



# Overcoming Overqualified

Your in-depth, step-by-step path to locating and landing work that achieves your goals

**Program starts Wednesday, November 17<sup>th</sup>, 2020, and is limited to 10 participants. Sessions will be delivered via Zoom with recordings for review or catch up. Discounts for early sign up.**

**Land the work you need and want.** Workers aged 55+ are the fastest growing segment of the workforce, and this is projected to continue for decades to come. Now more than ever, employers recognize the value of mature workers, and are eager to add them to their teams. *Overcoming Overqualified* will provide you with in-depth guidance, delivered by career specialists, to increase your job search skills and appeal as a candidate. Provided in a structured, step-by-step program, you'll gain the knowledge you need, including expert 1-on-1 support if desired.

**Six inspiring, information-packed sessions:** You'll participate with other likeminded individuals in this six-session program delivered via Zoom online platform. Each session includes the option for live participant feedback and Q&A, and for those signing up for our *Overcoming Overqualified Level 2*, 1-on-1 support is provided (please see Program Options). **DATES:** *Sessions will be conducted live at noon MT November 17<sup>th</sup> & 24<sup>th</sup>; December 1<sup>st</sup>, 8<sup>th</sup>, 15<sup>th</sup>; and January 5<sup>th</sup>, all 2020. If you miss any sessions due to schedule conflicts, replays of the session will be provided to you.*

- **Session 1: Market Trends to Inform the Work You'll Target:** Targeting specific industries and job niches will greatly increase your likelihood for landing work that satisfies your career goals. In this session you'll discover which industries offer the best opportunities, and which positions older workers are being hired for most often. Learn how to target and follow companies that meet your desired employer criteria, and complete an insightful exercise to help you clarify job-niche targets that make the most sense for your situation.
  - Includes completion of proprietary career assessments to help you determine which focus areas are best suited to your strengths and interests. For Level 2 participants, 1-on-1 support for choosing a focus is offered.
- **Session 2: Make the Case for You as an Ideal Older Worker:** Building off of the focus you clarified in Session 1, you'll now discover how to tie your unique strengths to the needs and requirements of employers who are hiring. You'll pinpoint the 3 most important qualities about yourself that you should emphasize to capture the attention of employers, and learn how to specifically align those with position requirements. You'll also discover the proven technique that will position you ahead of 90% of other remote-work job seekers.
  - Includes an energizing exercise to help you zero in on and document the experiences that best showcase your suitability for your target work, *and* that set you apart from the competition. For Level 2 participants, wordsmithing of relevant career achievements by a professional resume writer is included.
- **Session 3: Building Results-producing Resume & LinkedIn Tools:** Employers are looking for evidence that you will perform...specific skills and attributes that build confidence in you as a successful candidate. Including these details will help you land more interviews for the work you desire. We'll go into detail on terminology to include in your resume and LinkedIn content—where it should be placed and why—including examples for you to model your own content after.

Continued...

➤ Includes an activity that will move you forward on customizing your job search tools to support attainment of your job search goals. For Level 2 participants, creation of a high-impact, professionally produced high-impact resume and LinkedIn profile optimization are included.

- **Session 4: Remote-Work Productivity Platforms & Systems for You’ll Need to Know About:** Remote work is attractive to many older workers. Slack, Salesforce, Basecamp, Trello, Harvest, GoToMeeting, Google Hangouts, Skype, Zoom, Zapier... the list is almost endless, and new remote-work systems are evolving all of the time. You’ll learn from an active remote worker about a few of the platforms in use now and how to gain expertise with them to make you more competitive to employers.

➤ Includes the opportunity for you to get your hands dirty experiencing and learning a few of the most in-demand remote-platform productivity tools.

- **Session 5: Expert Tips to Present Yourself Well in Job Interviews, In Person & Remotely:** You’ll learn how to structure your environment to present yourself favorably, including equipment needed, what to wear, where to locate your videoconference setup, and how to avoid deal-killer distractions. We’ll also cover how to respond well to questions you’ll likely be asked, building your confidence and skills, and generating more offers.

➤ Includes an assignment to equip you to with a powerful database of effective responses to interview questions. For Level 2 participants, a 1-on-1 videotaped mock interview with our expert interviewing and recruiting coach is provided.

- **Session 6: Put Your Plan into Action and Land the Work You Want!** Over the last 5 sessions you’ve targeted your search, learned insider’s tips on presenting yourself effectively, and built the jobs hunting tools you’ll need to succeed. In this session, we’ll pull it all together in a plan that will help you achieve your job search goals. You’ll learn how to connect directly with hiring managers and recruiters seeking qualified workers and so much more.

➤ For Level 2 participants, a list of up to 50 recruiter and hiring manager contact names at your target organizations are provided, along with guidance for a process to present yourself directly to them as an attractive candidate.

