



Career workshop offers tips to 'Take Charge'

"Not in the last 90 years, have corporate executives and professionals of New Jersey companies, at both middle and senior levels, experienced such extreme challenges in finding jobs. Highly qualified seasoned executives find it incredibly challenging to be forced to aggressively compete for few open career positions. Many find themselves properly qualified for those positions, but are frustrated by unresponsive human resource departments and recruiters. Most find the extended time they spend in career transition nowadays to be financially and personally disappointing. It really takes a toll on their careers, their personal lives and their families, not to mention their finances. And, many accomplished executives are extremely uncomfortable having to market and sell themselves, feeling uneasy about bragging and coming across as disingenuous."

Those are the words of Andrew Zezas, author, speaker, and award-winning New Jersey corporate executive. Zezas will

lead executives and professionals in a half-day career workshop entitled "Take Charge of Your Career Again!" The workshop will be held Saturday, November 14, at 7:30 a.m., at the Saddle Brook Marriott Hotel, 138 Pehle Ave., at the intersection of Route 80 and the Garden State Parkway, in Saddle Brook.

Zezas has only recently become involved in executive careers. As CEO of New Jersey-based Real Estate Strategies Corporation, a corporate real estate advisory and transaction services firm, Zezas comes in contact with senior corporate executives all the time. Last year, a North Jersey-based executives-in-transition association, familiar with Zezas, asked him to assist its members in marrying their own accomplishments with his sales, marketing, relationship-building and networking skills. The association's objective was to educate its members about how to sell themselves when seeking to secure executive-level jobs. Zezas led a two-hour seminar for that group, initially for 30 "very high-level financial executives," Zezas said. After the seminar, Zezas was swamped with requests by individuals to network with him, and to aid them in packaging and marketing themselves. He said he was very surprised, given the fact that he is not an executive coach. Shortly after that initial seminar, Zezas was contacted by a number of other organizations in New York and New Jersey, asking if he would lead the same seminar for their members, to which he readily agreed.

After a year making numerous such presentations, Zezas said he was encouraged by attendees and others familiar with his work and his having helped so many executives, that he decided to expand that seminar into a half-day workshop for executives and profes-



REAL ESTATE
STRATEGIES CORPORATION
Andrew Zezas

sionals. "Take Charge of Your Career Again!" was born to help middle-level and senior corporate executives and professionals effectively market and sell themselves, so that they can better control and sustain their careers.

The workshop is designed for executives and professionals who are interested in unlocking the secrets to finding, arranging and attaining their optimal career position. The course offers skills and tools, from creative use of marketing and information tools to sophisticated interviewing methods that can be put into action immediately. This workshop provides real-time opportunities for executives and professionals to achieve success for those who are now – or who anticipate being – in career transition. The content of the course also offers support to those who seek to protect or enhance their current career position.

During the workshop, attendees will acquire proven skills and useful tools to get noticed

and differentiate themselves from their career competitors. They will learn simple and easy steps that are essential to building professional networks and personal relationships, which will open doors and yield broad benefits throughout their careers and their lives. Attendees will hear how to deploy more powerful tools to communicate their professional value propositions. They'll learn how to avoid tired and ineffective clichés and deadly self-promotion and interview mistakes.

Attendees will also learn how to employ a concise and intelligent approach to high-level communications. They will hear how to draw on their strengths and their own personal style in selling themselves and in conveying the value they can offer any company. Attendees will recognize how to present themselves without having to brag, or transform themselves into salespeople. Attendees will also acquire the skills to convey the true outcomes they'll derive for prospective employers.

The workshop will begin with a talk by New Jersey motivational speaker and business coach Eric Taylor, of Empowerment Group International. Joe Caso of New Jersey-based Caso and Company will present "Creating Your Career Change Road Map." Zezas will then open the workshop with a how-to discussion about high-level relationship building and business networking. The workshop includes exercises in developing and clearly communicating one's own executive value proposition, a review of current career-marketing tools that no longer work, and how to modify business cards, résumés and other important tools to be more effective. Do's and Don'ts, suggested reading, and recommended Web sites will form part of the resources Zezas will share.

