

Past MCT Events – 2012

January 14, 2012

Topic: Be Discovered. Get Hired: Fully Optimizing Your LinkedIn Profile

Speaker: Matt Levy

Location: Penn State Great Valley, Malvern, PA

Sponsor: Penn State Great Valley Alumni Society

There is no denying the importance of leveraging LinkedIn for one's job search however; this is not just another LinkedIn presentation. According to Matt, "When someone reads your LinkedIn profile, your brand should immediately stand out to them." This is what makes you unique and different and allows you to outshine your competition. If your LinkedIn profile is generic or ordinary, then you will be invisible to the hiring managers and recruiters that continually mine LinkedIn."

During this interactive presentation, Matt will show you how to take your profile from invisible to highly visible:

- Increase your profile views
- Get discovered by recruiters
- Increase your connections
- Create a recognizable brand

Please note that this session is not a LinkedIn beginner's session, but is meant for intermediate users. If you feel that you are still a LinkedIn beginner or are unsure, we recommend that you review LinkedIn's built in on-line lessons. To get to the lessons, click the More option in the linked top menu, then selecting Learning Center. There are a number of lessons available under the Resources area on the left side of the screen. Or click this link.

Matt Levy's Bio

Matt is founder and President of a career coaching practice, Corner Office Career Coaching. Matt works one-on-one with professionals, executives and students providing them with customized solutions to their career challenges. As a 20-year corporate HR professional with a large network who has also successfully conducted his own effective, cutting-edge job search, he is well qualified to help others reach their career goals. His job seeker blog has received 40,000 visitors and his articles have been run by nationally recognized job search and career management websites and guides. He also regularly gives speeches on career management and job search.

February 11, 201

Topic: How Personality Type Affects Job Satisfaction

Speaker: Sue Kaiden

Location: Penn State Great Valley, Malvern, PA

Sponsor: Penn State Great Valley Alumni Society

If you're feeling unhappy with your job, you have lots of company. In a time of high unemployment, a recent survey by the Conference Board showed just 45 percent of Americans said they were satisfied or very satisfied with their work, putting US job satisfaction at its lowest level in two decades. The survey concluded that "Americans of all ages and income brackets continue to grow increasingly unhappy at work."

There are many factors that affect job satisfaction, but research shows that being in a job or work environment that is a poor fit for your personality type is one of the most common reasons people are unhappy at work. Being in the wrong work environment or occupation can be like writing with your left hand when you're right handed – it's doesn't feel comfortable and it's very hard to do.

By attending this session, you will learn:

- How personality type affects job satisfaction
- Identify your Myers-Briggs Type Indicator (MBTI)
- What type of work environments are the best fit for your personality type
- What natural talents are typical for people with your personality type
- Most common occupations for people with your personality type
- Why you may have been unhappy in previous positions

Sue Kaiden's Bio

Sue Kaiden has 20 years management experience in the healthcare and non-profit sectors. She holds an MBA from Cornell University and a BS from Miami University (Ohio). Sue is a certified Myers Briggs (MBTI) and Strong Interest Inventory practitioner as well as a Six Sigma Black Belt.

In 2003, she founded GetWorks, a job search support group held at Media Presbyterian Church that is now a chapter of Joseph's People, Ltd. Through this program and her coaching practice, CareerEdge, she has helped hundreds of people find meaningful work.

Sue works in close partnership with clients to provide personalized career guidance and practical approaches that will allow them to achieve their employment goals. Focusing first on "the person, not

the resume,” she utilizes a variety of tools to help individuals identify the career and work environment that fits their values, interests, personality and skills.

March 10, 2012

Topic: New Perspectives on Your Job Search

Speaker: Cheryl Bonner

Location: Penn State Great Valley, Malvern, PA

Sponsor: Penn State Great Valley Alumni Society

Does it seem like there is nothing new under the sun? Resumes, networking, interviewing... they still remain an important part of the job search. Technology has simply added more ways of researching opportunities and building new relationships but employers now expect prospective employees to be well informed before the interview. It is no wonder that a prolonged job search can take a toll on even the most resilient of people. Even a single rejection can create subtle behaviors that can harm the success of the search. This workshop will guide participants through the steps of assessing the effectiveness of their job search, make decisions regarding usage of resources, and set achievable goals for the Year. Methods to maintain overall mental health during the job search will also be presented. Participants will gain new perspectives on the process while regaining control and adding momentum.

