**Workforce 3One**

**Transcript of Webinar**

**H-1B Ready to Work**

**Job Seeker Branding and Job Search Strategies to Help the Long-Term Unemployed Regain Confidence and Return to Work**

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BRIAN KEATING: But without any further ado, I want to welcome everyone to today's H-1B Ready to Work webinar and to kick things off, I'm going to turn things over to Susan Shorters with High Impact Partners. Susan, take it away.

SUSAN SHORTERS: All right. Thank you very much, Brian and thank you everyone for joining today's webinar. We have an exciting agenda planned for today's session. This session is on job seeker branding and job search strategies to really help the long-term unemployed population. So we are here to be interactive, dynamic.

We have a great presenter, Jen Swidler, who is joining us virtually and we are going to be talking about some real-life strategies that can help our grantees, help participants really to brand their strategies and brand their resumes and other kinds of tools to better secure employment. So I will actually turn it over to Jen to start us off. We are taking notes, by the way, everyone, and so we'll be able to share some information with you subsequent to this session.

Jen Swidler is a technical assistance coach with us for the Ready to Work grant and she has a wealth of experience to share. So Jen, without further ado, take it away.

JEN SWIDLER: Thank you so much, Susan, for that great introduction. I'd like to just add to what Susan said in terms of what we're talking about today. I'm going to give you all sorts of confidence building tools that you can implement in some of your boot camps that you have – some of your startup boot camps and one on one coaching that you do.

We'll be concluding the presentation with about a 30-minute – well, maybe a little bit less at this point – group exercise where you're going to be able to talk with each other about what you're doing in these areas and really share information and ideas with each other. So let's go ahead and get started.

So first, branding and confidence with online and networking.

MR. KEATING: Hey, Jen, sorry to cut you off. Why don't you go ahead and start the webcam again?

MS. SWIDLER: Sure. All right. OK, can you see me now?

MR. KEATING: There you are.

MS. SWIDLER: Perfect. OK. Fantastic. All right. We'll begin with online. When I'm talking about online I'm going to focus very heavily on LinkedIn. I'm a huge proponent of LinkedIn and I think that all job seekers who are looking should be on LinkedIn at this point. If you did attend my social media session yesterday, we went into this in a little bit more detail.

So I'm going to just give you a broad overview today, but I did want to make sure to emphasize that LinkedIn is a very powerful tool that all of your participants, in my opinion, should be using. Employers use LinkedIn to reach out to job candidates. Recruiters use LinkedIn to find people and profiles that are 100 percent complete come out on top.

I've actually read that employers will look to see if candidates have LinkedIn profiles and if they don't, they move on to other people, because if you're not using the latest technology in your job search, then it speaks volumes about what you would be doing on the job in the organization. I had mentioned in yesterday's session that what you put out there speaks just as much or what you don't put out there speaks just as much as what you do put out there. So if you're not online and you have an absence of information, people make judgement calls on that as well as what you put online.

So when you're coaching your participants on how to create an online presence, tell them to imagine what their profile looks like to a recruiter or a hiring manager. And they really should be taking the time to create something they can be just as proud of as their resume. This LinkedIn profiles and their online presence in the job searching market is their only resume and so they should be absolutely looking at that as a critical piece to spend time on just as much as the resume.

When they have their LinkedIn resume and online profile created, they should be asking for recommendations and that can be from previous employers. That could be from friends and family. It doesn't matter. It just helps to showcase that other people are vouching for what they say they can do.

Tell them they can get ideas on how to create a great profile by looking at other people who work in similar fields. They can look at employees' profiles who work at companies they want to work for and they can look at company profiles. If they look at company profiles, they can see what the values are of the companies they're interested in and they can try to match their profiles to those values. And that will just help make them stand out above and beyond their peers that are also looking for jobs.

