

CareerGrowth Group



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Dear Successful Career Professionals

With the start of a new year, comes the optimism that one's career can advance. On Monday evening January 4, 2010, I spoke to a group of 200+ professionals at the Project Management Institute on "Kicking off 2010 with An Outstanding Networking Agenda". Granted about 30% of the attendees were professionals in transition; but 70% of them were gainfully employed and committed to maintaining professional visibility. Here are some suggestions to advance your reputation in your industry:

- **Join a professional industry group and attend meetings regularly.** This is a great way to meet other professionals in your field. In the many executive meetings where I have spoken, Continuing Professional Education credits were granted.
- **Join a committee** where you can work closely with other professionals to take action and set policy in the chapter. In the setting of committee meetings, you can meet individuals directly who are in a position to hire people.
- **Think of getting involved in a leadership role.** If you become elected to the position of President or President-elect, this adds value to your credentials and your resume. When your name appears as an officer on a professional group website, your Google visibility will be enhanced.
- **Write an article for an industry publication** or volunteer to speak at a conference. When I was an Executive Search Consultant, I attended national conferences to meet thoughtful leaders that would be idea candidates for top level searches.

You now have a roadmap for getting some industry visibility. The more visible you are in your field, the more you will become well known. Taking these steps will make your Career Brand a more solid one.

Please contact me if you want to elevate your Brand Recognition in your industry. Together we can create your action plan for 2010.

Best Regards,

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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 30 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.