

Pat Schuler Kick Butt Award Nomination, 2019

Submitted by: Lori A. Jazvac

This year, I am honoured to recognize Pat Schuler's entrepreneurial spirit for driving change leadership and empowerment to jobseekers and career professionals across the globe.

As an entrepreneur, Master Resume Writer, and Certified Career Transition Coach, I've been continuing to foster improvement in the career development sphere with jobseekers locally and globally. Helping diverse jobseekers of all walks of life unleash their boundless potential, overcome roadblocks, and achieve their career goals is my mission.

Since 2013, I have been championing this vision and mission through my own firm, [Creative Horizons Communications](#), which serves as a "lighthouse" and a beacon of hope and inspiration to jobseekers in need. I have sustained a track record of [client satisfaction](#).

Here is how I meet the listed criteria:

♦ *Fearless in creating and innovating within the industry and/or individual business.*

This year, I have taken the A-B-C-D Method (Affirm – Brainstorm – Create – Discover) further by launching a 25-page *Complete Job Search Action Kit* that includes a workbook/checklist, [audio podcasts](#), success tips, and client survey. It also includes a 45-minute job search coaching session with the client.

This *Complete Job Search Action Kit* is my own personally branded, strategic guide for jobseekers designed to address common concerns of jobseekers (clients). It serves as a growth-driven learning and resource tool that helps clients navigate their job search with confidence. This Complete Job Search Action Kit is based on a holistic, intuitive, and hidden job market approach with networking reflecting an integral part of job search.

This kit offers robust job search tips and strategies, relevant statistics/facts, innovative ideas, a career success tracker, questions for self-reflection/assessment, and motivational quotes. Additional content includes questions to identify and dispel self-limiting beliefs.

It also includes a NETWORKING TIP SHEET based on what I have learned about networking:

The key to a successful job search plan is leveraging compelling brand marketing tools + actively networking!



N-E-T-W-O-R-K TIP SHEET (by *Creative Horizons Communications - Resumes*)

N – Narrow your focus. Understand and define your goals.

E – Engage yourself in job search mode. Engage with your prospects. Enlighten yourself and others by leveraging your expertise and offerings.

T – Tackle the job search with a target list of companies and use relevant tools for job search. Transform career tools into meaningful vehicles for brand marketing.

W – Work with your champions to leverage meaningful prospects and opportunities.

O – Overcome job search fears and barriers with an opportunity-focused mindset to support your networks. It's a give-and-take relationship.

R – Review your reputation — online and offline. Conduct a thorough audit.

K – Keep yourself highly motivated. Actively engage with your champions, prospects, sponsors, and activators.

In conjunction with this initiative, I created a new [Job Search Coaching Resources page](#) consisting of blogs and career news along with creative infographic tip sheets for jobseekers.

I have also refined and expanded my career offerings, including constructing new interviewing resources through self-reflection workbooks to help clients understand their interviewing goals and identify gaps and strategies for improvement.

My website <https://www.creativeresumestrategist.com> has also expanded in terms of offering [free career resources](#) that help jobseekers (clients) to map out their career goals, understand their value, track their career progress and milestones, and monitor their job search success.

♦ High integrity in communicating with others, customers, peers, colleagues, and on social media.

I have demonstrated high integrity and ethics in communicating with colleagues, clients, peers, and key stakeholders, and on social media through actively networking and respectfully supporting their career initiatives. I champion the diverse entrepreneurial approaches and brands of fellow career professionals across North America and abroad to help further jobseekers' career goals and translate obstacles into rewarding opportunities. I raise awareness by informing jobseekers and career practitioners on the latest labour market trends and developments that will optimize their knowledge and career growth.

♦ Life-long commitment to learning demonstrated through personal stretch to pursue additional training in new areas.

I am a passionate, life-long learner when it comes to career development. I have been investing in further formal and informal education and learnings through CPC, CDI, NRWA, CTL, and BeAResumeWriter.com.