Another thing they need to think about is going beyond the online resume. So it's not just about what you post in your LinkedIn profile. It's also about how you contribute online. So if you have a LinkedIn profile, you want to participate in groups, get involved in conversations so that when employers Google you, you show that you're actively engaged in your field. You absolutely don't have to be an expert to have an opinion.

You can engage in the conversation and show that even though maybe you've been unemployed for a long time, you're still on the up and up of what's going on in your field and you're still keeping fresh with what technologies and ideas and conversations are taking place. That is only going to help the participants with their confidence as they move through the employment process.

Last but not least, with an online presence, always have your participants Google themselves to see what comes up in an employer search. This is critical. Clean up the results if necessary. I know there's lots of people out there who believe, well, I have my personal side and I have my professional side and the two shouldn't mix and it's really none of the employer's business what I do on my Facebook page. Well, you don't get to make that decision. The employer makes that decision.

And even though there's many platforms that will allow you set profiles to private, you still need to make sure that none of the pictures or any of your comments or anything that you put out there comes up and that you'd be embarrassed by it. If you don't want your boss to see it, you shouldn't put it on the internet is my mantra.

All right. We'll move on to networking. So there's many things that your participants can do to help their confidence in networking and we've talked extensively in lots of other key activities about the importance of networking and I know that you encourage your participants to do this as well.

But a critical piece to networking is understanding how to brand yourself and how to be confidence in these events. You can go to Meetup.com networking events. Many are industry specific. Many are very general and they're great ways to practice. Practice, practice, practice your branding and helping to make you feel more confident. Depending on where your organizations and your participants are, this may or may not be very feasible, but you know, if you're closer to a big city, you could probably encourage participants go more often.

If not, maybe they could go once every two weeks or once a month, but often these events through Meetup.com are free. It may be at a venue where they meet to buy a drink, but they could have water and they could still be there really talking through their job goals and meeting new people.

While they're at these networking events, really encourage them to reframe their message. Encourage them not to say I'm unemployed. Encourage them to talk about what they are doing and encourage them to say I'm looking for a paid position doing these things that I'm doing. If they're switching careers, encourage them to think of themselves as already doing that work.

Many of our participants are going through trainings. Maybe someone is training to become an IT administrator. They should really rethink the way that they're presenting themselves. Rather than saying I'm in training to become an IT administrator, you say, I am an IT administrator; I'm in training and these are the great things that I'm learning. Maybe they say, I have a background in accounting and this is how my background in accounting is translated to my new career in IT administration. So it's always refocusing, always rebranding, always thinking about the here and the now, not the past.

Your participants, as they find positions they're interested in applying for, really encourage them to reach out to the recruiter or the hiring manager and ask them to introduce themselves and let them know why they're interested in the position. This is a little bit dangerous, because many of the participants have been long-term unemployed for years and they've really fallen into that black hole where they've applied for positions and they don't necessarily get responses and it's discouraging and this could be one more discouraging piece.

However, if you get two responses out of 10, those two could be invaluable. I've actually heard many people say wow, I reached out to a recruiter about this one position and they said, OK, this isn't a great fit, but let me help you out. Let me help you figure out how you can improve your online profile and your resume and that ultimately can lead to another opportunity.

And once a LinkedIn profile is built and they've created connections, they should absolutely see if they have any connections that work at the company that they're pursuing and ask that person for introductions and recommendations. As we know, oftentimes it's really about getting your foot in the door on who you know and getting someone to vouch for you. Using LinkedIn and reaching out to those people is a great way to do that.

And then encourage your participants to talk about their career goals as often as possible. With friends and family, at any birthday party events, weddings, talk with strangers at the bar, hobby based social gatherings and they should never be turning it off, which is hard because they've been unemployed for probably a long time and they're tired of it. They don't want their identity to be defined by that unemployment.

And so when they're out doing these social activities, they don't want to talk about it anymore. But it is so important now as ever to make sure people know what it is that the participants are looking for and what kind of opportunities they'd be interested in.

