

CareerGrowth Group



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Dear Successful Career Professionals

We have been writing about *branding yourself* as a successful, talented, “fully equipped” professional. Finally, the New York Times featured an article last Saturday, about the subjects that you have been reading about in these newsletters for the past two years. While unemployment numbers continue to rise, I want to make certain that my readers are not adversely affected. Here is another set of suggestions that works and helps you to stay ahead of the curve.

Expand your resume when you are not at work by volunteering for a professional society, political organization, church/synagogue, college or graduate school alumni board, charity, or other non-profit. You can volunteer as an active member, committee member or officer. Whatever you choose, you need to get involved in a group that interests you, a cause you feel passionate about, or an affinity group where “like-minded” individuals congregate. This opportunity to expand your contacts can be far MORE IMPORTANT than connecting through social networking sites on the Internet.

Here are some clients who successfully found new opportunities, new business and potential client relationships.

JB, a Project Manager at a hedge fund, was so concerned about the security of his position that he began a service where he evaluates home office technology installations, and reconfigures computer workstations for neighbors. By volunteering at a local, community-based charity, he got on the Auction Committee for the fundraiser and met new clients, who worked with him on the committee. He is still working at the hedge fund, too.

SA, a Columbia grad school alum, found her job prospects slim last summer when she met a woman in church, who asked her to volunteer for a political campaign. She took my advice and decided to participate. In November, this woman was elected to the House of Representatives and needed a Program Director. SA was the first to be offered the position. She remains employed in 2009.

SW was relocated to work for a high-tech firm in San Francisco, as a Public Relations Director. When she lost her job, she offered to work as a volunteer at a national meeting of the Public Relations Society of America (PRSA). At the national meeting, she met a publisher of a very popular magazine in Napa Valley. An avid wine connoisseur, she began a friendship with him. Today, she is the Senior Editor who regularly writes a column on wines in this magazine. Her passion is expressed every day in her new job.

How do you extend your Career Brand in this manner? Talk to your Career Coach. I would be delighted to help.

Best wishes,

Beverly R. Daniel

Beverly R. Daniel, MS, MBA
CareerGrowth Group
575 Madison Avenue, Suite 1006
New York, New York 10022
(212) 980-2526 BDanielCareers@aol.com
Please visit www.careergrowthgroup.com

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. She holds an MBA in Management from New York University, Stern. Beverly studied for a Ph.D. in Clinical Psychology.