

Work Creatively Career Advisors Inc.
Canada's systematic career success process
The CAREER EQUITY© LETTER

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Issue 14 – November 2005 - Our 5th anniversary year

www.workcreatively.com

November's Tip: TRY THINGS YOU LOVE, A CAREER WILL FOLLOW

Welcome to another short read on one practical career-improvement idea or technique that you can go right out and apply. You're receiving this because we've met at my speeches, or talked about career matters before, and you wished to receive periodic career articles from me. If that isn't what you want, just let us know here:

workcreatively@workcreatively.ca

First, THANK YOU to the many of you who refer. The kind of people who value the difference we supply often hear about us from those who know us. We're the source for people who are 'downtown' in geography or mindset to make career improvement really happen.

What's in this Edition?

- The Tip
- Pain & Confusion into Clarity – a Quickstart
- Client Comments
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THE TIP: TRY THINGS YOU LOVE, A CAREER WILL FOLLOW

A parent we know called the other day, worried about what her career-less 23 year old daughter should do. Remember being 23? Career-wise, 33 was a lot better, right? So how do youth get a good career going now that McJobs are everywhere, endless low-paid internships are the norm in advertising, and even call centre jobs want a degree?

The root problem is teens, grads and new workers may not know or actually be able to accept what their favourite strengths, likes and dislikes really are. They may love music and helping people, but go into business administration - the US' most popular college major. Why on earth is that?

"Get something to fall back on" is common parental thinking. I admire the successful Canadian musician who told his mom, "But I'm not going to fall back". Thinking that way, he never did. Stan, a music lover who went to law school, wanted to be in entertainment law. A lot of people dream about that specialty but he succeeded and soon became a lawyer at a major label. How? By foregoing secure full time legal firm jobs awhile and taking only entertainment law contracts while he established his good reputation.

Parents remember the arduous journey they had, to get established and get a career going a generation ago. In today's economy, this challenge even makes kids unable to leave home.

Often, staying in school isn't a smart route to a better career. Taking up studies that don't match your favourite strengths isn't sustainable. A 27 year old came into the office wondering if it was too late to change career paths after getting a master's and first job in a field that proved to be dull. That's too young for joy to cease.

Parents need to know it's actually hard to go wrong up to age 30 by following one's favourite strengths. Working can be a better passion-finder and talent-developer, a great way to help a good future take root.

That is what the 20s are for-- turning strengths and likes into marketable career skills and business value. This is what entry level jobs in the pre-mortgage and pre-baby years are good for – the freedom to establish the right contacts, learn the ropes, become known and build up a resume of evidence that you are useful and valuable, doing activities you love.

Rest assured, people will take themselves out of fields that aren't feasible for them if they take up the opportunity to get a close inside look at the field while young.

We advise ages 23-63 here, so we've seen it: work that goes against one's grain just grows harder to do. A 40 year old's resume full of experience at things they didn't care about is a real burden. Yes there are ways we can fix a lifetime of 'misemployment', but think: the 20s can be about getting experience a person really wants, or experiences they don't really want. It's a choice!

PAIN & CONFUSION INTO CLARITY – A QUICKSTART

When someone you know talks about being in career or income pain, here's a way to genuinely help them: a set of steps to make it stop. Our "Career-Move Action Plan" meeting determines the exact causes of an individual's particular career difficulty and builds them a set of concrete action steps. They gain perspective, a sense of relief, and clarity on advanced best practices to follow. Not general info, but a map to that person's career or income satisfaction. Have your friend call Mary-Frances, 416 922 4476, to see if getting an affordable C-MAP could be right for them. And yes, if desired we'll help them stick to plan and actually arrive at work they wanted – affordably.

CLIENT COMMENTS

It has been my experience that if I meet with either Mary-Frances or Karen to strategize in advance of a meeting with a prospective employer, those meetings generally go a whole lot better. I am able to direct the meeting, the success rate is much higher & I am much better able to deal with the surprise element.

Two heads are better than one. It is helpful so I can prepare. Otherwise I find that a person who hasn't been out to a career meeting in 5 or 6 days may be his own worst enemy.

Finance Executive

Just a quick note of follow up and a word of appreciation for your support last week. Spoke with the firm I'm subcontracting through and have negotiated a higher rate and a more realistic number of working days. I am pleased. Thank you thank you thank you!!

Coach/HR Consultant

Thank you so much for providing the opportunity to receive great feedback and suggestions for my interviews, from the community today at Success Express.

Your approach is really different. I'm enjoying these steps that I'm taking. Job searching is beginning to feel more like an art than a chore!

Computer Engineer

NEWS BITES

- We've advised more than 40 solo startups, so we invited 15 of those successful owners and contingent-work professionals to our offices the evening of Oct. 3 to discuss their common challenges over wine and cheese. If your career path is solo, let us know what you'd value being able to achieve from the active input of a regular small group meeting of self-employed peers. Far more productive than mass networking events, **this exclusive business forum is in development now.**
- Mary Frances just concluded a 2 year term as co founder/co moderator of The Independents' Teleforum, a professional development initiative for 60 private career counselors in the US, EU and Canada. In the past five years she has led **27 learning events** for the Association of Career Professionals International.
- Karen thanks those who gave feedback during her research on how we can help people access quality career services. **You told us you really value what we do.** And we're working to create new ways for individuals to obtain our help.
- Please **make sure your career change or job search advice provider is a member** of the Association of Career Professionals International. It's a 16 year old global association with an ethical code and member certification. There is a group that's adopted a similar name; it's just advertising by a few resume writers. As you know it takes more than a resume to get your career under control!

PRO BONO

Mary-Frances' 2006 schedule of speaking engagements is filling in. Associations for high-achieving business and professionals in all fields are eligible for a limited number of

pro bono dates. If your group would be interested in a career topic for a conference or monthly meeting, please inquire.

THE ADVISORS

Karen Essex, Senior Career Advisor

Having looked into coaching, Karen found that ours was the kind she most wanted to deliver. Karen was selected as the first professional to train in the innovative Work Creatively Career Equity(c) model and processes. She is a gifted intuitive listener, guide, organizer and strategist. Twice a client, Karen brings 13 years experience as a writer, marketing communications consultant, psychotherapist and business owner.

Mary-Frances Fox, Founder

A career management professional since 1991, after years in corporate career transition management, Mary-Frances opened WCCA in 2000 exclusively to serve the needs of individuals as their 'career silent partner'. She offers leading-edge expertise in turning career problems into Career Equity © – so clients gain control, financial rewards and personal fulfillment. She's a member of the Association of Career Professionals International, Women Entrepreneurs of Canada and the Toronto Board of Trade.

*'Till next time,
Your partners for a career solution*

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PAST CAREER EQUITY(c) LETTERS HAVE COVERED:

The First Word in Salary Negotiation - Networking - Why Resumes - Answering Ads Intelligently - Odds of the 7 Job Search Techniques - Stable Self Employment - Targeting Employer Needs - Career Changes Inside and Outside Your Field - Can a Career Balance your Life? - Break Out of a Career and Income Catch-22 - Does your resume help you shine in job interviews? – Underpaid? Here's How to Fix It

You're welcome to forward this tipsheet to friends and associates aged 23-63.

END OF THIS EDITION OF THE CAREER EQUITY(C) LETTER