All right. Moving along. Continue with branding and confidence. We'll talk through resume, cover letter and interview. So we all know the resume is extremely difficult to write, but it's critical for confidence. I've had executives tell me that the resume is the most difficult thing that they have to do. They can run a Fortune 500 company, but when it comes to describing how they do that on a resume, they're stuck.

So everyone can use help from a career coach or resume writer, even advanced professionals definitely benefit from help from an expert. So as much as you possibly can, I know we probably have some career coaches on the line with us today and in the room. You know, even if participants aren't necessarily really interested in getting your help, try really hard to get them to engage with you because the more confident they are in their documents, their resume and their cover letter, the more confident they're going to be when they interview and when they're networking.

You can encourage them to use a non-traditional resume format instead of a chronological format so that they're highlighting skills and accomplishments at the top. So that speaks to the employer first before they see the big gap in employment. And of course this is a biggie, customizing for each job. Use the job description as a cheat sheet. You can always take lingo directly from the job description and weave it throughout the resume. Obviously you don't want to lie or anything like that, but there's nothing wrong with using the information that you see in the job description.

Of course include the experiences and accomplishments gained when unemployed. And the interesting thing here is if you have somebody who's spent a lot of time volunteering and they've done a lot of training, that's easy. But what do you do with the people who have been maybe a little depressed and they're at home and they've spent time looking for jobs, but nothing has come to fruition and they really haven't done a lot of those other activities to help themselves get prepared to go back to work.

Well, in addition to, obviously, their participating in the program with you, encourage them to start today. Start going to volunteer as soon as possible. Do other trainings outside of what you've got going on and really have them start today. It doesn't matter what they did for the last two years. If they can start doing it today, they can start speaking about it today when they talk with people at networking events, when they talk with employers and this is going to help their confidence.

On to the cover letter. We are going – I see we're a little – checking the time here. OK. We're doing OK.

So you want to lead with the experience that you have. Make sure that you say something like 10 years of experience managing a $4.5 million budget for a communications company and try to minimize the amount of explaining you do about why you've been unemployed.

You want to definitely explain what you did while you were unemployed, but you don't want to spend the time focusing on that aspect. Talk about what you can do for the company. Research the company and make sure you contribute – you're making it clear how you contribute to the bottom line there.

In the interview you can really emphasize to your participants that they should feel confident that they landed the interview in the first place. That means they have something attractive to the employer.

Even if it was it was an interview as a result of a connection that the participant had with somebody, that means that that employer feels confident enough in the recommendation and connection that they brought that participant into interview. So that should be a huge confidence builder any time there's interest from an employer, even if it doesn't come out into a job opportunity at the end.

As I said earlier, explain the break in employment, but don't give more information than necessary. Be very matter of fact. Be very truthful up front, but definitely don't talk on and on about the employer that you were laid off from or any of the circumstances as to why.

The most important thing in this with confidence and branding is focusing on the future and really making the most of what you can do right now and today to get yourself employed tomorrow and not focusing on the past, which is a tricky, tricky thing to do with people who may have – they're really starting at potentially a bad spot. Encourage them not to apologize or ever feel sorry about the break.

It's maybe teach them to reframe the way they think about it and maybe they need to think about it as it wasn't an involuntary break. It was a voluntary break. They took a break from work because they wanted to and now they're ready to get back in the workforce. It was their choice. It wasn't necessarily employer's choice that they aren't employed. Even if that's not the case, it could help make them feel better when they're giving their elevator speech to any sort of networking or new employer.

And then if they have been volunteering and doing temporary work, that's fantastic and they should be really talking about that in an accomplishment oriented way and talking about what skills that they gained or maintained by doing that voluntary work. So it could be something like created a grassroots campaign and raised $15,000 to build a community park. It could really get in to how that was done and what skills they used and how they would use those skills in a new job and for a new company.

