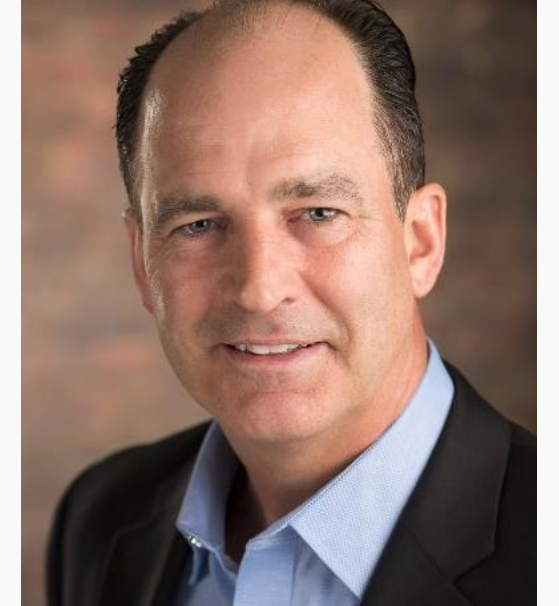
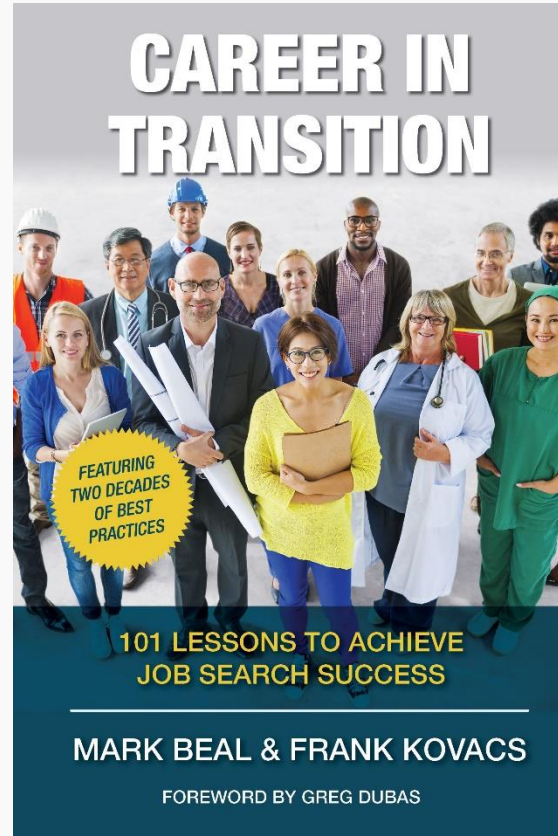


Career In Transition: 101 Lessons To Achieve Job Search Success

Mark Beal & Frank Kovacs
Co-authors of "Career In Transition:
101 Lessons To Achieve Job Search" Success"



Career In Transition: 101 Lessons To Achieve Job Search Success

By Mark Beal & Frank Kovacs

Career In Transition: 101 Lessons To Achieve Job Search Success



- Why a book? To enable us to help even more people with the outstanding best practices that have been identified & developed
- This book captures best practices developed and identified through 18 years of Frank leading The Breakfast Club NJ (TBCNJ) from the group members and also through interactions with countless career experts and presenters
- We approach career transitions from two different paths:
 - **The strategic technical approach**
 - **The personal brand marketing perspective**
 - **By combining those two paths we offer individuals who are unemployed a powerful playbook to achieve job search success**
- The book celebrates all the volunteers that have not only helped to make TBCNJ the premier job search and career management networking group in the Tri-State area, but the many volunteers who have given their time over the years through countless other groups "To Help Us Help You!"

The Book Sequel

Upskilling/Reskilling: 101 Lessons For You & Your Career To Thrive In The Digital Age

- Scheduled for release in late 2020/early 2021
- Focuses on the Future of Work, Workforce Transformation and Future Proofing Your Career
- This book captures best practices developed and identified through
 - **How Digital Is Impacting The Job Market**
 - **Steps To Upskilling Success**
 - **Tackling Reskilling**
 - **How To Rebrand and Market The Improve You**
 - **Career Management Improvements**

According to the World Economic Forum's "The Future of Jobs Report: 2018," "By 2022, no less than 54% of all employees will require significant re- and upskilling." With the rapid rise of artificial intelligence (AI) and machine learning, automation has already impacted numerous organizations across industries, and it's predicted to impact more in the future.

Jobless claims total 5.245 million as 22 million positions have been lost in a month due to coronavirus



STARTING TODAY: THINK & ACT LIKE A MARKETER
YOU ARE THE CHIEF MARKETING OFFICER OF YOUR CAREER



Seeing Light at the End of the Tunnel: 5 Reasons To Be Hopeful During this Corona Crisis, With Rutgers University's Mark Beal



Dr. Ely Weinschneider, Psy.D.

