The NRWA Connection

Linking Our Members ... Keeping Them Current

Quick Links

The NRWA Website

In This Issue

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Executive Greeting

Hello ,

By now you may be familiar with The NRWA's social media accounts but have no idea why you should "jump on the bandwagon" or how you can best utilize these mediums to make full use of your membership, strengthen your brand, and elevate your business. I will try to quickly highlight a few benefits of connecting with us and using social media:

LinkedIn: The NRWA's LinkedIn group is open to members and non-members alike. In an effort to sustain this thriving association, we have "opened house" to all those career superstars out there who are trying -- like you -- to improve their skills, grow their businesses, expand their networks, and help job seekers.

What you can do: Join our LinkedIn group and start discussions, share your wisdom, send personal invitations to those in the group so you expand your own network.

Update your LinkedIn status letting everyone know your niche and expertise. Share news, your latest blog post; support other comments; add weight to trending topics, and take part in surveys.

Why? Those in your network will see your activity in their stream. They will take notice, and you will gain credibility as a thought leader or expert who can truly help job seekers. You may even earn referrals or media opportunities and above all -- you will continue to learn from like-minded folks. Bonus: Job seekers will trust that you know your stuff; after all, look how many people agree with your comment (wink).

Facebook. I don't have to tell you that many of us work in silos. The fact that a lot of our work is done via the Internet should not stop us from connecting and chatting by the "water cooler." On Facebook, you will learn a little more about your colleagues, develop richer relationships with our thought leaders, and share special moments and a few giggles with those who are your "friends."

What you can do: Post pictures, share your blog posts, "like," and comment on other folks' posts. Keep in mind that when you post anything on The NRWA's Facebook page, the public, not just your friends, can read what you have posted.

Why? I won't tell you that Facebook has brought me a lot of clients because it has not. LinkedIn and Twitter tend to be the mediums that help bring me business, but I have developed very good friendships that have provided me with opportunities and information, and have inspired amazing blog posts; at times, Facebook has plunged me out of a really bad mood! (We all have bad days but it is pretty difficult to stay in a rut with all the funny, uplifting, and humane posts, images, and videos some of our colleagues share.) If you are all about learning -- don't worry, there is a lot of that on Facebook.

Twitter. This, by far, is the medium that everyone is apprehensive about. Yes, Twitter can be a total waste of time if you are not strategic in how you use it.

What you can do: First, if you blog, every one of your posts should be tweeted. Understand that each one of your followers on Twitter becomes, indirectly, a subscriber of your blog. Re-tweet other tweets that you find interesting. Whether you agree with them or not doesn't really matter -- you can clarify your stance.

Why? What does matter is that you are engaging, informing, sharing, and contributing to elevating the résumé writing community while you attract job seekers. To ensure you use Twitter to attract potential customers, make sure you stay on brand at least 90% of the time, tweet insightful information, share news about your business and posts; and even tweet customer testimonials. Make sure you use hash tags that will serve as magnets, attracting job seekers to your site.

Here are a few popular hash tags:

#resume
#resumes
#jobsearch
#jobseekers
#jobhunt
#branding
#careers
#jobs
#thenrwaconf

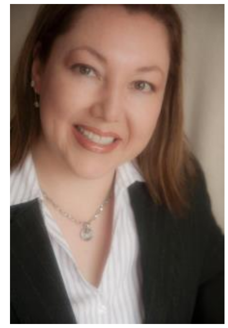
Follow The NRWA so you can re-tweet us, too, and we will re-tweet your great tweets as well.

As you know, the e-list is the one medium that is not open to the public. Via our e-list you are free to take off your "cape," put your feet up on your desk, keyboard on lap, and tap into the masterminds available to you via The NRWA.

Rosa Elizabeth Vargas
The NRWA Marketing Chair

Answers to the US Résumé vs. US/International CV Conundrum -- Part II

By Sandra Ingemansen, Résumé Strategies, CPRW



In Part I of this two-part article, I touched upon some differences between US résumés and UK/international curriculum vitae (CVs). If you'll recall, I wrote about how British, Irish, mainland Europeans, and a multitude of international professionals apply the term CV broadly to what the US, Canada, and several other countries differentiate as résumés.