Then really encourage them to talk about their work history as if it was yesterday and not 2010. We know all those types of people that they'll tell a story and it sounds like maybe that actually happened yesterday and you come to find out it was 30 years ago. Sometimes that can actually be a little bit annoying, but in this case, you really want to be able to talk about your history as if it was yesterday and not many years ago.

So help the participants figure out how to talk that way. Maybe it's through a mock interview or practicing in a boot camp with each other, but these are some strategies that if they practice and they practice and they practice, that when it comes to doing it in real time they're going to be that much more ready and confident in their answers.

OK. Here are just some job search strategies that you can take back and implement in your boot camps and your one on one coaching that participants can engage in that's more than just applying for each individual job posting and hopefully results in better and faster results. So once your participants have created an online profile, they can translate those profiles to major job boards and really encourage them to update them at least once a week to keep them at the top of the – the search results that employers will engage in.

And then also it's really important they set their profile to public. So examples would be Career Building, Monster, LinkedIn, Indeed and then anything industry specific like IEEE or Dice. So as much as they can get their resumes all out over the internet, LinkedIn, all these sites, it's only going to have a much farther reach and if it doesn't necessarily land a specific job right away, I guarantee that they will probably be contacted by recruiters and if the recruiter doesn't have a job for them, they can ask, can you please help me with my application materials? My resume, my cover letter, give me some feedback. And usually recruiters are pretty open to doing that.

Can let them know they should be posting on their personal social media sites that they're looking for a new opportunity. When they post, they should be describing the ideal position and company they're looking for and encourage them to remind people often. Sometimes people aren't necessarily thinking of, oh, Joe is unemployed and looking for a job, so they really do need to be asked, hey, can you help me? And reminded, hey, I'm looking for this.

Another piece to that is often friends and family of the long-term unemployed don't want to be talking to the long-term unemployed in fear that they're going to hurt their feelings or make them feel uncomfortable about their long-term unemployment. So the long-term unemployed of your participants should feel OK about opening that door and that dialogue with their friends and family.

Encourage them to practice their elevator speech so when they're talking with people they can really confidently mention their field and their career goals. This is something that I've had to work on quite a bit as I've opened my own business. I used to work for organizations and it was quite easy, because I could just give their elevator speech. I knew exactly what the organization was all about and their mission and their vision and could speak to that.

But when it's your own, you really need to be confident of what you're saying and how you're delivering it and what you're trying to do and with the long-term unemployed, they're not necessarily attaching themselves to the organization they used to work for. They're attaching themselves to themselves.

So it's really important that they practice what they will say when they are at networking events and where they're talking to potential employers on what their goals are, what they're trying to do, what they're doing now and that way it comes across much more confidently instead of practicing real time.

I mentioned a little bit already about this, but don't be too proud or embarrassed to ask for help. Definitely reach out to those friends and family members and people like to feel useful and connected and if they can help you, it'll actually make them feel good. So it's that reframing the thought process and the message, possibly if someone can help you, you're helping them by allowing them to feel good, which is win-win in both cases.

Encourage them to spend time in coffee shops or restaurants where business people have lunch, the gym or anywhere in public. One of the things we've talked a lot about in these technical assistance opportunities is the retreating. The long-term unemployed will retreat from some of these activities and they end up disengaging from the job search and potentially disengaging from public activities and just spending time in these areas can just open up the mental health and in the confidence for people who don't get out and do this on a daily basis anymore.

People who are in rural areas, this may not be as much of an option for those that are in cities, but the library or the park. Anywhere just to get out and be around other people and see that there is a world going on around will help make them feel better and more confident.

And then we know this, job clubs, join clubs, community clubs, Toastmasters to help public speaking. Any sort of groups that they can get involved in, they should be doing as much as they possibly can, not just for their own mental health and networking, but also to be practicing. Maybe they could get involved in more of a leadership role in some of these groups and they could be practicing some of the job skills that they haven't practiced in the last couple years.

