



Workshop Information

Workshop Objective

Advanced Career Coaching brings over 20 years of recruiting experience, providing workshop attendees an inside approach to hiring practices. With insightful speaking themes and topics that focus on areas many people need support in, combined with skill-building services that can be applied to the client's job search efforts, **Advanced Career Coaching** will give attendees an advantage over their competition.

What to Expect

Workshop attendees can expect **Advanced Career Coaching** to provide effective tools and tips, applicable to their current career or job search. Workshops and presentations will begin and end punctually and the speaker will be available for follow up questions and clarification regarding the material covered in the presentation. **Advanced Career Coaching** will provide any and all take-home material for workshop attendees.

Workshop Descriptions

Resume Writing Workshop – (90 Minutes)

Learn how to construct a resume that effectively markets to a desired job type. Discover how to make sure the keywords within the resume match what recruiters are looking for. Turn a resume into a 2-page brochure to get to the next step in the interview process.

After attending **Advanced Career Coaching 's Resume Writing Workshop**:

- Attendees will leave with a formatted resume that is Applicant Tracking System friendly and effectively brands their professional skills.
- Attendees will be familiar with different resume styles and format and which is better suited for their job search.
- Attendees will know how to tailor their resumes to gain attention from recruiters by matching their resume to keywords in the job description for the position they're applying for.

Job Search After 50 – (90 Minutes)

Attendees of this workshop will learn how to make their resumes look ageless while emphasizing their experience and skillsets. This workshop also includes instruction on how to utilize a person's strengths in an interview and demonstrate flexibility and an aptitude for learning, no matter the age.

After attending **Advanced Career Coaching's Job Search After 50**:

- Attendees will learn how to format and create a skill-focused resume
- Attendees will know how to answer tricky, age-related interview questions strongly
- Attendees will leave knowing how to demonstrate aptitude and learning capability



Interview Training Workshop – (90 Minutes)

In this workshop, individuals will learn important interview techniques for different types of interviews, how to navigate and respond positively to tricky questions, and how to make a lasting impression.

Receive instruction on how to prepare for an interview and what questions to ask the interviewer.

After attending **Advanced Career Coaching's Interview Training Workshop:**

- Attendee will learn how to build a library of Interview Stories
- Attendee will know what to expect in different types of interviews and how to prepare for success
- Attendee will learn the importance of informational interviewing and job shadowing

Personal Branding Workshop – (90 Minutes)

The Personal Branding Workshop focuses on understanding and communicating your value and unique assets (personal brand) to others in the world of work. This workshop provides an overview of the branding concept and engages attendees in exercises to help them begin creating their own personal brand.

After attending **Advanced Career Coaching's Personal Branding Workshop:**

- Attendee will be comfortable answering the question "Tell me about yourself"
- Create and communicate your branding headline
- Feel comfortable talking about what sets you apart from the pack

LinkedIn Training Workshop – (120 Minutes)

This LinkedIn Training Workshop is essential for those looking for a new career or want to expand their professional network. This workshop will provide step-by-step instructions on how to create a LinkedIn profile, manage a network of connections, and optimize a profile to get noticed by recruiters.

After attending **Advanced Career Coaching's LinkedIn Training Workshop:**

- Attendees will know how to set up a basic LinkedIn profile and navigate the main page
- Attendees will learn how to build and manage their professional network through connections
- Attendees will leave knowing how to optimize their profile to getting noticed by recruiters

How to Build Your Network & Find the Job You Want – (120 Minutes)

Discover how to connect to more jobs through current market data and networking through LinkedIn. Learn from a veteran recruiter how to navigate difficult selection processes as a job seeker.

After attending **Advanced Career Coaching's How to Build Your Network & Find the Job You Want:**

- Attendees will know local and nationwide job market data including what jobs are scarce and what jobs are abundant
- Attendees will learn how to use LinkedIn as a job seeker and find jobs through targeted searches.
- Attendees will be prepared on how to navigate a hard selection process