By attending this session, you will learn:

- How to assess the effectiveness of their job search
- How to set achievable goals and use resources efficiently
- How to sustain their search by managing their emotional health

Cheryl Bonner's Bio

Cheryl Bonner has more than 25 years of experience as a career program director/counselor in various settings. She has spent the last eight years as the Director of Alumni Career Services at Penn State where she provides career counseling, job search and networking assistance to all alumni. She holds a B.S. and a M.Ed. from Millersville University.

April 14, 2012

Topic: Employment Transition: Preparing for Change, Maintaining Financial Security during Employment Transitions

Speakers: Andrew Babson and Colin Law

Location: Penn State Great Valley, Malvern, PA

Sponsor: Penn State Great Vally Alumni Society

People experiencing an employment transition will learn essential survival skills to keep their financial houses in order and preserve their current way of life as much as possible.

At this workshop, you will learn about:

- Maintaining Financial security when unemployed
- Securing your Health Insurance
- Group/Personal Life Insurance options
- What to do when you have a new job

By attending this session, you will learn:

- Develop Essential survival skills to keep your financial house in order
- Create an action plan to retake control of your life
- Preserve your lifestyle during a transition

Andrew Babson & Colin Law's Bios

Andrew and Colin both work at Independence Wealth Strategies. Their business philosophies are to provide families and business owners with assistance in building their financial freedom. They have the skills, knowledge and experience required to help meet their client's established goals. Their personal goal is to become a lifetime resource for each and every client.

Andrew and Colin are both licensed to sell Life & Health Insurance within the tri-state area and other surrounding states providing products and services including but not limited to various funds and annuities, various insurance products, and financial strategies.

Andrew is a Board Member of the National Multiple Sclerosis Society Business Advisory Council, Co-Chairman of the Gotham Networking Group, Philadelphia Chapter and Volunteer at PAWS.

Colin is a Member Swedesboro Woolwich Soccer Association and Financial Planning Association.

May 12, 2012

Topic: Job Search Tips from a Recruiter

Speaker: Marcia O'Connor

Location: Penn State Great Valley, Malvern, PA

Sponsor: Penn State Great Vally Alumni Society

Are you confused about the role of recruiters and how best to work with them? Marcia Zaruba O'Connor, Founder and President of The O'Connor Group, a professional search organization, will explain the recruiters' perspectives during job search. People in job transition will be able to leverage this information to their advantage and work more effectively with these job-sourcing, job-placement experts.

By attending this session, you will learn:

- misconceptions vs. reality—what is actually entailed in being a recruiter
- understanding the motivations of and points of interest to recruiters
- how to (ethically) position yourself to be of interest to recruiters
- how to use social networking sites to access high-quality recruiters
- recruiting firms that are trustworthy and have integrity
- step-by-step procedures for engaging and working effectively with recruiters

Attendees will leave the session with a solid understanding of and practical advice on better negotiating the process of utilizing recruiters to their advantage. The result will be improved interactions and outcomes for both candidates and recruiters.

Marcia O'Connor's Bio

Marcia Zaruba O'Connor is the Founder and President of The O'Connor Group, a leading provider of retained professional search, total talent and human resource outsourcing solutions. In 2011, she was recognized the Top 100 Women-Owned Businesses by the Philadelphia Business Journal. In 2009 she was recognized as one of Pennsylvania's 50 Best Women in Business.

Marcia is Past-President of the Philadelphia Human Resource Planning Society and the Philadelphia Regional Chapter of SHRM. Marcia serves on the Accounting Advisory Board at Widener University and the Human Resource Development Advisory Board for Villanova University. Marcia is also on the leadership committee for the United Way: Girls Today, Leaders Tomorrow and on the board for the Great Guy's Group, a non-profit that offers diverse assistance to patients and families burdened by cancer.