To make things more difficult, some of these countries use CVs and résumés interchangeably, depending on the job sector, and with varying lengths. This rings true for Australia, South Africa, and India, where private sector jobs are targeted with résumés and public service positions would require applicants to submit CVs. To add another level of complexity to the mix, Australian résumés, much like European CVs, are customarily acceptable in longer, more detailed formats than traditional, concision-driven US résumé lengths. Applicants should also be aware of country style nuances that dictate the use of either bolder (US) or more reserved (UK) language, country-specific spelling preferences (American English, British English, etc.), as well as document sizes (US Letter vs. A4 format).

Job seekers will find that some countries, Germany for example, have very distinct, complex criteria for job applications. Here, candidates are required to submit a comprehensive application package (*Bewerbungsmappe*) with up to 20+ pages of career documents and supporting information including a CV, cover letter, copies of academic grade lists and qualification certificates, previous work samples, and reference letters. On a German CV (*Lebenslauf*), the entire career history is strictly accounted for, even times of unemployment, with months and years listed. Education should also be appropriately translated into a "Statement of Comparability" by a professional service providing information on how qualifications translate within the country's qualification framework.

Now, US job applicants may be saying, "In this exciting era of globalization and warp-speed human connectivity, gaps in international business protocol are rapidly closing in, aren't they? So does it really matter how I submit a job application?" Yes, that's true; we are all contributing to the global economy and trends are constantly changing. For instance, in the Singapore market the trend seems to be moving toward American spelling and résumé formats versus CV formats using British English. However, if candidates really want to be taken seriously when targeting jobs outside of the US, it is still an absolute priority to appropriately consider and respect national differences when going through the application process. Taking notice of these subtleties lets employers know that if an applicant is the type of person willing to go above and beyond on a job search campaign, then so will she be on the job as well. It also demonstrates a deep interest in learning about a country's culture and speaks volumes on how the applicant is willing to adapt to new surroundings and people.

In the end, both US résumés and UK/International CVs have the same purpose -- specifically to showcase a candidate's job suitability, talents, credentials, and achievements to a hiring official or recruiter as quickly and accurately as possible. It simply requires tailoring these marketing materials to a different, international audience. To help applicants keep a finger on the pulse of the latest international hiring trends and organizations, a good online resource would be *Expatriate Job Market News* (http://bit.ly/QetIT9). Internations.org (http://bit.ly/R8prfX), a worldwide expatriate community, can also help international job seekers get connected with people in a target job market.

Sandra Ingemansen, CPRW and Principal Résumé Designer at Résumé Strategies, has offered strategic career guidance to clients since 2000 as a career advisor and employment coach. Sandra is also a Toast of the Résumé Writing Industry (TORI) award-winning résumé writer, and her work has been showcased in several premier career management books: Gallery of Best Résumés, Gallery of Best Cover Letters, Résumés that Pop: Designs That Reflect Your Personal Brand, and Breaking the Code to Pharmaceutical Sales. *She's part of a select 11-member team of résumé, job, and career guidance experts at JobExpertsOnline.com and additionally subcontracts for discerning professional- and executive-level résumé/CV writing companies both in the US and in the UK. You can reach Sandra via U.S. Skype # 312-212-3761, via email at singemansen@gmail.com.*

Are You Connected or Disconnected?

Understanding How to Communicate Effectively with Prospects and Clients
By Jane Roqueplot

Have you ever found yourself trying to communicate with a client or prospective client and wondering why you just couldn't seem to connect? Perhaps, while interviewing the client, you were struggling to extract information bit by bit. Or maybe the client was firing questions at you so quickly you barely had time to react let alone formulate cogent answers before he or she was leaping to the next idea or question? Then, there are those times where you find yourself effortlessly communicating with a client and wishing all your client encounters would go so well. What can account for such differences?

Different behavioral styles influence our communication and interactions with others. Awareness and understanding of style differences and similarities can foster effective communication and lead to more positive interactions. Awareness begins by first knowing one's own behavioral tendencies and then learning to recognize differences in others.

Much of our success as career practitioners, as it is for our clients, can be attributed to our ability to communicate effectively -- whether that communication is on our behalf or on our clients' behalf. The heart of a connection through effective communication, and ultimately gaining someone's cooperation and commitment, lies in building rapport, eliciting trust, and establishing credibility. Clients always want to know what we are going to do for them, which is just another way of asking, "What am I going to get out of this relationship?" In other words, can they trust you to help them, do you have the necessary skills, and will you be easy to work with? These questions in many ways mirror those that prospective employers want to know of job candidates.