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Mar 31 · 10 min read



#1 Massive Rehiring: I believe that a wave of massive rehiring will take place as we get through the current world health crisis and companies, big and small, are going to be hiring at unprecedented levels. Use this time to refresh your resume and strategically prepare for a wave of hiring later this year into 2021.

#2 Workplace Transformation: We will not return to business as usual following COVID-19. We will enter a new and better chapter in workplace employment. With many employers and employees forced to work remotely, that trend will continue. Companies will recognize the value of working remotely and will begin a hybrid phase where some employees will report to a physical workplace to do their job as has been traditionally done and many others will continue to work remotely either part-time or full-time. This transformation of the workplace will create even more job opportunities for those who are unemployed. In some cases, we will see midsize companies completely transform their workplace to a virtual setting and the money that they save in rent and other expenses that come with a physical location will be allocated to new hires and new positions.

#3 Reskilled For Employment: For all those conducting business from home now, whether employed or unemployed, you are learning and applying new skills which will make you even more appealing to employers. In my own world, I am now producing class lectures with video and audio which means I can deliver greater value to future college courses that are offered exclusively online. Take inventory now of all the new skills you have learned by conducting business remotely and then apply those as you seek employment and conduct interviews. These new skills will make you even more valuable.

#4 Community of Collaboration: The world is changing for the better. As all of us have had to practice social distancing and work, live and socialize from our homes. We now have a much greater appreciation for life and each other. With that, our communities of friends, family and former co-workers and associates will collaborate like never before to help those in need especially when it comes to securing employment.

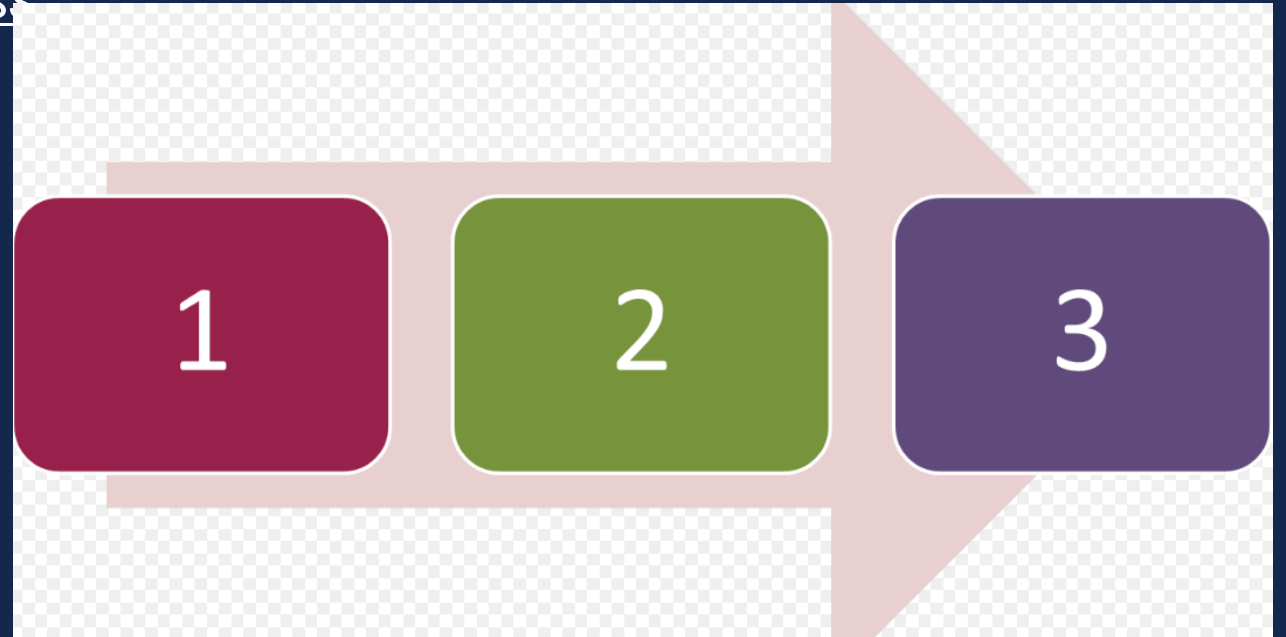
#5 The Employed Are Eager To Help: Those who are employed are going to be very eager to help and assist those who are unemployed. First, they are going to be playing a role in the mass rehiring and they are proactively going to be seeking applicants. Secondly, they will be aware of professionals in their network who are also hiring. Finally, coming through this health crisis those who are employed will appreciate even more their employment status and help those in need.

Three Lessons To Achieve Job Search Success

1: Brand & Market Yourself

2: Mobilize Your Network

3: Engage Via Human Interaction (H.I.)