TAKE CHARGE OF YOUR CAREER AGAIN WORKSHOP

Discussion Points:

Attendees of the workshop will be presented with how to:

- Precisely communicate the true value they can bring to any company
- Communicate without bragging
- Sell themselves without having to transform into salespeople
- Succeed in every interview, so they can decide which position they will accept
- Generate the right job leads
- Better utilize résumés, business cards and other tools
- Build business networks that will help them achieve their career goals
- Minimize the time between jobs and the number of times they will be in transition
- Better manage their overall careers

Learning Objectives:

- The basis of high-level networking, where to begin, how to succeed
- The benefits of maintaining business relationships throughout one's career
- Effective tools to achieve real career objectives
- How to communicate one's value proposition concisely and powerfully
- How to draw people in to achieve one's career goals
- How to use results and experiences to generate success
- The true focus of every executive

ABOUT THE COURSE LEADER:

Zezas has served the business of senior corporate and financial executives and entrepreneurs for more than 2-1/2 decades. He has won numerous client service and excellence awards, and has successfully secured major client accounts throughout his career, and has completed projects valued in the hundreds of millions of dollars. Having advised corporate executives, professionals and entrepreneurs, Zezas understands a lot about their everyday career challenges and successes.

Zezas is the author of two books, including "The CFO's Guide to Understanding Corporate Real Estate Transactions," and more than 90 white papers on careers, corporate real estate, finance and business issues. He has been interviewed multiple times on "The Growth Strategist," an Internet radio program, and on COSMOS-FM radio. He has been quoted in numerous business publications, has appeared as a keynote and guest speaker for many organizations in the U.S. and Canada, and is the author of www.CorporateAdvisor.wordpress.com, a weekly blog on corporate real estate co-sponsored by GlobeSt.com, as well as his personal blog, at AndrewZezas@blogspot.com, on careers and life.

For more information on – and tickets to – the workshop, call the Take Charge of Your Career Again hotline at 888-812-1999, or visit www.TakeChargeOfYourCareerSeminar.com. Seating is limited.

For more about Zezas, visit www.LinkedIn.com/in/AndrewZezas or www.RealStrat.com/ProfileAZezas.htm. Zezas can be reached at Real Estate Strategies Corporation at 908-245-5999, extension 11, or at www.RealStrat.com.

The above article was provided by Real Estate Strategies Corporation.

WHAT'S INSIDE



EDUCATION

According to the U.S. Department of Labor, employment of medical coding and billing specialists is expected to increase by 18 percent through 2016, faster than the average for all occupations. Lincoln Technical Institute offers training programs to help become a medical coding and billing specialist.

Readers weigh in with their ideas on interviewing strategy



Career Coach Eli Amdur

By ELI AMDUR

SPECIAL TO NORTH JERSEY JOBS

Four, three, and two weeks ago I discussed interviewing strategy. The first week was all about the first five minutes of the interview, the second about the rest of the interview, and the most recent was about the last five minutes.

To summarize, interviewing skills are not enough; interviewing strategy is equally, if not more, important. And to another point: that concept seemed to be a surprise to many people I had

encountered in my years as a career coach.

Well, judging from the large number of responses to this mini-series, it looks like that element of surprise is more widespread than I thought, sad to say.

However, some alert readers wrote to remind me that there is more to interviewing strategy than just managing the time of the interview, and to chastise me for not going into more depth. It's not that I was planning to keep it at that, but thanks to all

of you for prodding me to go further. Here goes.

The three most common responses were: strategizing for the different types of interviews and the different interviewers themselves, understanding where you are in the recruiting process, and – as one clever reader put it – "interviewing the interviewer."

First, as you should know, not all interviews are created equal. There is a world of difference between an initial screening interview done by human

resources and the final interview done by your potential new boss or even the head of the business unit in which you'll be working.

The HR person, for example, will try to validate your work history and other qualifications; ask behavioral questions, especially directed at interpersonal and team skills; and generally try to determine your preparedness. This is where HR people really are the gatekeepers they think they are.

So your strategy is really simple. Have your facts in order

so when you're asked about when you worked at a certain place, you don't fumble like this, "...well, let me see, um, well, I wanna say, um 1999 to 2003...no, make that 2004..." No kidding, I hear this almost all the time! For God sake: it's your history. Get it right. As far as answering behavioral questions, you know they're going to be things like, "Tell me about how you resolved a conflict with a co-worker" or "how you organized a team and what the results

SEE READERS NEXT PAGE

“Six executives are competing
for every open corporate position”

- Bloomberg Television

“16 Million Americans are out of work”

- U.S. Department of Labor

Take Charge of Your Career Again!



This Saturday, November 14th!

The Rules Have Changed! Attend “Take Charge of Your Career Again!”, a half-day executive career workshop, to hear how to:

- Get your resume read
- Communicate your value without bragging
- Succeed in every interview
- Minimize time in transition
- Regain control of your career

Seating is limited. Register now!

Doors open at 7:30 AM
Saddle Brook Marriott
138 Pehle Avenue
Saddle Brook, New Jersey

www.TakeChargeOfYourCareerAgain.com

888-812-1999