



Get the Right Career
Right Now!
(Or, what should I do
now that I'm all grown
up!)



Alan is Canada's Career Coach and the founder and Head Coach of CareerJoy. He is the author of [Get the Right Job Right Now!](#) , published by Harper Collins. Alan is the career expert for Workopolis and is the host of the podcast [CareerJoy Conversations](#), where he interviews experts weekly from a wide range of fields as a forum to share their career wisdom. Alan was voted one of the Top 40 entrepreneurs under the age of 40. He is also the Trusted Advisor for careers at Chapters, Canada's largest book chain. He works with organizations such as Alcatel and NRC, as well as with high potential individuals on career management issues. Alan loves books, running, cooking, ideas, design and a good story. He is married, has two children, one dog, four cats and some mice in his garage ... and he loves to chase them all!

Virtual Introductions

- Your name & where you are calling from.
- How you found about our company.
- Your professional background.
- What you hope to get out of today's WORKshop.

Why do you work?

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What is changing in the world of work?

- How does this impact you personally?
- How does this impact you professionally?
- How well do you deal with change? (Honestly!)

The 4 career myths

(Or why the person most qualified
doesn't always get the job)

- Myth # 1 - Get a good education - Important but not necessary
- Myth # 2 - Work really hard - Important but not necessary
- Myth # 3 - Do a great job - Important but not necessary
- Myth # 4 - Be nice at work - Important but not necessary

The 3 Key Career Mistakes

- Mistake #1: Market
- Mistake #2: Money
- Mistake #3: Momentum

What do professionals want from work?

Globe Ipsos-Reid Poll

Work/Life Balance	30%
Challenge of Job	14%
Opportunity to Advance	10%
Salary Level	9%
Loyalty	9%
Title	2%
Vacation Time	2%

Work Place Facts

- 58% of workers report job dissatisfaction
(Conference Board - increase of 20% in the last 10 yrs)
- 42% of workers admit to “only working for the money”
- Workplace stress is a \$300 billion dollar issue in North America
- Job tenure has decreased by 30% since 1980
- The average person will have 10 different jobs and 3 different careers before they retire
- 43% higher risk of death post retirement for low career satisfaction

What do great brands have in common career with career success!



- What is their brand identity?
- How does this help you?
- How does it help the company?

Tim Hortons[®]

The 4 Keys to your Brand

- Know who you are - Clearly
- Know who and where your market is - Specifically
- Market yourself - Confidently & Consistently
- Evolve in your work - Continually

My Brand is...

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The Career Identity Tool™

1. Make a list of your:
 - Talents – What are you great at? Title
 - Values – What is important to you? You
 - Passions - What do you get angry/joy out of? Direction
 - Ideal lifestyle - Hours, location, travel, income? Fair trade
 - Work ecosystem - What company culture is best for you?
Company
2. Consider your current job. Assign a score of 10 to each of the categories (max 50) and add up your score out of a total of 50.
3. Under 30: Unacceptable situation, take action now!
Between 30 & 40: What changes are needed in your career?
Above 40: How do you continually evolve in your career?

Why This is Important

"Everything that is now in my life is genuinely mine"

Ann Marenick Feb 08



How Can CareerJoy Help You?

We work with you to help identify, manage and overcome the problems you are experiencing in your current career situation. We have developed programs that are centered around the four major problems people face.

The Career Identity Program for Professionals™

Assessment and matching your career identity with career options.

The 90 Day Career Search Program™

Get hired quicker - Professional resume, interview and networking.

The Career Transition Program™

We help with both career identity, self marketing and job search.

Professional Resume Service.

Stand out from the competition with our professional writers.

5 Reasons to Choose Our Firm

1. Reputation: Exclusive provider of career services to University of Calgary, St. Mary's University, Carleton University, University of Ottawa etc., and Career experts to Workopolis.
2. Process: A proven, sophisticated and easy to use methodology. We combine the best set of research, tools, Podcasts, books and coaching to identify the right solution for you.
3. People: Our trained coaching team combines a unique blend of backgrounds, education and experience with careers. **We take our work seriously but not ourselves.**
4. Personalized: Not a cookie cutter approach. We work 1-1 with you from scheduling to understanding your unique needs and situation. We also work coast to coast with clients.
5. Results: Time and time again our clients end up in a better career situation with their commitment to change and our support & encouragement.

Invest in something you can really count on...You

Contact us to book an initial 45 minute consultation

- An unbiased, professional assessment of your current situation.
- Feedback on your resume and issues related to your job search.
- Expert advice on what to do next and tips to get started right away.

Most of all, you will get piece of mind that you are not the only one in your situation, as well as the experience and dedication of a career coach who is here to help you. The investment is \$99 which is credited towards the cost of our programs.

Call 1 877 256 2569 or email Carol@CareerJoy.com

"To have a coach, who has a vested interest in me, is invaluable. Alan validated my ideas, my discoveries and challenged my thoughts, all while helping me to grow personally and professionally."

DEBBIE TRENHOLM, MBA



Bonus - The 4 Career Luck Habits

- Lucky people are skilled at creating, noticing and acting upon chance opportunities. They do this in various ways, including networking, adopting a relaxed attitude to life and being open to new experiences.
- Lucky people make effective decisions by paying attention to their intuition and gut feelings. In addition, they take steps to actively boost their intuitive abilities. For example, meditating and spiritual practices.
- Lucky people are certain the future is going to be full of good fortune. These expectations become self-fulfilling prophecies because lucky people persist in the face of failure and shape their interactions with others in a positive way.
- Lucky people employ various psychological and spiritual techniques to cope with (and even thrive upon) the ill fortune that comes their way.

The Luck Factor by Dr. Richard Wiseman

Bonus - The Big Questions

- What role does work play in my life?
- What is my definition of success?
- Am I thriving in my work?
- Am I living out an authentic career?
- What is holding me back from what I want to do?
- What are some next steps I would like to take?