



**ELI BLAIR**, CPCC  
CERTIFIED BUSINESS COACH



CAREER DEVELOPMENT  
WORKSHOPS AND COACHING



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## **CAREER DEVELOPMENT PROGRAM OFFERINGS**

### **WORKSHOPS**

- ❖ ***Resume Writing 2020*** **3.0 hours**  
In this course, attendees will have the ability to learn what recruiters are currently looking for when it comes to resumes, what is an Applicant Tracking System, correct resume formatting and will begin to develop each section of their resume. Also, video resumes will be discussed.
  
- ❖ ***Written Presence: Cover Letters, Emails and LinkedIn*** **3.0 hours**  
Are cover letters necessary in 2020? The answer is yes AND no. Today there are newer, more effective options and methodologies including reaching out directly via email and through LinkedIn. Attendees will learn the “Triangle Method” to creating a great cover, will develop a template email as well as LinkedIn In-mail message. Also, during this workshop, there will be an in-depth look at developing a stunning LinkedIn profile page.
  
- ❖ ***Applying Methodologies*** **1.5 hours**  
Today, more than ever, there are more ways to research employment opportunities. During this workshop participants will learn various application methodologies from Google search, career websites, direct applications as well as social media.
  
- ❖ ***Phone screens / Personal Pitch*** **2.5 hours**  
“Tell me about yourself” is the number 1 question asked during most interviews. During this interactive workshop, participants will learn the “Triangle Method” for delivering the perfect 2 minute pitch, will discuss presentation skills “do’s-and-don’ts” and each person will record themselves to note what they do well and need to sharpen and receive immediate feedback.
  
- ❖ ***Interview skills*** **3.0 hours**  
During this workshop attendees will learn the basic presentation skills of interviewing well including reviewing phone screens, personal pitch, learning the Physical Skills of energy, volume, eye contact and body language. This interactive workshop includes over 1.5 hours of mock interviews, feedback and video recording.
  
- ❖ ***Networking 2020*** **3.0 hours**  
Objectives for this workshop including discussion on topics of types of networking (in-person and online), social media, what to do before/during/after at a networking event, accountability and follow up. The discussion will also include an in-depth look at networking through LinkedIn. Workshop will conclude with a mock networking event.
  
- ❖ ***Winning Negotiations*** **2.0 hours**  
Learn the winning techniques to get more money! Attendees will learn the exact vocabulary as to what to say when asked “How much money are you looking for?” during a phone screen and onsite. There will be an in-depth look at the right ways to respond to verbal offers and how to negotiate for more salary, benefits, equity and sign on bonuses. People we have worked with have gotten more than \$50k than was originally offered. This is a workshop for everyone!