

CareerGrowth Group



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Dear Successful Career Professionals

After reading the newspapers, the Internet articles and blogs, and watching the daily business news shows, I must admit that this has been quite a week for people who work for Wall Street firms. My phone has been ringing off the hook and my email account has received hundreds of emails. My clients who have all remained employed want advice on how to become more valuable to their current employers.

How can you build your career brand in these trying times? And how can you stay ahead of the layoff count? Building one's career brand at this time of high unemployment means insuring that you will stand above the average working professional, whether your career is tied directly to the financial markets or not.

Two Solutions:

- **Build an international brand that isn't tied to New York City.** Many companies in Dubai and other Gulf destinations are hiring extensively; there is a lot of job growth in Brazil, some of the European countries, Russia and the Far East. If you are single and willing to do a lot of traveling, or relocate, this may be an ideal time in your career to do so. If your marriage/relationship supports dual careers, this may work for you as well.

If you are considering a corporate transfer to another country or would like to do so in the next year or two, enroll in a foreign language course. Good choices would be Russian, Arabic, Chinese or Portuguese (for Brazil). These are the countries still undergoing rapid growth. One should not overlook the countries in Europe or the Far East. If foreign language skills are not your strong suit, then look for work in English speaking countries: England, Canada, Australia, India or South Africa.

- **If you work in a culture where advanced degrees are the norm** and you don't have one, think about studying for (and taking) the graduate B school boards. While some Executive MBA's don't require them, you need to check on the admission requirements for the schools that you are interested in attending. If you work in the financial markets and are interested in Portfolio Management, a CFA may be more important. Now is a good time to consider studying for the certification.

Do you feel that you need to work on ensuring your professional career brand/your international exposure? This can be done easily with a few meetings with your favorite career coach. Please contact me about this discussion.

Best wishes,

Beverly R. Daniel

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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.