Marcia graduated from Widener University with a BS degree in accounting and an MS degree in human organization development from Villanova University.

June 9, 2012

Topic: How to Ace the Interview

Speaker: Sandra Ford

Location: Penn State Great Valley, Malvern, PA

Sponsor: Penn State Great Valley Alumni Society

As both a career coach and former executive recruiter, Sandra provides a unique insider's perspective on the best ways to master the interview process. She will offer key strategies, valuable tips, and practical ideas to help job seekers win job offers through successful interviewing techniques. Members will learn how to confidently present themselves, answer difficult questions, and anticipate roadblocks.

By attending this session, you will learn:

- How to be effectively prepared. The interview is much more than the time actually spent in the meeting.
- Key ingredients of the interview and how to handle them
- Know what to expect and how to conquer the process
- How to manage different types of interviews
- Critical questions you must be comfortable answering and key questions to ask
- Style and presentation suggestions that will differentiate you

Sandra Ford's Bio

Sandra Ford has over 15 years of experience in the career industry. She is currently Executive Vice President and Senior Partner with Kelleher Associates, a career transition and executive coaching firm. Previously she was CEO for The Ford Group, Inc., a national "boutique" retained executive search and consulting firm, where her recruiting clients included some of the world's top organizations such as Price Waterhouse Coopers, Dell Computer, Johnson & Johnson, Booz-Allen & Hamilton, Ford Motor Company, Ernst & Young/CapGemini, and MCI Communications/Verizon Communications. Prior to founding The Ford Group, Inc., Sandra was a Principal with Korn/Ferry International, one of the world's largest retained executive search firms. Leveraging her first hand expertise in both executive recruitment and career consulting, Sandra's clients in transition benefit from her unique perspective on conducting effective, accelerated job search campaigns.

Sandra's earlier career included positions in senior management with the global management consulting firms of KPMG, Hay Management Consultants and Laventhol & Horwath, She also began her career with KPMG as an auditor and is still a licensed, but not practicing, CPA.

Sandra earned her Master of Science in Organizational Dynamics degree from the University of Pennsylvania, graduating with highest honors, and her Bachelor of Science in Business Administration (accounting emphasis) degree from Penn State University, graduating magna cum laude. She is a die hard Nittany Lion fan and bleeds blue and white! She is also involved in various alumni organizations for

Penn and Penn State, and has served on a number of Nonprofit and Community Boards. Most recently, she was elected to the Board of Directors for the Main Line Chamber of Commerce.

July 14, 2012

Topic: Choosing a Response to Workplace Change

Speaker: Richard McKnight, Ph.D.

Location: Penn State Great Valley, Malvern, PA

Sponsor: Penn State Great Valley Alumni Society

This highly participative and engaging presentation will benefit anyone whose workplace is in the throes of change or who is dealing with the personal aftermath of workplace change.

Drawing lessons from 30 years of experience as an organizational consultant and executive coach, Rick McKnight spells out a simple choice: at work—or anywhere else—you can be a Victim, a Survivor, or a Navigator. Dealing with workplace change as a Victim means some form of fight or flight. Being a Survivor is better, but tends to lead to burnout. It's the stance and behaviors of the Navigator that enable one to make the best of change. Come and learn how to function in the Navigator mode!

By attending this session, you will learn:

- Stress, Organizational Change, And Productivity: How They Interrelate
- Identifying Sources of Organizational Stress
- Optimal Stress: What It Is and Why it's Important
- The Three Choices for Dealing With Change: Victim, Survivor, Or Navigator
- Coping with the stress of change
- Relaxation Exercises
- Action Planning

Richard McKnight, Ph.D.'s Bio

Richard (Rick) McKnight, Ph.D. is the author of *Victim, Survivor, or Navigator: Choosing a Response to Workplace Change* and co-author of *Leading Strategy Execution*. For the five years prior to founding McKnight • Kaney, he was VP, Organizational Consulting at Right Management. Rick is a member of The Harvard Business Review Advisory Council. He writes a regular column for the Philadelphia Business Journal.