And exercise. Well, what does that have to do with job searching? It will make you feel better. Mentally stronger, physically stronger and that will absolutely lead to better confidence. If you feel more physically fit, you're going to feel better as you go and present yourself in an interview. And then of course it also lends itself to more mental clarity, releases endorphins. It's a really important aspect of this whole process.

Encourage them to set aside a period of time each day to focus on these activities and then reward themselves when they've completed it. Oftentimes the long-term unemployed have done some of these things and maybe they stopped because it just hasn't shown the results they were hoping for. Well, that doesn't mean they should stop and not start. So this is where you can come in as their job coaches and as their case managers and really help them figure out how they can get a jump start on these activities again.

OK. So here's just a couple simple confidence building exercises that you can give as homework in your boot camps and your one on one coaching and then have them report out progress. I've had many clients do these exercises and they seem a little bit hokey or a little bit embarrassing potentially to do and they really are hesitant and they come back to me and say, wow, that was really enlightening and empowering and I appreciate you asking me to do it. I didn't want to do it, but I'm so happy that I did, because I feel so much more confident now. I knew these things about myself, but having other people tell me was extremely uplifting and enlightening.

So the first one would be ask three people you trust. I'm doing some work on my career development and would love your help. What do you find most inspiring about me? This is where the answers are incredibly uplifting. It's very rewarding to hear why people respect you and why people love you, if it's a family member. This will just give you just a little boost of confidence that you can then translate over to a career search.

Understand what is uniquely you and remind yourself of that when you're under confident. Are you bilingual; a good speaker; excellent listener; maybe have exceptional math skills? Maybe you're a great problem solver. Maybe you're really good at saving money. You know, the list goes on and on and on and really knowing that about yourself and thinking about that every time you get a rejection letter or you hear nothing. It's going to help you from falling deeper into a hole.

Tell them to create a list of accomplishments both professional and personal, and then based on those, create a short term list of goals that they could focus on attaining and then have them read it at least once a week. This will just help both with confidence to remind them that they actually had great accomplishments in the past, but then also build that list of things that they could put on their resume and cover letter that they did while they've been unemployed.

Like I mentioned earlier, somebody created a grassroots campaign to raise $15,000 to create a playground. What are some of the things that they did to get there? That's a big thing that somebody could do in their volunteer life, but it could be smaller, but what are the things they did to get there? They organized. They got people on board. They had a leadership role. They managed money. They got quotes and they pulled it all to reality and those are all real great job skills that, even though it's unpaid, can absolutely tell an employer that they would be a valuable employee at their company or organization.

Then ask them to make an extra effort to connect with friends and family, even when they feel like retreating. When those people reciprocate, it's going to feel great. So for some reason, these days we seem to be very scared to use the telephone. We love to text. We love to chat with each other on the internet, even email we don't use too much.

It's really important to just make a phone call to somebody. Hear their voice, talk to them about what's going on in their lives. They don't necessarily have to tell the person they're calling about their unemployment status or really get into deep, emotional things like that, but just connecting with people will help them feel more confident and help them just feel better overall. You never know out of those conversations what kind of ideas somebody might have or a job opportunity somebody might have that could result in employment.

And then act as you wish to be perceived. Practice in your everyday life. Here, I've got a little cartoon of the cat with the lion behind him. So really encourage your participants and you yourself. Think of yourselves as lions. You're fantastic and if there's been some setbacks in employment, they're temporary and they will be resolved with some good hard work and some confidence in what they're doing.

So now we'll move on to the group discussion. We want to use the rest of the time that we have. Great, we have time, to answer the following questions. Sorry. I just lost my PowerPoint.

MR. KEATING: That's OK. Hang on one sec.

MS. SWIDLER: No problem.

MR. KEATING: We've actually got the discussion topics up here on the screen if you want to go over them one at a time, Jen.

MS. SWIDLER: OK.

MR. KEATING: We can bring up your slides as well. Let me go ahead and do that. One sec.

