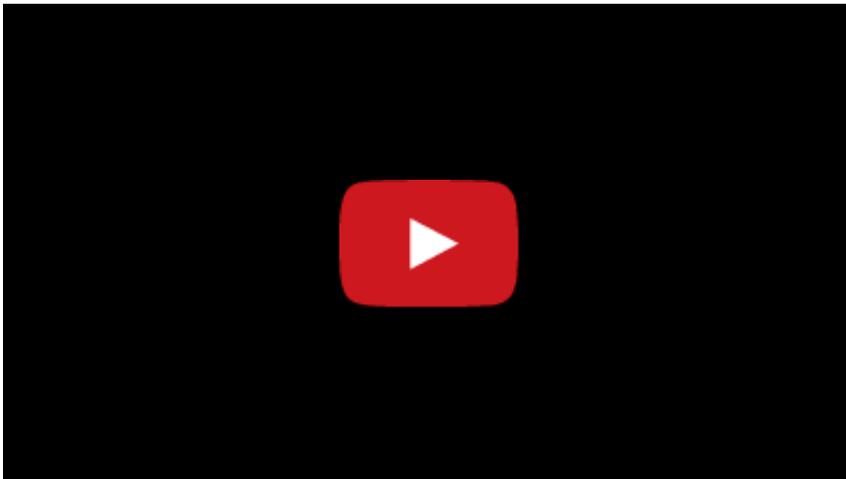


Client Referral Program

Here at Career Potential, LLC, most of our business comes through referrals. To encourage this process, we offer an incentive in the form of a "Referral Bonus." Each time you refer someone who becomes a career coaching client, we'll reward you with a generous American Express gift card! For details, please contact Career Potential.

Career Potential's YouTube Channel

Did you know that Career Potential, LLC has its own YouTube channel? Check it out, and watch all our TV interviews and educational presentations online. It's FREE, and you'll learn quite a lot by watching. Just visit: <http://www.youtube.com/user/careerpotential> and access all the video segments. Below is one of them for you to enjoy.



Invitation from Career Potential – Complimentary Initial Consultation

The employment market is just too challenging these days to attempt a job search on your own. We provide the tools, resources, knowledge

and skills that you can't get anywhere else – assets that are essential to achieve real success in job search and career management.

[Click here](#) to see if you qualify for a complimentary initial consultation!

Ask yourself these questions ...

- Are you dissatisfied with your current career situation, and with the way your career has been going?
- Are you frustrated by a job search that has been unsuccessful?
- Would you like to generate more interviews and get more offers?
- Would you like to enjoy much more career growth and earn more money?
- Would you like the help, guidance and support necessary to achieve your true potential?
- Would you be willing to invest in your career, if you knew that your investment would pay off quickly and significantly?



Career Potential, LLC is a career coaching and consulting firm that helps clients take charge of their careers, create the work they love, and earn what they deserve!

Want to learn more about our career success programs? Wondering how career coaching could help YOU? Please call today, or simply [click here](#) to see if you qualify for a complimentary initial consultation!

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