### Overcoming Overqualified 6-Session Program Options

	By Nov. 9 <sup>th</sup> , 2020	By Nov. 16 <sup>th</sup> , 2020
<b>Overcoming Overqualified – Level 1:</b> 6 live, interactive pre-scheduled 1-hour videoconference sessions covering content and exercises described in this flyer.	\$595	\$695
<b>Overcoming Overqualified – Level 2:</b> All Level 1 services plus 1-on-1 help for choosing your remote-work focus, full-service resume development, LinkedIn Optimization, a mock interview, and target organization contact names and connection process.	\$950	\$1150

*Level 1 participants have the option to upgrade to Level 2 by the end of Session 3 for an additional \$295. Sign up with a friend and you’ll each receive an additional 5% discount. Payments over 3 months accepted with valid credit card on file. We accept Check, MasterCard, Visa, Discover and American Express payment. Services are not transferrable.*

**Limited to 10 participants.**

**To sign up, or to schedule a consultation to further discuss the program details, please contact us.**

*Please see next pages for more information about your support team and our success record.*

## Meet Your CSG Support Team



**Katy Piotrowski, M.Ed., LPC, CPRW** is a Licensed Professional Career Counselor (LPC) and Certified Professional Resume Writer (CPRW) with 20 years of experience helping talented, motivated professionals to get their careers on track and powering forward. Her education includes a master's degree in counseling and career development, and training with Richard Bolles, author of "What Color is Your Parachute". Katy has published 5 career progress books in her, "Career Coward's Guide" series. Katy is the creator of CareerWow, a cutting-edge career development software tool to support organizations and individuals with their career progress efforts. Katy has been one of five members to receive the annual Outstanding Career Practitioner award from the National Career Development Association.



**Eugena Bellamy-Green** is a certified coach and Nationally Certified Online Profile Expert (NCOPE). She specializes in interview preparation and LinkedIn development. As a former recruiter, she is familiar with what hiring professionals seek in candidates and will help you optimize your profile to attract attention and polish your skills to interview like a pro. She is also our business manager and helps keep daily operations moving forward to ensure client success.



**Ada Piotrowski** works as a remote employee for a web development company, continually learning and applying the latest work tools and platforms. As someone who made a career change into a new area and began working remotely in the last 18 months, she has first-hand experience in gaining remote-work expertise and is well suited to sharing tips with others.



**Larry McGarrity** provides target-company research services. Larry delivers laser-focused potential employer research services to help you connect with great-fit companies and contacts.

## Career Counseling: 7 Investment Considerations

### Career Counseling can Help You Find a Great Job Faster

*The industry-standard guideline for job hunting is 1 month for every \$10k in income. Through effective search support and tools, CSG clients find work, on average, 33% faster.*

### Career Counseling can Help You Stay Healthier

*Poor-fit work, and being unemployed, can lead to health issues. The long-term unemployed are 83 percent more likely to develop a stress-related health condition like heart disease or mental illness.*

<http://www.foxnews.com/health/2014/11/30/is-unemployment-hazardous-to-your-health.html>

### Career Counseling can Help You Retain Your Savings

*If unemployed for too long, 63% of unemployed workers tap into their retirement savings.*

[http://www.huffingtonpost.com/2012/07/19/unemployed-401k-retirement-savings\\_n\\_1685773.html](http://www.huffingtonpost.com/2012/07/19/unemployed-401k-retirement-savings_n_1685773.html) or type <http://huff.to/1Qc68iN>

### Career Counseling can Help Earn More Money

*On average, people who know how to negotiate earn at least \$5,000 more each year. CSG will teach you how to negotiate effectively.*

<http://www.pon.harvard.edu/daily/business-negotiations/negotiating-for-a-higher-salary/>

### Career Counseling can Help Save More Money

*\$5,000 invested annually, at 8% interest over 10 years, will grow to \$89,000.*

[http://www.moneychimp.com/calculator/compound\\_interest\\_calculator.htm](http://www.moneychimp.com/calculator/compound_interest_calculator.htm) or type <http://bit.ly/1cUPanz>

### Career Counseling can Make You Happier

*One year after career counseling support, clients report a 15% increase in life satisfaction.*

Journal of Vocational Behavior,  
<http://www.sciencedirect.com/science/article/pii/S0001879111001187>

### Career Solutions Group

20+ awards for service excellence, in business since 1998

## The Career Solutions Group Story

**On the hunt for a success formula that will result in a more rewarding career? Career Solutions Group has been perfecting theirs since 1993, and we're ready to share it with you.**

Back in the 90's, Career Solutions Group founder Katy Piotrowski worked in high tech marketing. She loved the process of promoting a great product, but longed for work that was more meaningful. So she started helping people on the side with marketing themselves to achieve better career situations. She found this work highly rewarding and eventually ditched high tech to get a master's degree in career counseling. Then, in 1998 Katy opened a business providing transition support to people who wanted to define a more meaningful career niche, land more rewarding jobs, and continue advancing successfully in their professions.

Very quickly she saw what a huge difference the support was making in the lives of her clients, and she set a goal to mainstream career counseling for as many people as possible. This required that she get the system down to a science, so she developed step-by-step processes—success formulas!—to lead clients to achieve their career goals effectively and efficiently. Word spread about the results of her work, Katy and her company started winning awards, the business grew, and Katy added a team of professionals to provide support on an even bigger scale.

Today, 1000's of career-minded professionals benefit from the Career Solutions Group's success formulas, delivered through one-on-one counseling, books, videos, and Learning Management Systems. These individuals achieve their career goals faster and more effectively, creating better lives for themselves and their families.

***Hear what clients have to say about how they benefitted from our success formulas at <https://www.linkedin.com/in/katypiotrowski>***