MS. SWIDLER: So we have Susan (sp) in the room. Is that right?

MS. SHORTERS: Yes. I'm here.

MS. SWIDLER: Great. Thank you, Susan. So if you could please help break the room up into small groups. How many people do we have today?

MS. SHORTERS: Eight.

MS. SWIDLER: Eight? OK. Well, we could probably do –

MS. SHORTERS: Seven.

MS. SWIDLER: Seven? Maybe two small groups?

MS. SHORTERS: Yes. Two small groups, OK. Group one, group two? All right. And Jen, I'm moving to take some notes on the flip chart if you don't need me anymore on the camera.

MS. SWIDLER: That's great. Thank you. So in your small groups, if you could answer the three questions that we have. It'll take about – (technical difficulty) – and then we'll talk through the answers for about 15 minutes. And those that we have on the phone line, you can type your answers into the chat function or if you'd like to call in. Brian, do you want to explain how to do that?

MR. KEATING: Absolutely. So for those who are joining us virtually, we've got the first discussion question on your screen now, so please go ahead and respond to that. You can type your answers in. As you can see, we've got a big chat window on the screen for you. We also want to encourage you, if you haven't already done so, to dial into the teleconference. So the way to do that is I'm putting that information in the chat right now. There's a telephone number and there's also an access code.

Once you go ahead and do that, we'd like to invite you, if you'd like, to also chime in over the phone. Do us a favor. If you do choose to take our offer to dial into the teleconference, just go ahead and mute your computer speakers so that we don't hear the streaming audio that we're doing today. Once you dial into the teleconference, if you'd like to chime in over the phone in addition to typing your answers in, we want to invite you to do that by pressing \*6 once you dial into the teleconference.

So if you're already dialed in like it looks like several of you are, you can just press \*6 right now if you want to verbally contribute to this first discussion question or the information on your screen is posted so you can just dial in if you haven't already done so and then press \*6.

MS. SWIDLER: OK. So Brian, is there a way that we can have all the questions on the screen?

MR. KEATING: Sure. I think so. Let me just move things around a little bit.

MS. SWIDLER: OK. So I'd really like it if we could have you kind of talk amongst yourselves and answer all the questions and then we'll report out the answers in about 10 minutes. So in the groups in the room, if you could please designate a note taker and someone that will actually verbally answer the questions.

MS. SHORTERS: You could be one big group, but I think two small groups of three, three and three would be good and then – (inaudible). All right. Well, you two can go ahead and get started.

MS. SWIDLER: Can everyone see the questions on the screen now?

MR. KEATING: Yeah. We've actually posted them all in that one window, so all three discussion questions are up at once. You'll see those in that note field at the top of your screen. You are welcome to type in your answers, but we've also, as I mentioned for those on the phone, you're welcome to dial into the teleconference if you've not already dialed in. Make sure you mute your computer speakers and then press \*6 to unmute your phone line.

But all three discussion questions are posted on your screen. Again, those discussion questions are, in what ways are you helping the participants grow confidence in their job searches? What have you found works best? What are one or two action items you gleaned from this session and how will you implement them? And last but not least, do you have any additional strategies to share with the group that we didn't cover today? All three of those questions are in that note field if you want to review them, so feel free to type in your responses if you're joining us virtually or just chime in over the phone.

MS. SWIDLER: Hey, Erin or Susan, if you want to let me know when the groups there on the ground are finished answering the questions, we can get started when they've had the time to do that.

MS. SHORTERS: Great. Jen, we can go to about 2:15, 2:20. Will that give you enough time for the report out?

MS. SWIDLER: That should work, yes. Thank you.

MS. SHORTERS: OK.

MS. SWIDLER: How are you doing there in the room?

Q: Doing great.

MS. SHORTERS: Doing great. Lots of discussion.

MS. SWIDLER: Great. About ready to report out or do you need another minute?

