



10 STRATEGIES FOR MANAGING YOUR CAREER

Coming Spring 2013

10 of the LinkedIn Top 12 Thought Leader posts of 2012 were related to career management. Clearly this is a hot topic! What are you doing to manage your career?

- 1. Get noticed.** In his tips for starting a successful business, [Richard Branson](#), founder of Virgin Group, said “you have to do something radically different to stand out.” If you want to grow your career, how can you differentiate yourself? What’s your personal brand? What are you known for?
- 2. Be focussed.** As [Greg McKeown](#), a young global leader at the World Economic Forum, wrote, “capable people end up doing lots of projects well but are distracted from what would otherwise be their highest point of contribution.” Consider all the “things” you do and focus on what makes best use of your talent, passion, and market needs.
- 3. Be determined.** You’ve likely heard the saying, “you can do anything you set your mind to.” That’s something [Jeff Weiner’s](#), CEO of LinkedIn, father used to tell him. In order to be successful, you must tirelessly work towards what you want to achieve.
- 4. Don’t use “work” as an excuse.** According to [Gretchen Rubin](#), author and blogger, you’ve got to be productive in the right ways (i.e., doing “work” that needs to be done). Just because you’ve been busy (e.g., cleaning the office) doesn’t mean you’ve been productively working (e.g., finishing the report). Be honest with yourself and avoid the “work-as-procrastination” excuse.
- 5. Interview well.** Getting the interview is only the first step. [Jeff Haden](#), ghostwriter, speaker, and columnist, highlights eight ways to shine in interviews and warns candidates to “never count on your qualifications and experience to outweigh a bad interview.” Remember it’s important to make a good impression.
- 6. Take risks.** As one of [Ari Emanuel’s](#) six lessons he lives by, “fail often, fail quickly.” The Co-CEO at William Morris Endeavor suggests that in order to succeed you need to take big risks. Although risks can promote innovation, ensure you’re guided by clear vision and smart people.
- 7. Face your stress.** [Deepak Chopra](#) MD, a mind-body healing pioneer, highlights the negative impact stress can have on your mind/body and recommends a conscious choice to consistently and effectively deal with everyday stressors. Avoid “toughing it out” or “turning your back on the problem”; address it immediately.
- 8. “Design” your life.** According to [Tim Brown](#), CEO at IDEO, “there’s a big difference between planning a life, and designing a life.” Take a tip from design teams who have a sense of purpose but avoid trying to predict every outcome. Foster space for creativity and flexibility in your life/career.
- 9. Get out of your own way.** That’s [Naomi Simson’s](#), founder of RedBalloon, advice to young women in business and it applies to all of us – what are you doing to sabotage your own career success?
- 10. Be smart with social media.** [Ryan Homes](#), CEO of HootSuite, wrote about “the top five corporate twitter disasters of 2012.” Get retweeted for adding value – not for bloopers. Become a “thought leader” in your field by sharing generously and wisely.

Check out these upcoming courses; just click on the course names below for more information. If you’re completing a CMPP certificate, be sure to plan ahead to ensure you make the 2-year completion deadline – contact the [student advisor](#) for assistance. Make sure you read our course [catalogue](#); it’s full of important information for students.

Keep in mind that we can arrange special sessions of any course for intact groups, as well as facilitate workshops on a wide variety of topics. [Contact us](#) to discuss your options.

Also, check out page 2 of the newsletter for information on our extended Spring semester and 20th anniversary celebration special.

Starting soon . . .

- **Employment Readiness: Preparing for the World of Work – March 6**
- **Ethics Essentials for Career Practitioners (10 hours, 1 week) – March 13**
- **Consultants and Organizational Systems: Tips for Successful Interactions – March 13**
- **Work Search Essentials 1: Resumes, Cover Letters and Career Portfolios – March 20**
- **CPE 521: Psychometric Assessments – March 20**
- **Understanding Diverse Clients – March 27**
- **Personality Dimensions (Level 1 & Bridging) – March 27**
- **Marketing Programs and Services – March 27**

CMPP Courses:

- **Career Coaching Skills**
- **Program Management**
- **Work Search Essentials 2: Interview and Negotiation Strategies**

Certificate Courses:

- **Job Developer**

Short Courses:

- **e-Coaching**

[Click here](#) for our full course schedule



DID YOU KNOW?



Career Development Matters . . . Ask Me Why. CERIC's new awareness campaign is helping to shed light on the importance of career development. [Click here](#) to read Roberta's blog post on the topic.

Life Strategies will have an Exhibitor Booth at CDC. The [16th annual Career Development Conference](#) is coming up soon and Life Strategies will be there. Come visit our table – we'll be celebrating our 20th anniversary.

Life Strategies' Bowling Team Raises \$2555.00 for Big Brothers, Big Sisters. On March 2nd our staff participated in the Bowl for Kids Sake event to support our local Big Brothers, Big Sisters organization. We are excited to announce that we raised \$2555.00 and, in Gerry's memory, were the top fundraising team.



CERIC's Accepting Partnership Applications. If you've got a good idea, consider applying for a CERIC grant to make it happen. To learn more or download the forms, [click here](#).

NEW RESOURCES

Personality Dimensions in a Virtual World. The printed version of this new workshop guide is now available through [CLSR](#).



Charting the Course. The Nova Scotia Career Development Association, supported by CERIC, has undertaken an important project, *Mapping the Career Practitioner Role in Supporting People with Mental Health Challenges*. Learn more [here](#).

Generation Jobless.

This interesting blog post discusses the current state of career planning in schools and highlights ways in which the process can be improved. Read more [here](#) about how restricting how we think about career and education can lead to some very tangible benefits.



20TH ANNIVERSARY CELEBRATION

20% discount on Course Registrations until March 18th

Life Strategies is turning 20 this March! Since 1993, our project-based organization has been supporting individuals and organizations to be the best they can be. As part of our 20th anniversary celebration we're extending our spring semester to include 8 additional CMPP courses, requested by our students, and offering a 20% discount for all course registrations placed by March 18, 2013. Here are the added courses – but the discount applies to our regularly scheduled courses, too!

- April 24 – May 7: Placement and Monitoring*
- May 1 – May 7: Career Management at Work: Keeping Employees Engaged
- May 8 – May 21: Facilitating Work-Life Balance*
- May 15 – May 28: The Immigrant Experience*
- May 22 – June 4: Developing Career Programs*
- May 29 – June 11: Career Development Foundations, Emerging Theories, and Models
- June 5 – June 18: Researching Workplace Trends, Career Information and Employment Possibilities
- June 12 – June 25: Administering and Interpreting Career Assessments

* These courses will no longer be offered as part of our restructured CMPP course roster starting Fall 2013.

Please note: any applicable discount will be applied to the order once it's been received and reviewed by our staff.



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