

# CareerGrowth Group



September 28, 2007

## Dear Successful Career Professionals

The CareerTalk held on September 24<sup>th</sup> met with some interesting success. All the audience participants got excited about thinking of themselves as a Career Brand. This concept allows people to focus more on career identity and not so much what happens from job to job in your work history.

The Elevator Pitch is one exciting place to begin to think of yourself as a brand. Take stock of your greatest assets and career success stories. Next be able to customize a snappy, easy to remember, set of phrases about you as a career professional.

All of us often “run into” company executives in the elevator, meet people in line getting lunch, or get introduced to new people at a cocktail party. The Elevator Pitch provides us with a convenient way to promote ourselves and define ourselves to others, so they remember us.

**Do you know how important your career is to you in terms of all aspects of your life?** Some of my clients want to become successful in their work life before they are 29. Those professionals want to work 24/7 to put all their energy into getting recognized, promoted, and paid more than their peers. These people want to postpone getting into personal relationships, getting married, and even dating for later years.

Others begin to get more concerned at age 29 or 39 that they haven't paid any attention to their personal life in several years. We need to understand where to emphasize values as part of our brand. How important is marriage or starting a family in terms of work/life balance?

**How important is a graduate degree?** Many of my clients come here to discuss how important getting an MBA, Masters, or even course work in another field may be. Will greater knowledge make me more valuable as a brand in the market place?

This subject of branding is one of the most au courant topics for successful career professionals to focus on. This is a very broad topic and it can't be addressed completely in this newsletter. We will discuss this further in the future.

**Want help with creating a career plan?** A brand statement complete with work/life considerations is a good place to start. Let me know when we can work together to discuss creating your Career Brand.

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**About Beverly R. Daniel:** Beverly Daniel is a career counselor / coach, who helps career professionals move successfully from one level of their careers to another. This can include assessments and evaluations about career choices, strategic planning for career moves, navigating in corporate structures, or moving from corporate to self-employment, or entrepreneurship. She works with lawyers, banking executives, marketing professionals, among others in all functions and industries. Beverly has been in the executive search and career-counseling field for 29 years. She holds a BS and MS in Psychological Counseling from Boston University. She holds an MBA in Management from New York University. Beverly studied for a Ph.D. in Clinical Psychology at Case Western Reserve University.