MS. SHORTERS: I'd say just another couple minutes.

MS. SWIDLER: Another minute?

MS. SHORTERS: Yep. A couple minutes.

MS. SWIDLER: Oh, that's fine. Yeah. Just let me know. (Pause.)

MS. SHORTERS: We are ready.

MS. SWIDLER: OK. Excellent. So why don't we start by hearing from the two groups in the room and then we'll open up the phone lines to hear from the folks that we've got attending virtually.

MS. SHORTERS: OK. We have Steven Johnson from?

MR. : Workforce Alliance in New Haven.

MS. SHORTERS: New Haven, OK.

MR. : So this is a great session. You know, I think it's so important to have – be a participant, have confidence and that confidence has a lot of different layers. One is professional confidence. Having the confidence to write a resume, cover letter and to interview properly. One of the things that I like to do is just make sure that I am part of this person's team, so to speak, and I truly believe in affirmation.

So if they're doing a lot of hard job searching, I really like to affirm to them just that I almost appreciate what they're doing and the hard work that they're putting into it. That always seems to be very helpful in terms of giving them a bump in their confidence. It makes them, I think, work harder for themselves. So I think that's important and as far as one or two areas of action, I really love the idea of the LinkedIn.

I think that is a professional resume and has to be used in every step of their job search, especially when we're talking about H-1B technical skills. It's very important and I think it's proving itself out. And focusing on the future is really, really important in talking about their accomplishments and being aware that they have made accomplishments throughout their life and that just gives them a springboard for extra confidence.

As far as strategies go, I believe that at the end of the day it's really going to be about networking. So I'm a really big proponent of networking and I love the idea of networking anywhere you can. I think that coffee shops and restaurants and all sorts of places like that. I mean, I see it all the time because I go into your coffee shops and I just see people talking and chatting and some people, they make their offices part of Starbucks, so after a while if you're there enough you're going to start chatting with somebody and you never know what can come out of that.

So I think the networking is really, really important and I just love that saying. I'm going to use this as a strategy not only for the participants, but I think we can all use it as if to be the way you want to be perceived. I think that is such a big, big part of what someone should be doing as they go forward. I think it'd be really, really helpful.

And the last thing I'd like to say is that a strategy that you can't overlook is the employer engagement that we as job developers and sort of advocates for our participants we can't overlook just engaging the employers all the time and just showing them and educating them on the benefits of our grant.

MS. SHORTERS: Great. Thank you very much.

MS. SWIDLER: Thank you.

MS. SHORTERS: And Jen, the next group?

MS. SWIDLER: Yes. Please. Thank you very much for that. That was great.

MS. : I could just do a quick sort of add my perspective on what I learned. I was just saying that I don't get to be a part of the TA coaching calls that you have on a monthly basis and so really learning about these career navigator programs, these career mapping programs that you're doing, it really is starting from the beginning. It really is helping the participant on a one on one, really build themselves up.

So a lot of what we talked about in our group is a lot of those strategies to really build that confidence and build their perspective of who they are and what they're about and then focus on the training and then the getting employment piece. Anything else to add to that, Ali (sp)?

MR. : The initial focus is not on the job, because they've been interviewing, they've been doing their thing, sending the resumes and it didn't work. Whether it's because of something they're not doing right or because the employer is not. So the initial focus is on changing the attitude and then getting them to commit to a new way of doing things and – (inaudible). We focus on changing the attitude and then we have a mental part.

MS. SHORTERS: Can you hear? I'm sorry, Jen, can you hear?

MS. SWIDLER: I can, yes. Thank you.

MR. : We have a mental part, like a whole week of group sessions and one-on-one sessions for those who are interested. And then after that, the end part of it is really the career mapping where the person is interviewed one-on-one and then we go to the skills and what skills are there, what skills need to be acquired given the demand for the job.

MS. SWIDLER: Great. Thank you, Ali; thank you, Erin (sp). Anybody else in the room have anything to add?