August 2012

No meeting

September 8, 2012

Topic: Tools to Stay Organized During the Job Search

Speaker: J.B. Carl

Location: Penn State Great Valley, Malvern, PA

Sponsor: Penn State Great Valley Alumni Society

A job search can be overwhelming. It's easy to lose track of the people you've contacted, the jobs to which you've submitted applications, and all the follow-ups that go along with it. Join us to learn lots of easy tricks to keep your job search organized and productive while maintaining your sanity.

By attending this session, you will learn:

- Ability to stay on top of all applications, follow-up activities, and status
- Effectively track all recruiter referrals and communications
- Understand the value of tracking target companies and setting alerts, and why you need to do both
- Benefit of using templates to create the perfect resume and cover letter specific to each opportunity without reinventing the wheel each time
- Tips to keep your sanity through the whole transition process

JB Carl's Bio

JB Carl is a proud member of My Career Transitions, and joined the group in August 2010 when she was unexpectedly downsized. All the tools and tricks shared in this presentation were developed during a four month transition period, in which her job search yielded 1,087 emails, 89 online job applications, 29 recruiter referrals, and countless phone calls. That's a lot to manage, and these tools kept her focused and productive. JB is currently the Director of Corporate Marketing Services at a managed care organization in the Philadelphia area and serves as Program Chair on the Board of Directors for the Philadelphia Direct Marketing Association. Although happily re-employed, JB still finds tremendous value and comfort in the MCT community and continues to participate as often as possible.

October 13, 2012

Topic: The Ideal Employee: How to Hire One, How to Be One

Speaker: Dr. Denise Potosky

Location: Penn State Great Valley, Malvern, PA

Sponsor: Penn State Great Valley Alumni Society

Despite different types and sizes of organizations, executives interviewed about the qualities they admire most in employees responded very similarly. The Ideal Employee is enthusiastic, open to new experiences, adaptable, and honest. How are candidates best judged for these characteristics during job interviews?

By attending this session, you will learn:

- Characteristics of the Ideal Employee
- Employers' perspectives on screening job applicants and conducting hiring interviews
- How job applicants can relate their best qualities to potential employers' expectations
- Communication strategies for interviewees

Dr. Denise Potosky's Bio

A professor at Penn State Great Valley and a Penn State alumna, Denise Potosky teaches courses in leadership communication, human resources and global intercultural management. Her research interests include staffing and selection, web-based assessments, leadership and cross-cultural adaptation. She has published her research in several leading journals and has won numerous awards, including a Fulbright Scholar Research Award in the Alsace Region of France, during which she conducted the research that is presented in this talk. She received a Ph.D. in Industrial Relations and Human Resources from Rutgers University, a masters in communication from the University of Delaware, and a bachelor's degree from Penn State.

November 10, 2012

Topic: Unlocking Potential: Visioning Pathways to Positive Change

Speaker: Margaret Ruff

Location: Penn State Great Valley, Malvern, PA

Sponsor: Penn State Great Valley Alumni Society

Is your job search stuck? Are you feeling a little unsettled? Do you need a little inspiration? Get ready for a new perspective! This workshop will provide you with stories of transition transformations and show you how to conquer the natural instincts that we all possess to self-protect and resist change. Recast these instincts and regain your forward momentum!

By attending this session, you will learn:

- Behaviors that undermine your career aspirations
- Goal-setting strategies for getting to the core of what is most important to you
- Inspiration for overcoming obstacles and finding passion in work and life
- How your self-talk can impact your transformation
- Where to turn for additional resources and support

Margaret Ruff's Bio

Margaret Ruff, M.S. Ed. is a consultant and Certified Immunity to Change™ Coach via the Minds At Work Coach Certification Program. She is the owner of Margaret Ruff Consulting and provides adult learners with individual coaching and workshop seminars. Margaret is a former elementary education teacher, school administrator and graduate of University of Connecticut's Executive Leadership Program.

December 2012

No meeting