



connections

newsletter  summer 2013

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Standing Out In The Crowd



Sometimes it is tough out there in the interviewing world. Human resources and hiring managers have many applicants from whom to choose. How will you show them you are the best person for this position? Personal Branding. You may have heard about this concept, but what does it really mean? When you walk into an interview, YOU are all you've got. YOU are the product that needs selling. YOU are the answer to their problems. YOU are the missing puzzle piece. Let's break this down into some things you can add to your tool bag in the search of the best position for YOU.

Dan Schawbel, author of *"ME 2.0: Four Steps to Building Your Future,"* explains how to brand yourself to reach your fullest potential. He states, "Personal branding is the process by which you uncover what makes you special and desirable in the marketplace, and then communicate your value to the right audience. It's important as a tool because it empowers you to take advantage of your talents, get attention and the career satisfaction you deserve." You may not have control over the hiring manager you sit across from but you do control how well you present yourself and the confidence you exude.

It is worth taking the time to ask some thought provoking questions. What makes you different, what is your passion, what are your strengths, and what short-and long-term goals do you have? Getting comfortable with these answers may require you to write them out a few times so when you share your thoughts with others they flow more easily. Practice

with a friend or your CRC advisor. Ask them if your passion comes through

as you talk about yourself. Lisa Johnson Mandell, author of *"Career Comeback-Repurpose Yourself to Get the Job You Want"* reminds us, "Once you've honed in on what sets you apart, create a

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If You Don't Brand Yourself Someone Else Might Do It For You

Take control of this part of your career search and reach out for help at the Career Resource Center!

- Identify your niche based on your passion and areas of expertise.
- Ask yourself: "What are you better at than anyone else"?
- Think of your personal branding as the first impression you are putting out to others.
- Take some time to brand yourself as the expert in your field and get comfortable sharing these thoughts with others.

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Personal Branding — Continued from page 1

quick tagline or mission statement around it, and let that tagline dictate the rest of your self brand-promoting efforts.”

Social presence on-line can be beneficial. Schawbel mentions the importance of LinkedIn, “It is also a great tool because it’s perceived as a professional network, which means that people are expecting to connect with other people for job-related reasons.” If you haven’t already, attend one of the many presentations on LinkedIn at CRC.

CRC Enhancements Help Candidates Secure Employment

We continually strive to provide relevant, up-to-date services focused on improving job candidates success in securing employment.

Service Additions

- Wi-Fi throughout the facility
- Electronic distribution of job opportunities
- Programs offered at offsite locations
- Tutoring in MS-Office



Talent Acquisition

- 7 new Workshop Presenters
- 12 new Volunteers
- 5 new Board Members

Thank You!

CRC Changes Lives...Donors Make It All Possible

The following donors invest in CRC and help change lives, communities, and stimulate the economy! Thank you to the organizations, foundations, townships, and individuals who make it possible for CRC to educate, mentor, motivate, and inspire job seekers in their career goals. These donations allow us to continue our work as a leading nonprofit organization impacting change with impressive results.

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Retired Executive Passionate About Lending Expertise, Helping Job Seekers

Bill Maines retired as a Vice President from Sears in 2002 after an earlier career with General Electric. His background is in marketing and general management. At one time he managed over a thousand employees. Bill knows all about what employers are looking for when they seek new employees! He has been an advisor for eleven years now. He shared how enjoyable it is to be able to invest the time to get to know each individual story and help candidates accomplish their current career goals. Many members haven't faced a job



search for years or may have never been in the workforce. This provides a unique opportunity to partner in developing a plan to reinvent them for today's market. It is important to think about your previous accomplishments as well as responsibilities. What have you done to solve problems and make things better than when you started in your previous position? Bill helps redesign your resume to quickly grab the employer's attention and encourage them to seek more information about you. He believes every cover letter and resume should be targeted to the particular position you are seeking. Bill recognizes today's job market is continuously evolving and keeping up with the best way to help CRC members is his priority. He enjoys his work so much he has recruited a few friends who volunteer and assist members on their career paths. All of our advisors have much to offer and with Bill you are in excellent hands!

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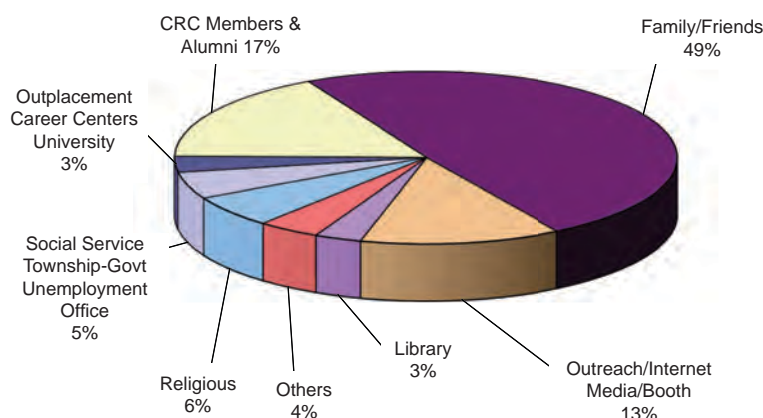
CRC Referral Source

1008 job seekers throughout metropolitan Chicago and Southern Wisconsin utilized the services of CRC over the past year. Over half of our job candidates learn about our services from family, friends, and alumni.

Thank you alumni for sharing your success stories with others and for encouraging job candidates to take advantage of CRC's comprehensive services.

Important connections are made between these walls!

Referral Source



in their own words

“An uplifting place where one can obtain a lot of assistance”

“I can’t begin to tell you how much CRC has helped me and how much I value what you are doing.”

“CRC is truly top notch. Thank you for being here for me during this job searching chapter of my life.”

“Many thanks for your fantastic input. I finally feel like my job search has legs. Thanks for the advice and confidence boost.”

“It was extremely helpful to have this place to come to for support and encouragement instead of staying home day after day feeling alone, frustrated, and discouraged with the job search process.”



One Success Among Many

“One of the best things the advisors at CRC did was to show me I could create a position for myself by repackaging my skills and experience and marketing them to a company so they would create a position for me.”

said Jeff, a former member whose entire career has been in the financial services and commercial lending industries. “When I was first looking for a job, there wasn’t a formal job market for my skill set. But CRC advisors brainstormed with me and showed me how to market myself to create opportunities.”

Jeff was a CRC member twice in the past few years and he used the advisors extensively both times. He met with advisors weekly to bounce ideas off them and to help keep himself focused. Jeff also regularly used the workspace at CRC because he found it was a great motivator. “It was a place for me to go, as if I were going to a job,” he said. “I would go and use the databases CRC has because they allow you to search companies by size, type and location. The databases give you up-to-date information on company contacts.”

During his first search, when there wasn’t a formal job market for his skills, Jeff worked with the advisors to market himself to Chicago companies that fit a certain profile, with the idea that he could create a leasing/

rental business for them. Jeff’s efforts proved fruitful when a contact referred him to the owner of a company who was looking for someone with his expertise, and Jeff landed the job!

He learned of his current position through a job association website. Jeff used his network and called someone he knew at the company, which led to an interview. “It’s interesting because now I’m on the opposite end of the industry I’ve always worked in.” Jeff explained. “I credit the advisors at CRC with helping me evaluate the position and understand it was a really good fit. It’s refreshing because I can add value to a company that needed someone with my experience. And I love what I’m doing— it’s been like hitting a home run.”

What advice does Jeff have for other job seekers? “You have to stay positive and focused. Things don’t happen overnight, so keep plugging away.”