Since September 2018, I have been involved in extensive NLP (Neuro-Linguistic Programming) certified training for NLP Practitioner, Life Coach, HNLP (Humanistic Neuro-Linguistic Psychology) Certification, and Time-Based Certification with [Life Potential Developments](#). I have started implementing these [NLP coaching](#) strategies to help clients (jobseekers) to tackle career-related issues and support them in establishing a well-formed outcome during career coaching.

I've been working with renowned life coach and [Master NLP Trainer, Ronda Degaut](#), my instructor through this exciting and life-changing program, which has enriched my personal and professional growth.

NLP is a powerful vehicle for change that can help clients to reshift their perspective about their personal sphere and career path. This can be done by supporting them in removing subconscious blocks and self-limiting beliefs while empowering them to confidently tackle new career transitions.

♦ ***Focus on giving back through industry contributions such as industry committee participation, mentorship, or article contribution.***

I have been giving back to my community through creating blogs, news pieces, on social media along with articles sharing valuable insights, experiences, and the latest labour market trends with career practitioners and jobseekers. I have raised awareness on exciting holistic interviewing techniques and innovative practices for implementation.

In addition to being an active [Communications Team member \(regular blog contributor\)](#) and Tele-networking participant with CPC, I also serve as a [member of the Tele-Networking Team](#). I will be facilitating a session in 2020 on 'How the Future World of Work Impacts Clients' and will be recording notes on another networking session: 'New Trends in Hiring'.

Just recently, I have earned the [Certified Interview Strategist \(CIS\)](#) designation through CPC, taking my interviewing skills to a whole new level to help jobseekers master the art of successful interviewing. I leverage creative visualization, positive affirmations, colour therapy, and other holistic coaching techniques to empower clients to tackle self-limiting fears and barriers to success.

Additional industry contributions include earning nominations and awards for career coaching and service excellence through [Readers' Choice](#). I have [earned awards from Career Professionals of Canada](#), including best volunteer contributor for blog writing.

I am also an active member of BeAResumeWriter.com and Member of the 'Making Money as a Resume Subcontractor Program', and previously completed the 'Get Clients Now' Program designed and instructed by Bridget Brooks. Recently, I have become a CTL Associate with Career Thought Leaders and contribute by offering brand marketing collateral for webinars and the Career Jam.

♦ ***Maintain active CDI membership.***

I am an active CDI member since June 2016 and contribute by staying updated with the latest news by Laura DeCarlo and industry leaders along with offering tip sheets and submitting to the TORIs.

[LinkedIn Testimonials:](#)

“Lori helped me to clearly understand my focus and strengths. She designed a stellar resume and helped me present myself in a compelling way that highlighted my unique value proposition. Thank you so much!” – Operations Manager, Retail

“I worked with Lori to get my resume and LinkedIn profile where it needed to be to get noticed and compete in a competitive job market. Lori helped to clarify and articulate my past roles and highlighted my experience to stand out from the competition. She helped me to understand my worth and the unique value I can bring to an organization. Thank you!” – Sales Professional, Healthcare

Relevant Links/Resources:

<https://www.creativeresumestrategist.com/>

<https://www.creativehorizonsresumes.com/>

<https://www.linkedin.com/in/lorijazvac/>

<https://www.creativeresumestrategist.com/success-stories>

<https://www.creativeresumestrategist.com/career-coaching>

<https://www.creativeresumestrategist.com/job-search-coaching-resources>

Including audio podcasts and resources on Job Search and Complete Job Search Action Kit

<https://www.creativehorizonsresumes.com/blogs-newsletters>

<https://lorijazvac.wixsite.com/haltoncareercoach>

<https://careerdirectors.com/member-directory/?lname=Jazvac>

<https://www.careerthoughtleaders.com/CTLAAssociateDirectory>

<https://careerprocanada.ca/category/news/?s=Lori+Jazvac>

<https://careerprocanada.ca/congratulations-to-our-2019-awards-of-excellence-recipients/>

