

CAREER POTENTIALSM

TAKE CHARGE OF YOUR CAREER

YOUR CAREER ADVOCATE

Volume Ten, Issue Three — April 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

As regular readers of "Your Career Advocate" know, I sometimes feature the writing of other people in this space. I thought this article by Lee and Ken Estridge would be an ideal selection, because the topic of "employee engagement" has recently been so popular in the business media. This article will be of benefit to both employees and employers.
– Ford R. Myers



Ford R. Myers
President
Career Potential, LLC

What Makes People Love Their Jobs?

By Lee and Ken Estridge

Many people think that work is the opposite of fun. Perhaps this is what gives rise to the "TGIF" mindset. But reflecting on the nature of work and the nature of fun, we may arrive at a different answer. Work doesn't feel like work when you love what you do, enjoy the people with whom you work and feel appreciated for your contributions. So how can leaders make people love their jobs and feel fully-engaged with their companies?

What makes people love where they work?

Based on our interviews with many employees at companies that have been designated as Best Places to Work, people love where they work when their job possesses the following attributes:

What Clients are saying about Career Potential

"There is just a small handful of people I have met throughout my years that have made a profound impact on my life – and Ford Myers tops my list! His experience, professionalism, insight, coaching and guidance have not only helped me secure my dream job, but have helped me in all other facets of my life. Ford was there for me every step of the way, and I could not have done it without him. When I hear folks complaining about the job search process, I know they haven't met Ford Myers!"
– B. Sinkus
Senior Sales Executive

Quick Links

- [Visit Our Blog for Timely Career Advice and News](#)
- [Explore Our Career Coaching Programs](#)
- [Check-Out Our Corporate Seminar](#)
- [Get a Career Makeover in 7 Days](#)
- [Refer A Friend](#)

1. You are doing things that you love to do and that you are good at.
2. You are working with people who share your values and with whom you enjoy working.
3. You are part of a high performance team that works well together and wants to win together.
4. You are proud of the company you work for because you are aligned with your company's mission, vision and values.
5. You are working for a boss who cares about you and challenges you to be your best; who lets you know how much your efforts and contributions are appreciated; and who provides you with a steady stream of growth-producing feedback on what you are doing well and how you can get better.
6. You have clear goals and metrics, and you know how you are doing.
7. Your incentives are aligned with your goals, and you are appropriately rewarded for a job well done.
8. You are provided with learning and growth opportunities at work that encourage you to keep growing.
9. You see a path forward within your company, and you can look forward to growing your responsibility and compensation over time.
10. You are encouraged to be creative and resourceful, and to offer your suggestions for how your company can improve.

Why does it matter if people love where they work?

When people love their work, they put their full selves and all their creativity into their work. This leads to maximum engagement, high productivity and low turnover! What company wouldn't want that from all of their employees?

It all starts at the top!

When leaders work on themselves, value their people and care enough about employee engagement to make their company a best place to work, they end up attracting and keeping the best people who enjoy working together to build a great company. They experience high productivity and low turnover. Recruiting becomes easy because people tell their friends what a great place the company is at which to work!

About the authors:

Lee is Principal of Lee Estridge & Associates. She specializes in coaching business, legal, medical and creative professionals to achieve new levels of awareness in their work and personal lives. Ken is Principal of Ken Estridge & Associates. He is an experienced entrepreneur and executive coach who has advised hundreds of CEOs and senior managers to improve leadership effectiveness, accelerate growth and increase productivity. Visit them at <http://www.leeestridge.com> and <http://www.kenestridge.com>.

You're Invited – Six Career Success Events – April 2014

For full program descriptions and details about all the career events below, [click here](#).

Event #1 – Monday, April 14, 2014

SUPERCHARGE YOUR CAREER

DATE: Monday, April 14, 2014

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 Career Potential
 Today!**

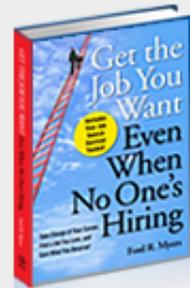
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**Take Our Free Career
 GPS Self-Assessment!**



TIME: 10:00am to 1:00pm
SPONSOR: The Philadelphia Business Journal
PRESENTER: Ford R. Myers and other career experts
INVESTMENT: Free, but space is limited so register now
WHO: Everyone is welcome!
LOCATION: Greater Philadelphia Chamber of Commerce, Conference Center, 200 S. Broad Street, Suite 700, Philadelphia, PA
REGISTRATION: Advanced registration is required. [Sign up here](#).
QUESTIONS: Call Brian at (215) 238-5126 or e-mail him at bwiggin@bizjournals.com

About the speaker:

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."