How do you find out what clients need and determine if you are the best fit for a particular client if you are unable to open the doorway to communication for the connection needed? By understanding people and treating them in ways that respect their unique needs, you build mutual trust and foster relationships that transcend differences. Behavioral and communication experts use professional assessments to help identify different behavioral styles and adapt their own styles to complement those with whom they are interacting.

One widely used, accurate, and validated assessment tool, with EEOC approval, is based on the four behavioral style DISC concept. By using a DISC-based assessment, you can DISCover your own behavioral style, learn to recognize the other styles, and adapt your communication style to match that of the person with whom you need an effective connection. For example, if you are outgoing and fast-paced, but you are talking with someone who is reserved, cautious, and slower-paced, you speak more slowly, with less exuberance, and allow that person time to ask questions and process the answers you provide. In this way, you begin to speak in the way the client receives information, thereby building rapport, eliciting trust, and establishing credibility.

Opening the doorway to communication allows you to dramatically increase sales, communicate your brand more clearly, and provide better services for your clients. Using DISC-based assessments gives you a deeper understanding of your clients, enabling you to write career documents that more accurately reflect your clients' unique styles and organizational strengths. These tools can also be used to coach clients in improving their interviewing, relationship building, and interpersonal skills and in making more successful career choices.

If you have found yourself enjoying certain interactions from natural connections while dreading others, perhaps it is time to expand your toolkit with professional assessments. Create win-win situations, establish connections with those who think, behave, and communicate differently than you. Grow your business to new levels by opening the doorway to communication -- and enjoy your "DISC"-connection.

Certified Professional Behavioral Analyst, Jane Roqueplot, leads the team at her career advancement firm, JaneCo's Sensible Solutions, in delivering positive results providing career management materials and services. Since 1995, job-seeking and professional development clients learn "people-awareness and sensitivity" as a key in developing effective relationships while realizing their interpersonal strengths, their natural and perceived communication styles, and gaining an appreciation of the behavioral style preferences of others.

Conference Chatter

Get Recognized for Your Expertise--Teach!
By Marie Zimenoff

"I think I can, I think I can, I think I can" . . . whether you have kids or can remember when you were a kid, you recognize the mantra of The Little Engine That Could. Not only do you remember the lines, but you recall the first time you used it to help you get through a tough time.

As career industry professionals, speaking or teaching workshops is one of the avenues we can use to build our reputation as an expert while increasing our impact. Incorporating adult education principles can help us be effective and use these opportunities to build our businesses or advance our careers.

Storytelling is one of the key elements to engaging an audience and setting a foundation for retention. There is an art to teaching through story -- having a story that connects with the audience and practicing the story to deliver the elements that illustrate your point without rambling.

Next time you start to put together a presentation, factor in that we remember 10% of what we read, 20% of what we hear, 30% of what we see, and 90% of what we say and do (Robert Pike).

Through the use of activities that get participants practicing the concepts you are teaching, you increase engagement and retention while giving yourself an opportunity to go deep into an element or concept -- this makes participants see you as an expert without giving away the farm!

For more tips and ideas for activities you can use to improve your workshops and presentations, join my session, Teaching the Art of Resume Writing, at The NRWA 2012 conference September 19-22 in the beautiful Charleston, SC!

An Entrepreneur's Visualization Exercise

By Sophia L. Marshall, The NRWA Marketing Associate

If you are considering taking the plunge to entrepreneurship -- you are not alone! It may have been a layoff, or you simply couldn't wait to make your dreams a reality. There are many reasons for becoming an entrepreneur, and whatever your reason, I've heard that the path is very risky, but also memorable, exciting, and rewarding.

Entrepreneurs, I know that many of you log 60-plus hours a week. In fact, you can probably be found producing documents or hashing out strategies into the early hours of the morning. You respond to emails while on vacation and sometimes talk with prospective clients outside of normal business hours. Entrepreneurship is surely no easy task. Yet, according to Carol Roth, author of The Entrepreneur Equation, six-million people each year take the path to entrepreneurship -- although 90% of new businesses fail within a few years of launch.

If you had a chance to go back in time, would you redo it all over again?

Close your eyes and visualize yourself working a standard number of hours each week. You do not answer emails while on vacation because your colleague takes care of it. You give advice to clients within the confines of your job and only on company time. You are guaranteed a paycheck no matter what you produce. While the stability might sound comforting, would you give up your entrepreneurship for a full-time job? Probably not.