<https://careerprocanada.ca/community/telenetworking-team/>

<https://careerprocanada.org/Sys/PublicProfile/10409981/796355>

<https://www.thespec.com/readerschoice/business/creative-horizons-communications-resumes>

<https://lifepotential.ca/>

COMPLETE JOB SEARCH ACTION PLAN CHECKLIST (A-B-C-D METHOD)

A - Affirm

- Affirm your career focus, targeted role, targeted industry(s), and companies of interest.
- What is your “why” for working in your targeted role/industry?
- Create your UVP (Unique Value Proposition Statement) – including Buying Motivators, Supporting Qualifications, and Added Value.
- Outline your top 5-7 accomplishments using the CAR Method (Challenge-Action-Results).
- Write down the 5 top values that matter to you in your targeted role/workplace.
- Carve out a distinct Career Vision and Mission Statement.
- Built a list of target companies of interest using internet and other reliable sources.
- Respond to the Questions for Reflection and analyze your responses for further insights.

B - Brainstorm

- Conduct a map for brainstorming career possibilities. What does your first step look like?
- Leverage LinkedIn to brainstorm what is happening in your chosen field/industry. Document and analyze your findings. List key companies of interest and key professionals/contacts.
- Be a problem solver. Referring back to your list of targeted companies, pinpoint the pain points or potential problems/concerns these organizations may need help with.
- Evaluate: how do each of these organizations align with your UVP and personal values? This is important for determining alignment / fit.
- Assess and write down your ideal worth and salary requirements. Do your research.
- Evaluate your human collateral or trusted supports so far throughout your career.
- Identify, research, and explore various job search methods (traditional/non-traditional). Evaluate your experiences. Which methods work? Explore the hidden job market approach!
- Research various recruiters in your industry on LinkedIn or other sources. Find out what criteria are they seeking for your role? Do you meet that criteria?
- Signal to recruiters on LinkedIn your Career Interests for opportunities.
- Brainstorm and consider networking opportunities. Examples: professional associations, job fairs, networking events, meetup.com, etc. Think creatively here!
- Take the Networking Style Assessment; evaluate your findings. Answer Reflection Questions.
- Brainstorm 5-7 contacts and set up meetings via LinkedIn.
- Schedule informational interviews.

C - Create

- Ensure that your brand marketing portfolio is created to stand out – focused, polished, and customized towards your career focus. This includes website, blogs, business cards, logo etc. Remember: You need to sell yourself to the employer while highlighting your unique brand!
- Update your references. Keep in touch with your references concerning your career goals. Having positive, supportive references will help further your job search goals and prospects!
- Study the Networking Blueprint and complete the chart included of your key prospects.
- Can you think of any referrals? Read statistics about referrals related to job search results.
- Complete Reflection Questions to uncover a deeper understanding of networking.
- Apply your best strategies to create networking opportunities and uncover meaningful job search solutions. Reach out to people through events, associations, job fairs, LinkedIn, etc.
- Monitor market trends/developments – forecast and create opportunities.

D – Discover A New Career Horizon!

- Reengineer your mindset; stay positive and balance your time concerning your job search.
- Dispel self-limiting myths and beliefs and replace with saying empowering affirmations.
- Do your due diligence. Keep networking online and offline. Learn something new! Join an association or organization. Engage in community leadership initiatives.
- Stay focused on your goal and be persistent.
- Always follow-up on applications and seek constructive feedback from employer for continuous improvement.
- Keep a journal or log of your job search results to track themes, patterns, and insights! Very often, your unconscious mind will guide you in finding the answers that you need!
- Improve your candidacy by mastering your marketable skills, engaging in volunteerism, actively networking, or joining a job search support group. Utilize your creativity here.
- Mind your online and offline reputation. Do a social media audit. Maintain a strong online presence.
- Once you have secured a rewarding opportunity, drive continuous improvement and learning. Keep reaching for your goals and discover a new career horizon!

Affirm – Brainstorm – Create – Discover A New Career Horizon!