MS. SHORTERS: This is Susan and I know with the group I was chatting with, one of the things that came up, and I think it was echoed here in the second group too, but focusing on some of the things that they are – that they like, that they're passionate about, that they're good at that may not have anything to do with work or employment. But it could be dance. It could be, I don't know, bowling or something that they really are passionate about and they like and using that as a tool to help them to open up.

MS. SWIDLER: Great, thank you. I'm so happy you added that. That is very important.

MR. : I just wanted to add one more thing. One more thing is that just from experience, because I was a long-term unemployed a while back, but it's just getting up in the morning and going to this boot camp from 10-4, four days a week for six weeks is just making you feel like you're working kind of, because now you're getting up and you have a place to go to and you're going to be with people that feel the same way as you and you're getting a lot of support and before you know it, the – (inaudible) – is that whatever you're looking for, somebody else may have that position that they don't need, but they could talk to you about it. So the networking becomes really huge.

MS. SWIDLER: Absolutely. Thank you, Ali. So real quick, do we have anybody virtually that would like to participate verbally and answer any questions via the phone line?

MR. KEATING: Again, to do that, it's \*6 once you're dialed in. Go ahead and press \*6 to unmute your line. We'd love to hear from you. While we wait for that, Jen, why don't you tell us some of what got discussed in the chat room.

MS. SWIDLER: All right. So we talked in the chat room today a bit about some of the strategies that the people are doing and I think some of you are actually from the same organization that we had in chat today and the people in the room. But Lee says that we have two 5 day intensive group job search offerings, both of which are designed to address some of the emotional issues associated with a job search and that's to impart confidence to the job seekers.

They also offer act work keys testing and participants take the test and achieve their national career readiness certificate at the gold, silver or bronze level. They even have a platinum one, which increases their confidence. And also proves to employers that they have an aptitude to learn new skills on the job. They're also working with building job seeker skills through classroom training, on the job training and work experience tryouts.

We have Katie who says get them talking with other individuals in their field through networking events, that way they still feel connected with the working world. And we had some mention about connecting with employers and with clients on job search strategies and how they can better assist with employment challenges. Anybody want to add anything over the phone line?

MR. : This is Winston with – (inaudible) – Works. The one thing that we've done wrapped around that same concept is with our older job seekers we've had employer panels versus kind of hiring events where the employers would come in and talk about their jobs and what it takes to get hired. We've done that on larger scales and smaller scales and those were pretty successful and the job seekers seemed to really enjoy that.

MS. SWIDLER: Great. Thank you, Winston. Anyone else? OK. Well, I just want to say thank you everyone for attending this session. We'll go ahead and wrap it up there. The last slide I had links to resources, so this presentation along with these resources will be available on the Department of Labor website so you can access it when you get back to your organizations. Let me advance to that slide.

Thank you, Brian. Here's just some more resources, more readings for you and then on the last slide here is my email address. So please feel free to contact me if you have any questions about what we talked about today or any thoughts or anything that you'd like to share. I'd love to hear from you. Thanks again for attending the session and thank you so much for your excellent participation and thoughts on the topic. It's a very important piece to this whole puzzle that we're working on. Have a great rest of your conference, everybody.

MS. SHORTERS: Thank you so much, Jen. We appreciate your hard work in presenting the session and thank you everyone for attending, both virtually and here in person.

MR. KEATING: All right, great. And for those who are attending virtually, before you log out today we just want to invite you to give us some feedback on how you thought it went today. So yeah, thanks to Jen and to everyone who participated today. Go ahead and before you log out, if you're virtual with us go ahead and rate the overall quality of today's webinar and your opinion.

Give us your open ended feedback. Let us know if you'd recommend this to a colleague and finally, let us know if there are any other additional topics you'd like to see covered on an upcoming webinar. Thanks again for participating and we hope to see you on future events. Have a great day everybody.

(END)