



## 2014 GLOBAL CAREER EMPOWERMENT SUMMIT

### Overview of Saturday Presentations

#### **360° Stealth Business Development - Marketing Whenever & Wherever for Results - Audrey Prenzel**

By David Smith, Career Success Made Easy

Were you at the 2014 Career Directors International Annual Conference Career Empowerment Summit? If you were, kudos to you! If you weren't, then you missed something very special! There was nothing like having a great catered breakfast and listening to the energized presentation entitled, 360° Stealth Business Development: Marketing Whenever and Wherever for Positive Results featuring Audrey Prenzel, world renowned career services marketing guru and international advisor, to Career Directors International.

In unique Audrey Prenzel style, Audrey laid out an effective ground force campaign that both new and seasoned resume writers and career coaches can use to market their services and elevate their business to the highest level. She laid out her own strategies and secrets for marketing success and doing it all on a shoestring budget. No need for high-priced advertising. Forget about paying high dollar amounts for booths at career fairs. Only do what gets noticed. What works! Audrey's directness and humorous approach definitely won everyone over and the whole place was really buzzing by the time she was finished!

Key takeaways from her presentation included:

- A stealth marketing mindset to employ strategic marketing wherever you are each day
- Online marketing including tweeting your daily activity - and be on the cutting edge to get noticed by the media
- Use whatever resources you have available each day to get the word out (including your kids, friends,... Whoever!)
- Various locations for card drops and any other type of FREE advertising - including your own vehicle!
- Outplacement on the go - establishing new contacts wherever you are and locating businesses that may be closing shop
- Ask and ye shall receive - be the career expert on corporate website job pages, look at lists and job fairs

And the call to action for conference attendees - a fired up stealth group exercise! Thanks Audrey for that great session!

## **Avoiding Burnout with Resiliency Strategies for Your Clients and You! - Beth Benatti Kennedy**

By Grant Cooper, Strategic Resumes / CareerPro of New Orleans

Beth Benatti Kennedy is a Massachusetts-based Leadership & Career Coach, as well as a Certified Branding Analyst who motivates and inspires the maximum potential in her clients. Beth's presentation at CDI 2014 focused on resiliency, and gave the audience insights in how to assess one's current level of resiliency, identify burnout warning signs, and learn how to renew, revitalize, and manage daily stress.

Beth introduced her Benatti Resiliency Model, featuring the five guiding action principles of Awareness, Mindset, Recharge, Support, and Innovation. CDI conference attendees were asked to rate themselves in terms of career satisfaction, awareness of the stressors in their lives, and their purpose and direction. The Mindset Strategies of optimism, mindfulness, and flexibility were discussed, and Beth suggested that each person begin his/her day with two intentions.

Specific strategies to enhance resiliency and recharging were recommended, including maintaining one's physical health through exercise, healthy eating, and sleep, as well as taking time off, practicing yoga/meditation, and celebrating one's life, family, friends, and accomplishments. Beth explored how to identify Givers and Takers, find those who can champion and inspire you, and search for new opportunities to be proactive in both career and life by creating an Action Plan that makes resiliency a habit.

All in all it was a very motivating and inspiring program!

## **Generate Game-Changing Revenue: Transform Your Business with B2B Clients - Laura M. Labovich**

By Debbi O'Reilly, A First Impression Resume Service/ResumeWriter.com

Have you ever dreamed of expanding your business to the B2B world? I have, and Laura Labovich's presentation at the 2014 CDI Global Summit helped me immensely.

How to Create Game-Changing Revenue with B2B Clients guided us in how to position a small business to attract corporate attention, particularly in the outplacement/transition-assistance realm. Laura outlined short- and long-term readiness plans, offered prospect-qualification questions, explained pricing and bundling strategies, and more. She even created a strategy to build and maintain consistent cash flow via "Top 40" lists of target contacts.

Key takeaways:

- 1) It is possible to build a revenue-rich resume-writing and coaching business with B2B clients.
- 2) All business-building requires risk. Laura's presentation helped to control/minimize that risk by paying attention to "trigger events" that signal a need for your services, properly pre-qualifying prospects, and finding the right support personnel when the sale goes through.
- 3) In addition to outplacement, Laura introduced several other potential revenue sources for solo business owners, such as presenting career-development and LinkedIn training workshops and positioning oneself as a job-search or career expert for national associations. Much food for thought!

## **Resume Mastery: Developing Powerful USPs, Job Position Hooks & CAR Statements - Laura DeCarlo**

By Jeri Hird Dutcher, Workwrite

CDI President Laura DeCarlo presented the final lesson of the conference.

Laura recommended using client interviews to elicit the information you need to complete their projects. Rather than expecting clients to volunteer just the right information, she suggests "following the rabbit" (FTR), which means digging with questions that take you down the rabbit hole to the center of the client experience.

The three points of client experience that focus the resume on results are:

- **Unique Selling Proposition:** The Unique Selling Proposition (USP) makes your client unique from other candidates with similar experience. The best USPs focus on how the candidate positively impacts the bottom line through actions that might make or save money.
- **Job Position Hook:** This short paragraph engages readers at the beginning of each position listed by starting with the challenge or goal of the job. It sets the stage for grabbing interest and provides a point of reference for results.
- **Challenge, Action, and Result (CAR) Statements:** These little nuggets turn passive "telling" job content into dynamic "selling" content by moving the focus from responsibilities to concrete challenges faced, actions taken, and results obtained.

Final hint: If you don't know what to ask your client to elicit these resume starters, use job descriptions from job boards and industry professional associations to reverse engineer your questions.