#1: YOU MUST BRAND & MARKET YOURSELF

Before you meet for any job opportunity – cup of coffee meeting, informational interview or formal interview – you must dedicate quality time to develop your brand narrative

- *Your brand must stand for “delivering value”*
- *You must communicate a “unique value proposition”*
- *You must deliver compelling storytelling*



#2: MOBILIZE YOUR NETWORK VIA A STRATEGIC APPROACH

Take a strategic and targeted approach to your job search and develop your target list of industries and top-25 companies, brands and organizations where you want to work

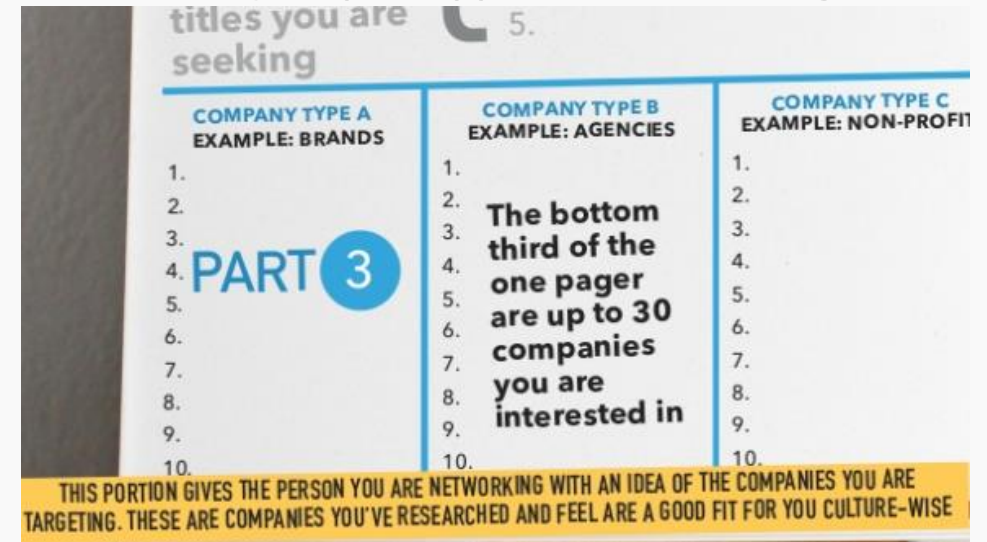
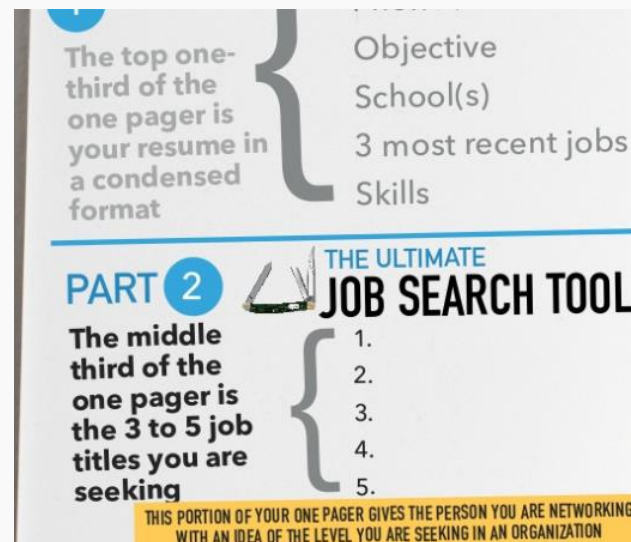
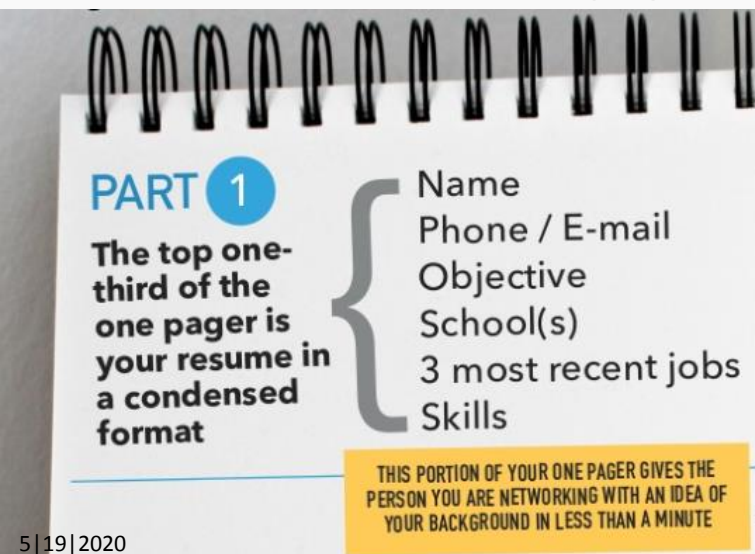
- *Marry your passion and your skills/area of study*
- *Identify the industries that appeal to you*
- *Detail and rank the top-25 employers that energize you*



