

## DESCRIPTIONS OF NOVEMBER 10<sup>TH</sup> CAREER CONFERENCE WORKSHOPS

No pre-registration for the workshops: first come/first serve day of the event

### **Chad Reiflin: "Building A Strong Financial Future"**

- Create an outlook for their finances that will create motivation and discipline
- Develop specific, attainable financial goals that fit with their values
- Develop the necessary tools for maintaining a simple and effective budget
- Create a plan for building a strong financial future

### **Dean LoBrutto: Options for Self Employment: Buy Build or Borrow?**

Are you in transition? Are you looking for a change? Do you have an entrepreneurial itch to scratch? If you answered yes to any of those questions you will not want to miss this informative workshop, conducted by The Entrepreneur Authority Consulting Group. In it we will discuss the various options for self employment, Buying an existing business, Building one from scratch, or Borrowing a franchise, along with the pro's and con's, how to's, and where to go for more help. Sign up early as seating is limited!

### **Emily Carpenter: YOU: The Only Brand That Matters**

People make an average of 7 career changes in a lifetime. Are you ready for your next career change? When you start the job search, will anyone know who you are? If so, what are people saying about you? What are you saying about yourself? Find out how to send out a consistent and effective message about who you are, so you can be who you want to be and do what you want to do.

### **Emily Carpenter: The Time to Network is NOW**

Still have a job? Good for you! Want to be sure you will have a job later? Get networking NOW! Create a networking strategy that works for you.

You'll walk away better able to:

- Decide what local groups to join
- Decide what events to attend
- Design an effective business card
- Create a snappy elevator speech
- Get on the essential social networking sites

### **Greg Taylor: Mining the Activity of your Network**

Your LinkedIn Home page, have you studied it? Spending 15 minutes a day inspecting it when you're working and twice that when you're searching will prove to be surprising and rewarding. The LinkedIn Home page is overlooked by most members, never given more than a cursory glance at best. In this hour you'll learn what you're missing - who is promoted, hired, laid off, moving, presenting and more. You'll also find people you might wish to connect with since you have common connections and who has looked at your profile and who is hiring and again, more, more, more.

### **Greg Taylor: Groups & Answers - Participate & Prosper**

LinkedIn Groups are very ineffective and finding the effective ones is half the challenge. Finding the right Groups is like finding gold. Answers is one of the very robust features in LinkedIn that even savvy users overlook. There is more to LinkedIn than writing a profile and adding connections. Learn how to find groups appropriate to your interest and expertise and which ones warrant your participation. Review where you might participate in the Answers forums and the benefits of participation and how you can enhance your personal brand and reputation using Groups & Answers.

### **JoAnn Sims: Managing Stress during Turbulent Times**

Take charge of your response to stress and learn ways to transform the negative energy sometimes unleashed by job loss into positive change. This will include learning a simple relaxation technique that you can use anytime to reduce your stress.

### **JoAnn Sims: Design a Portfolio Career**

How to create a "portfolio" of part time or contract jobs and other ways of generating income without depending on one source of employment.

### **Mike Chabalik: "What Every Dislocated Worker Should Know"**

- Budgeting considerations during a job transition
- Ways to fund health insurance premiums and the stimulus' effect on COBRA
- Benefit/severance evaluation and considerations
- Ways to minimize your income taxes when receiving multiple income sources (i.e. unemployment + severance + new job)
- Potential tax deductions the job seeker may be able to take
- Penalty free premature retirement plan distributions for income if needed
- Retirement plan options in general including 401k's, IRA's and Roth IRA's
- Considerations for those consulting or starting a business

**Rita Carey: The 7 Habits of Highly Effective Job Seekers for the 50+ (or nearly 50) Job Search**

*The Seven Habits of Highly Effective People*, by Stephen Covey, presents an integrated, principle-centered approach for solving personal and professional problems. Rita Carey, known for her work with midlife job seekers, will show how applying those principles to the job search process can lead to an effective and meaningful career transition.

**William ("Skeeter) Harris: Intro to Twitter for the Job Seeker**

This class will provide a brief introduction on Twitter and how to get started with the four basic types of tweeting. The course then jumps into how to build a community of followers, creating a custom Profile, use of hash tags, and how to search the stream. The course will talk about the different desktop and mobile twitter clients, however for sake of demonstration will focus on TweetDeck.

**Michelle Atlas: Job Loss and Resiliency: Coping with Tough Times**

- To promote awareness regarding the disruptive changes that occur with job loss.
- To introduce and define the concept of resiliency and learn to identify the characteristics of resilient people.
- To begin to consider one's current level of resiliency.
- To motivate participants to consider approaching this tough time with a spirit of curiosity and positive expectation.

**Business Panel: How to stand out in an interview. Sponsored by RochesterWorks!**

Join us for this interactive discussion with representatives from today's workplace. Learn what each is most interested in from a potential employee. This discussion will provide insight into how to stand out in an interview.

**Business Panel: Where the jobs are. Sponsored by RochesterWorks!**

We will have a number of business leaders who will share what jobs are available within industries and companies are experiencing growth but are being overlooked by the job seeker.

**Rene Reese: Disability Savvy Interviewing Techniques**

Having a disability sometimes adds a twist to the interviewing process.

Learn how to effectively present your qualifications, deal with gaps in employment, address limitations, disclose your disability, and request accommodations.

**Hannah Morgan: The Best Guide for Job Search: Your Marketing Plan**

The creation of a marketing plan provides focus for your job search. The use of your marketing plan helps move you forward in your search. This workshop will take you on a guided tour of how to create a target list of companies using LinkedIn and other on-line tools. You will also learn how to USE your marketing plan in networking conversations. This may be the only tool you'll need to land your next job if you use it correctly.

**Beth Sears: Three Deadly Sins of Interpersonal Communication**

Improving communication is one of the simplest ways to radically change how an individual is perceived, yet one that is often overlooked. Create an awareness of some of the behaviors which create interpersonal problems at work and at home. Help identify skills you can incorporate into your communication to improve relationships .

**Kathy Ziegler: "Mission Success" Panel of Past RW Members who have "Landed"**

Join past job seekers from RochesterWorks! Who have successfully obtained employment. Have an open discussion talking about topics such as the challenges they faced and how they forged ahead, the methods of job searching that they found the most successful, and any miscellaneous tips they may have to offer. This will be a session of information sharing and interaction between the panel and the audience

**Nancy Roberts: How to Talk So the Interviewer Listens!**

Interviewing can be one of the most nerve-racking situations you will ever find yourself in. Learn

- The #1 mistake most candidates make when interviewing
- A proven model to "read" the interviewer that most people don't know about
- 4 ways to quickly adapt your communication for a greater connection with the interviewer
- How to handle pre-employment assessments when they come up
- The #1 secret to reduce anxiety when looking for a job

**Nancy Roberts: Staying Positive Through Trying Times**

Losing your job is bad enough. In this session, you will learn:

- Why it's possible to stay positive no matter your circumstances
- The biggest mistake you can make when unemployed (that most of your peers are making!)
- The one thing ALL "highly employable" people do that separates them from the rest
- A few daily practices that will help keep you uplifted