An overwhelming majority of small-business owners whom I've chatted with love what they do. I believe this is the case for most of you, who have wisely chosen to build your dreams in the careers industry. In case you were wondering, I represent the still-thinking-about-it group. As their self-appointed representative, I'd like to inquire about what made you decide to start your business in the careers industry and why? Let's continue the discussion on the e-list or LinkedIn.

Reference: The Entrepreneur Equation, Carol Roth, 2012

Sophia L. Marshall is an Education Administrator who has worked in higher education for more than 10 years. She has a Master's degree in Human Relations, and a

Bachelor's degree in English and Japanese. Sophia has also been providing formal and non-formal career advice for the last 8 years. She wrote the "Get a Job" series for Military Spouse Magazine *and has taught numerous workshops on career-related topics.*

What's Happening in Region One

By Suzette Jolly, Region One Representative

Region One includes: Connecticut, Eastern Canada, Maine, Massachusetts, New Hampshire, New York, Europe, Rhode Island, and Vermont

Natalia Xiomara-Chieffo, Employment Resource Team, LLC, New Haven, CT, has been quite busy presenting an Employment Marketing Portfolio Seminar to local organizations. She will be unveiling her Barriers to Employment Seminar in late September. In her consulting practice, she has begun to incorporate interviewing preparation in addition to résumé writing.

Louise Garver, Career Directions LLC, Broad Brook, CT, completed a microblogging certification program with Susan Whitcomb's Career Coach Academy.

Kimberly Schneiderman, City Career Services, New York, NY, shares that she is finishing up an outplacement contract and her private practice is flourishing. In May, she spoke for the New York City Chapter of the American Society of Industrial Security (ASIS) and hopes to set up more speaking engagements for the fall. Most of all, she is looking forward to connecting with everyone at The NRWA conference.

In addition to REALLY enjoying the New England summer, Louise Kursmark, Best Impressions Career Services, Inc., Reading, MA, is hard at work on a major upgrade of the Résumé Writing Academy flagship training program -- moving to a webinar format and bringing all of the content and samples up to date with today's trends and best practices.

Even though Danielle Savage, Paris, France, Maureen Provost Ryan, MPR Career Counseling, Smithtown, NY, and Melanie Lenci, Résumé Relief, Denver, CO, did not have an update to share this time, I wanted to include them as they kindly sent me get well wishes as I am recovering from a fractured shoulder. I'm sorry that I won't be able to attend The NRWA conference as the sick days continue to climb, but my thoughts will be with you all! Suzette Jolly, Department of Labor, Danielson, CT.

Affiliate Spotlight

This week, we spotlight Fast Track Transition Career Research

Targeted company and industry research is an essential component of a successful job-search campaign. Compiling information from the Internet can be overwhelming and extremely time-consuming. Now you can offer accurate, comprehensive company and industry market intelligence to help your clients gain access to the hidden job market and accelerate their search. By incorporating Fast Track Transition Career Research© company/industry information into your menu of products and services, you can add value to your brand, differentiate your service from the competition, and enhance your repeat and referral business.

Two ways your clients can use this product:

- Request research on a specific company or companies. If a client wishes to target one or more companies, we can find comprehensive information including a company overview and history, historical financials, competitors, recent press releases and news articles relevant to the company, and key people and their executive bios. Clients can use this information to prepare for an upcoming interview, decide if a company is a viable option and/or a good fit, or to gain access to company decision makers.

- Request research on a particular industry(s). For clients who want to research potential targets within a given industry(s), we can support them by offering a list of all the companies that fall into the industry/geography requested. Each list includes company name, address, web address, revenues, and key contact name, title, and direct phone number.

Clients can leverage this information to create a personal marketing strategy that gets their résumé in front of decision makers rather than recruiters or corporate gatekeepers. By focusing on decision makers, they direct their campaign towards a more productive job-search strategy and limit the amount of time spent on less beneficial search methods, such as posting online or working with recruiters.

Two ways you can generate income:

- Resale Program. Buy the Fast Track Transition Career Research© directly and set your own customer pricing. The cost to you can range from $150 to $250 per campaign depending on the parameters of the client's search. We recommend a resale price of $300 to $500.

- Referral Program. Refer the client directly to us and receive a $75 referral fee for each campaign.

The turnaround time for report generation is two to four business days.

Members of The NRWA receive a 10% discount off any research package.

If you are interested in learning more about the service or receiving a sample report, please visit our website at www.fttresearch.com and contact us at info@fttresearch.com. You can also call us at 866-333-1800.

To check out a complete listing of The NRWA Affiliate Partners or for more information on becoming an Affiliate, click here.

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board
