

LAURIE J. JAMES, MCD, IJCTC, CCELW, CDCC, CDP - SELF-NOMINATION

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FEARLESS IN CREATING AND INNOVATING WITHIN THE INDUSTRY AND/OR INDIVIDUAL BUSINESS

Pioneering new ideas and innovations has always been my calling. Failure has taught me what doesn't work, giving me hope to try again. Success in creating something new comes with no pressure for perfection, since it's the first of its kind! With successful pioneering efforts, I have gained immeasurable confidence while making a positive impact!

Listed below are personal career innovations created, co-created, or spearheaded. Each one has introduced something new and different to our career industry or has led to industry collaboration.

- ✓ Created/co-founded **PRWRA** (now *Career Directors International*)
- ✓ Co-created the first-ever industry recognition for achievement in résumé writing (**TORI Awards**). *I am honored that other organizations have followed suit and are encouraging members to compete for awards like this!*
- ✓ Co-created **Tori Award name "Toast of the Résumé Industry"**
- ✓ **Judged TORI Award nominations** for five years (2001 to 2005, inclusive)
- ✓ Co-created **Update Your Résumé Month** and **Update Your References Week**
- ✓ Created **Mentoring** program within PRWRA to help less-experienced résumé writers get coaching from colleagues to develop colleagues in a "giving" community.
- ✓ Spearheaded efforts to form **Volunteers for Careers** (www.volunteersforcareers.com) website in 2001. This effort brought ~800 career professionals from all over the globe together to volunteer 6,000+ collective career coaching services valued at ~\$2 million to assist victims of the families devastated by the effects after 9/11 terrorist attacks on the U.S. This collaboration was with Wendy Enelow (*Career Masters Institute*), and numerous volunteers with the National Résumé Writers Association (*NRWA*).

Individual Business - New Market Niche Identified in Collaborative Efforts with NCAA Athletics:

*There are so many rules and regulations surrounding efforts with college (NCAA) athletes. The "transfer portal" has helped and hurt most every college by allowing student-athletes (SA) to transfer to a more-desirable college without having to lose a year of eligibility. In addition, most larger colleges are incorporating **NIL (Name, Image, and Likeness)** efforts which "pay" athletes through sponsorships to entice better athletes to colleges with more payola, specifically autographs, merchandise development, product/service promotion, event appearances, endorsing specific brand, and becoming their own brand. Because of the domino effect and ramifications that the NIL creation has caused, I have collaborated with the University of Louisiana at Lafayette (Ragin' Cajuns) Athletic Department on numerous levels to help inform and prepare athletes for that next step. Specific efforts include:*

- ✓ **UL Athletic Dept Collaboration:** I am spearheading efforts to lead each SA in creating career portfolios for life after college. Our Campus Career Center is overworked and not able to give hands-on efforts for the SAs. With ~400 student-athletes on campus, my role has made a huge impact and has relieved other departments.
- ✓ **Subject Matter Expert (SME):** As SME for **University Lucrative Training Resources Advantage (Ultra)** program, I am advising each NCAA college athlete on our campus about options and ways to professionally market themselves in this new world of paid endorsements.
- ✓ **Conference Collaboration:** The Sun Belt Conference Commissioner has requested me to present out-of-the-box career ideas to student athletes from all 14 colleges within the Sun Belt Conference. (*Scheduled for January 2023.*)
- ✓ **Pro Bono Efforts:** With COVID affecting our world, I have been able to assist 23 NCAA athletes on the UL campus with their comprehensive career portfolios to help them embrace life after college.

HIGH INTEGRITY IN COMMUNICATING W/OTHERS, CUSTOMERS, PEERS, COLLEAGUES, AND SOCIAL MEDIA

Personally Developed Colleagues (PRWRA, Career Innovations):

As co-founder of PRWRA (2000 to 2004), I single-handedly built the organization from start-up to gaining global presence of ~150 members in 19 countries, spending most of my time recruiting/mentoring résumé writers and career coaches to reach for the stars. I developed new/innovative resources for members and identified an advisory board from multiple industries.

Business Networking International (BNI):

Through 12 years of active membership in a local BNI chapter (2005 to 2017), I learned and fostered long-term and meaningful relationships centered upon articulate and honest communication with colleagues – both locally and globally. I consistently trained dozens of colleagues and helped identify their short- and long-term goals through effective interviewing skills and successful team recruiting. I helped drive the idea of "givers gain" by training colleagues on yielding positive results by remaining others-focused. I also led the effort to increase our chapter's referrals from \$200,000 to \$1,000,000 in a BNI fiscal year through effective leadership, articular communication, and persistence. I served in the following BNI roles: Chapter President, Chapter Vice President, Chapter Secretary/Treasurer, Membership Director, Education Director, Membership Committee, Visitors Host, Assistant Area Director, and Area Trainer, as needed.