#3: DRIVE YOUR CONTACTS & LEVERAGE HUMAN INTERACTION (HI)

Once you have detailed your target prospects, you must mobilize your network to act on your behalf and open the door via human interaction (HI)

- *Your odds of getting a job through a job site application*
 - 1 out of 250 (Source: U of Michigan)
- *Get introduced to someone who currently works at the company*
 - Employee referrals only make up 7% of applicants but 40% of hires
- *Develop your Job Search Tool & schedule cup of coffee meetings*



YOUR CHALLENGE: DEVELOP & LEVERAGE YOUR JOB SEARCH TOOL

- *Develop Your Job Search Tool & In The Process Your Brand Narrative*
- *Schedule Meetings With Your Network & Distribute Your One Pager Prior*
- *Get Your Contacts To Each Commit to Secure One Informational Interview*
- *Deliver Your Compelling Brand Storytelling In The Informational Interview*

The image shows a spiral-bound notebook with a job search tool template. The template is divided into three main sections, each marked with a blue circle containing a number:

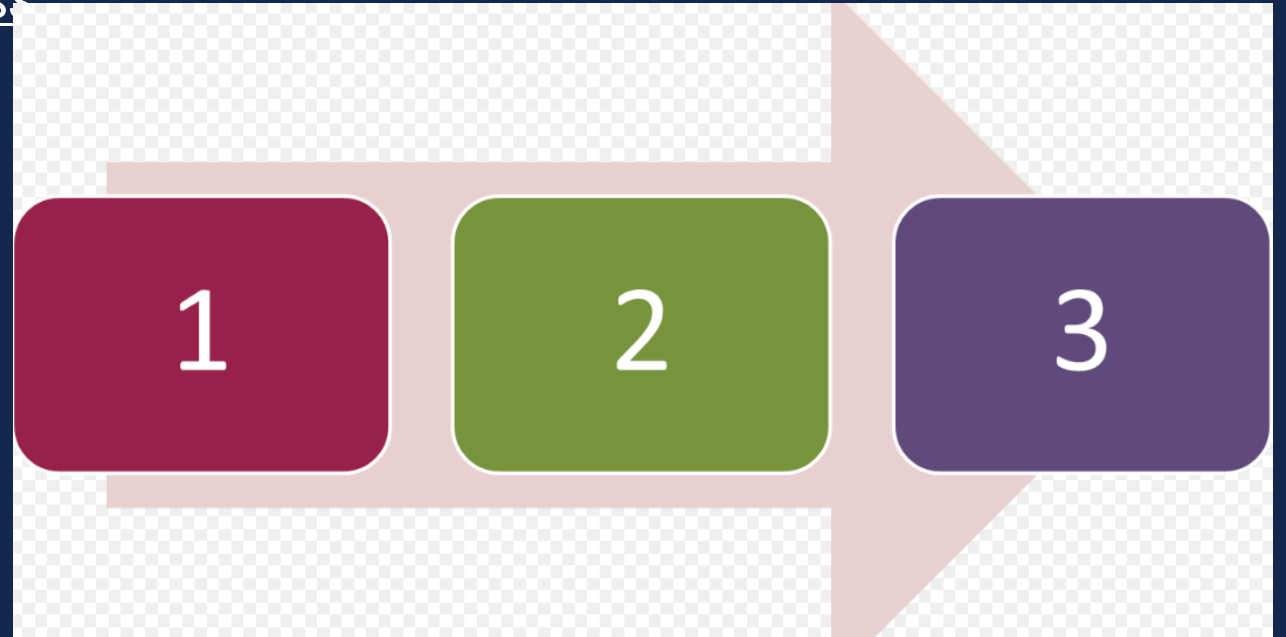
- Section 1:** Contains fields for Name, Phone / E-mail, Objective, School(s), 3 most recent jobs, and Skills.
- Section 2:** Contains a list of five numbered blanks (1. to 5.) followed by the heading "Job Titles".
- Section 3:** Contains a list of ten numbered blanks (1. to 10.) followed by the heading "Target Companies".

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CAREER IN TRANSITION



FEATURING
TWO DECADES
OF BEST
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101 LESSONS TO ACHIEVE
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MARK BEAL & FRANK KOVACS

CARRERA EN TRANSICION



CON DOS
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MEJORES
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101 LECCIONES PARA LOGRAR EL
EXITO EN LA BUSQUEDA DE TRABAJO

MARK BEAL & FRANK KOVACS

EPILOGO POR GREG DUBAS
TRAUCIDO POR MIRIAM DIAZ ROSSEAU

Thank You!