Thank you for joining:

**Re-entering the Workforce**

The webinar will begin shortly.

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Re-entering the Workforce

Presented by: Pamela Weinberg

June 25, 2013
12 pm – 1pm EDT
Where to Begin?

Career Re-entry Road Map:
- Define your career objectives
- Find opportunities
- Chart your path
Define Your Career Objectives

- Review skills and interests
  - What do you like?
  - What are you good at?
- Take stock of priorities: values
  - What is important to you?
- Use assessment tools
  - www.typefocus.com
- Assemble a personal board of directors
  - Close friend, family member, former boss, colleague, peer
Why do I need a Personal Mission Statement?

- Creating a **personal mission statement** will help guide your career exploration and re-entry.
- A well done **personal mission statement** should serve as a personal “GPS” for your career and life choices.
- Your statement sets the stage for what you want to focus on and who/what you want to become in this stage of your career.
“To obtain a position in development which will allow me to utilize many of the skills I’ve developed through volunteer work and through my former career as an attorney. I will do this by taking a class in non-profit management; joining a professional association to network; and by obtaining a volunteer position at a non-profit to gain experience and build my resume.”

Featured Resources:
*Access sample personal mission statements and templates at quintcareers.com and timethoughts.com
Today’s Job Market

- Emergence of portfolio careers/“encore” careers
- Freelancers/consultants/increased movement
- Diversity mandates
- Work/life balance trend
- Flexible opportunities
- Hot industries: green, healthcare, technology, non-profit, corporate responsibility

Featured Resources:
*Learn about industries and occupations to match your skill set through:
  Occupational Outlook Handbook (OOH) - www.bls.gov/ooh
  O*Net Online - www.onetonline.org
Career Transition Challenges

- Uncertainty
- Limiting Assumptions
- Skill deficits (real or perceived)
- Discomfort being lower on the ladder
- Salary
- Lack of infrastructure at home
Preparing for your Job Search

- Research the field
- Classes/Lectures in interest area
- Certificate programs
- Additional degrees
- Computer/technology upgrade
- Resume: chronological or skills-based
- Line up references

Featured Resources:
*Research industries and potential career paths via Vault.com and Spotlight on Careers.com
Before your First Interview

- Elevator speech (two-minute pitch)
- Practice and role play
- Know your “personal brand”
- Look the part
- Invest in business cards

Featured Resources
*Practice your elevator pitch and interview responses with InterviewStream: accessed through GW.
*Print free business cards at www.vistaprint.com
Networking

- Do it!
- Know what you are looking for (memorize your two-minute pitch)
- Carry business cards with you
- Follow-up/keep in touch
- Ask for informational interviews
- Join professional organizations
Smart Volunteering

- Develop new skills
- Sharpen existing skills
- Make connections
- Build your resume
- Create and capitalize on potential for paid work

Featured Resource:
*Search current internships and volunteer opportunities at www.idealist.org
Social Media for Job Search

- Google yourself
- View your digital footprint as an extension of your personal brand
- Choose one social media platform and become an expert
LinkedIn

- Craft a stand out public profile
  - Appropriate photo
  - Professional summary
  - Keywords in “skills” section
  - Recommendations
- Connect with former bosses; colleagues; peers
- Follow companies
- Utilize “Search” feature for jobs and connections
- Join Groups

Featured Resource:
Connect to other GW alumni through LinkedIn groups: www.linkedin.com
Facebook

- Let Facebook “friends” know you are in the job market
- Post status updates and links to personal blogs, articles, websites
- Join groups and fan pages
- Register for events/seminars
- Manage privacy settings

Featured Resources:
*Utilize www.inthedoor.com and www.branchout.com to maximize Facebook for business
• Follow companies/people with whom you would like to do business (www.listorious.com)
• Follow leaders in your field and re-tweet their posts
• Share Twitter updates on Facebook, LinkedIn and blogs
• Send direct messages to develop relationships and network
• Search for jobs

Featured Resources:
* Search job postings on Twitter with www.tweetajob.com and www.twitjobsearch.com
Final Tips for Re-Entry

Set Goals

Manage Time

Get the Job you Want
Contact Pamela:

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