Mary Kay*: **Since Pat Schuler was a Sales Coach/Trainer, this category remains germane to this award application because the sales coaching and training I gleaned from her has helped me consistently prepare career candidates for job interviews and how to dress for success using Mary Kay principles and ideas!*

- ✓ As a Mary Kay Independent Beauty Consultant and Independent Sales Director, I have earned **10** National Sales Awards and **15** (gold/silver/bronze) recruiting medals. The level of accolades won has consistently placed me in the **Top 2%** out of 3 million Mary Kay U.S. consultants. I have focused on the “go give” spirit ... remaining others-focused by listening to their needs and finding ways to fill those needs.

Consistent Daily Positive Social Media Efforts:

It's easy to feel negative in today's world, because of the rampant negativity permeating our channels of information. By creating daily positive career and leadership posts via Facebook, Twitter, Instagram, LinkedIn for nearly 10 years, I have managed to keep consistent positive messages in my life and in the lives of others with whom I maintain connection. I feel it is important to remain positive in the hopes that at my actions affect at least one person's life every single day. Distribution of these messages includes the following hashtags, which help market our industry and positivity:

- ✓ **#IntentionalPositivity** –sharing positivity every day
- ✓ **#Innov82BGr8** – sharing innovation and a message of hope to strive for greatness in your life
- ✓ **#MasterCareerDirector** – sharing the CDI brand and credential every day
- ✓ **#CareerSnapshot** – sharing the latest CDI Innovation award winner for 2022

Leadership by consistently sending positive messages to build relationships and encourage others:

- ✓ **Private Messaging:** Utilizing private messaging across all platforms to coach and encourage.
- ✓ **Congratulatory Messaging:** Birthdays, job promotions, graduations, working anniversaries.
- ✓ **Job Postings:** Sharing job postings (as appropriate) via LinkedIn or Facebook.

LIFE-LONG COMMITMENT TO LEARNING BY PURSUING ADDITIONAL TRAINING IN NEW AREAS

Résumé Writing:

- ✓ 1st Certified Résumé Writer (CRW) in Louisiana
- ✓ 1st Certified Expert Résumé Writer (CERW) in Louisiana
- ✓ 1st Nationally Certified Résumé Writer (NCRW) in Louisiana
- ✓ 1st Certified Professional Résumé Writer (CPRW) in Louisiana

Career Coaching:

- ✓ 1st Certified Electronic Career Coach (CECC) in Louisiana
- ✓ 1st Certified Career Research Professional (CCRP) in Louisiana
- ✓ 1st Credentialed Career Master (CCM) in Louisiana
- ✓ 1st International Job and Career Transition Coach (IJCTC) in Louisiana
- ✓ 1st Master Career Director (MCD) in Louisiana

LinkedIn:

- ✓ 1st Certified Career Enlightenment LinkedIn Writer (CCELW) in Louisiana

DISC Soft Skills Training:

I first learned about soft skills at an early conference, soliciting advice and direction from Jane Roqueplot, the queen of DISC! Since then, I have earned several credentials specifically associated with soft skills. I now train clients and colleagues using this technique and have created an additional source of income from utilizing the reports associated with ProfilingPro.

- ✓ 1st Certified DISC™-styles Communication Consultant (CDCC) in Louisiana – One of only 38 in the world. This credential supports clients on how to handle themselves in their careers and in life.
- ✓ 1st Certified DISC Practitioner (CDP) in Louisiana – One of only 24 in world to dive deeply into client behavioral patterns to coach in: Career Path, Leadership, Self Strategy, Collaboration, Values/Drivers, Sales, and Sales IQ Plus.

Dale Carnegie Training:

- ✓ Initial 12-week course (2013)
- ✓ Selected to mentor other students in initial class (2013)
- ✓ 6-Time “Graduate Assistant” or GA (2013, 2014, 2015)
- ✓ Training Specialist, hired by Dale Carnegie to recruit talent (2014)
- ✓ GA Talent Scout, secured at least 6 GAs for numerous courses (2014, 2015)
- ✓ Talent Scout for Certified Trainers (lobbied franchise owners to consider one candidate who was uniquely qualified for trainer certification; Upon my suggestion, the franchise hired this candidate. He is now the BEST trainer the franchise has seen.)

LinkedIn Training:

As LinkedIn became more relevant in our industry, I pursued credentialing with Joshua Waldman. He authored “LinkedIn for Dummies” in 2013. Through his leadership, I was the 1st in Louisiana to earn the CCELW (*Certified Career Enlightenment LinkedIn Writer*) credential and have been using that knowledge to add to my toolbelt of skills.