Event #2 – Wednesday, April 16, 2014

EXPLORING THE ENTREPRENEURIAL OPTION

DATE: Wednesday, April 16, 2014
TIME: 2:00pm to 4:00pm
SPONSOR: American Executive Centers
PRESENTER: Ford R. Myers, President of Career Potential, LLC
INVESTMENT: Free, but space is limited so register now
WHO: Everyone is welcome!
LOCATION: American Executive Center, One Greentree Centre, Suite 201, Marlton, NJ
REGISTRATION AND QUESTIONS: Contact Gail Redman at gredman@americanexecutivecenters.com or (215) 854-6300

Event #3 – Tuesday, April 22, 2014

10 VITAL STRATEGIES TO MAXIMIZE YOUR CAREER SUCCESS

DATE: Tuesday, April 22, 2014
TIME: 9:00am to 11:00am
SPONSOR: American Executive Centers
PRESENTER: Ford R. Myers, President of Career Potential, LLC
INVESTMENT: Free, but space is limited so register now
WHO: Everyone is welcome!
LOCATION: American Executive Center, 600 W. Germantown Pike, Suite 400, Plymouth Meeting, PA
REGISTRATION AND QUESTIONS: Contact Gail Redman at gredman@americanexecutivecenters.com or (215) 854-6300

Event #4 – Wednesday, April 23, 2014

DISCOVERING YOUR INNER CHAMPION

DATE: Wednesday, April 23, 2014
TIME: 6:30pm to 9:00pm
SPONSOR: Philadelphia Area Great Careers Group
PRESENTER: Cheryl Rice, President of "Your Voice Your Vision"
INVESTMENT: \$20.00, pay with your online registration

[Click Here to Start](#)



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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 (event not posted yet).

DIRECTIONS:

Visit <http://www1.villanova.edu/villanova/admission/visit/maps.html>

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 speaker:

Cheryl Rice, MS, PCC is President of "Your Voice Your Vision." Her speaking, coaching and writing practice is devoted to helping people claim their personal power by tapping into their authentic voice. Learn more about Cheryl at <http://www.yourvoiceyourvision.com>.

Event #5 – Saturday, April 26, 2014

JUMP START YOUR JOB SEARCH

DATE: Saturday, April 26, 2014

TIME: 9:00am to 4:00pm

SPONSORS: Church of the Saviour, Hire One, St. Joseph's University, Greater Valley Forge Human Resource Association, DoubleTree Hotel Valley Forge, ASTD Philadelphia Chapter, TCBY, My Career Transitions, and Penn State Great Valley Career Services

PRESENTER: Ford R. Myers and other career experts

INVESTMENT: \$10.00 (pay with your online registration)

WHO: Everyone is welcome!

LOCATION: Church of the Saviour, 651 North Wayne Avenue, Wayne, PA

DIRECTIONS: [Click here](#)

REGISTRATION: [Click here](#) and pay with a credit card. Please note that online registration will close on Wednesday, April 23rd at 12:00noon. We are unable to take walk-ins.

QUESTIONS: Contact Amy Dinning at amydinning@juno.com

Event #6 – Monday, April 28, 2014

GET THE JOB YOU WANT, EVEN WHEN NO ONE'S HIRING

DATE: Monday, April 28, 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

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.

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!

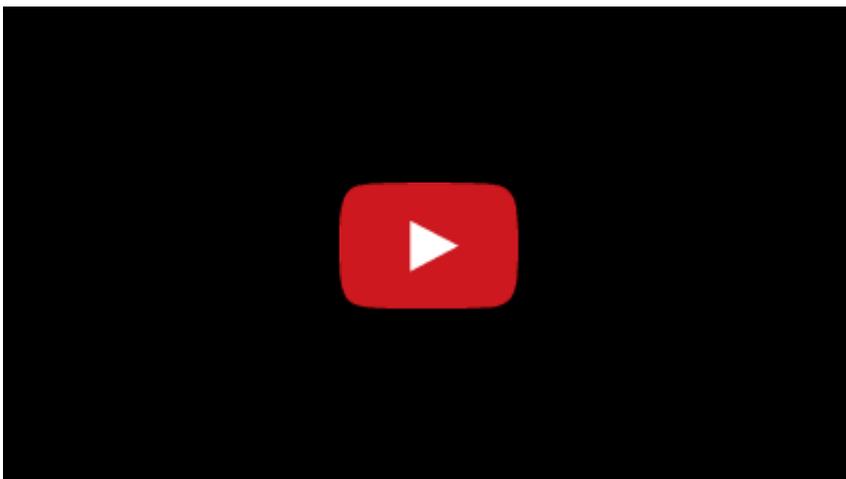


Client Referral Program

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. 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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