GIVING BACK VIA INDUSTRY CONTRIBUTIONS: COMMITTEE PARTICIPATION OR ARTICLE CONTRIBUTION

ProfilingPro Advisory Board (1 of 9 Active Members):

I earned a position on the ProfilingPro Advisory Board in December of 2019, to become more involved in our industry. Since that time, I have been one of the most active members of the advisory board, offering suggestions whenever possible to create a successful space for DISC and those admins who actively participate in the same. These activities include:

- ✓ Sharing knowledge in quarterly meetings
- ✓ Advising Jane Roqueplot (Director) on updating her social media presence, and then sharing how-to directions
- ✓ Encouraging creation of online videos for administrators to share as marketing tools
- ✓ Fostering different topics for members to learn about in scheduled online meetings
- ✓ Proactive during quarterly meetings to advise on status of ProfilingPro website ideas and getting new members and industries involved with soft skills
- ✓ Share testimonials and encourage other members and clients to do the same, making these testimonials visible for anyone visiting the website
- ✓ Participating in numerous weekly coaching calls, driven by Jane Roqueplot.

Industry Interview:

- ✓ **OrthoWeekly** interviewed me in 2020 as a Career Expert to share ideas and thoughts about the industry and how medical professionals could remain on point and competitive in that market. The article focused on: the future of résumés and what can help professionals who are struggling in the industry. It also covered LinkedIn, Crafting the Résumé, Job Boards, The Importance of Remining Positive During the Job Search, and How to Get Started. Here is the link to that article:

<https://ryortho.com/2020/06/after-11000-resumes-james-has-advice-for-ortho-job-seekers/>

Article Contributions:

- ✓ **Update Your Résumé Month Daily Blogs for September 2022:** I wrote and shared 30 articles for each day in September to promote “Update Your Résumé” Month. Each article contained a positive message, a positive quote, appropriate content for job seekers, and a music or instructional video link for inspiration. I have written many others articles over the years, but I felt these were particularly appropriate for this application. *The complete articles are available.*

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| ✓ <i>September is Update Your Résumé Month</i> | ✓ <i>You've Got a Friend</i> |
| ✓ <i>Don't Borrow Trouble</i> | ✓ <i>Why Me, Lord?</i> |
| ✓ <i>Don't Bury the Lead</i> | ✓ <i>Hurricane</i> |
| ✓ <i>Against the Wind</i> | ✓ <i>Amazing Grace</i> |
| ✓ <i>The Wind Beneath My Wings</i> | ✓ <i>Killin' Time</i> |
| ✓ <i>Believe</i> | ✓ <i>You Should Dream</i> |
| ✓ <i>The Intern</i> | ✓ <i>Smile</i> |
| ✓ <i>The Prayer</i> | ✓ <i>Happy</i> |
| ✓ <i>Ask for Help</i> | ✓ <i>Imagine</i> |
| ✓ <i>Centerfield</i> | ✓ <i>I Have a Voice</i> |
| ✓ <i>Where Were You?</i> | ✓ <i>DISC-Connectivity on an Interview</i> |
| ✓ <i>The Impossible Dream</i> | ✓ <i>Rainbow Connection</i> |
| ✓ <i>Always be Humble and Kind</i> | ✓ <i>Remedy for COVID Symptoms</i> |
| ✓ <i>This is Me</i> | ✓ <i>Into the Fire</i> |
| ✓ <i>Just the Way You Are</i> | ✓ <i>I Gotta Feeling</i> |

PERSONAL NOTE

Pat Schuler's Kick Butt Sales Course is the only real sales training I have ever had. That training was the result of a gift at a CDI Conference, and I will be forever grateful for hearing my name called as the winner that day! *(I remember saying a prayer to God at the time of the drawing, asking that if He felt I needed the sales training to please grant me that training! And God provided!)*

Pat taught me to identify what I wanted out of my career and to connect with clients in the way each one would feel most comfortable. She encouraged me to step out of my comfort zone, to be bold in my choices of whom and how to assist. She reminded me that getting every sale might not be possible, but that earning a client's trust for services rendered down the road would yield great results. She encouraged me to ask for referrals, which has led to great success. The last thing she taught me to do was to ask for the sale and then shut my mouth! This was difficult for me to learn, but I have eventually mastered that skill. With Pat's assistance, I have mastered the art of sales and have built an amazing referral-based business which continues to stand the test of time.

Wayne Gretzky said, "You miss 100% of the shots you don't take." My goal is to remain humble and relevant in our ever-changing and evolving industry. I am grateful for the opportunity to self-nominate for this award.

Respectfully submitted,

Laurie J. James, MCD