



The NRWA Connection

Linking Our Members ... Keeping Them Current

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Executive Greeting



Hello *Contact First Name*,

Welcome to the 2nd quarter! It has been my pleasure to lead a wonderful group of volunteers who are this year's Board of Directors for The NRWA. We have continued to improve the organization's offerings for members, including enhancements to the newsletter, more interaction on the e-list, and increased activity on social media. Coming your way later this year will be improvements to the website, more accessibility to continuing education, and more! If you ever have suggestions or concerns, please feel free to contact me. In the meantime, enjoy the spring season and thank you for the work you do.

Sincerely,
[Marie Zimenoff, NCRW](#)
The NRWA 2012 President

100% Conflict Free Competencies and Your Business!

By [Tina Kashlak Nicolai](#), the "HR Lady"

The client, the conflict, the solution. Each of us has encountered a PITA or unruly client. For some, this scenario is more common than others. *MANAGING CONFLICT* is a core competency that is essential as an entrepreneurial leader. Whether you work as a small business owner, independent contractor, or freelance person, you will be on the road to successful business dealings when you master the art of *MANAGING CONFLICT*.

So what does the "HR Lady" say about this?

Recently, I was asked by a former corporate colleague of mine, "What is it like to work for yourself?" I responded, "I don't work for myself; *I work for my clients!*"

BINGO! We work for our clients. Adopting this mindset is, in my opinion, the #1 key to success in *MANAGING CONFLICT* with clients. This does not mean you should become a human doormat nor become a fire hydrant. What it does mean is offering our clients



the most critical skill we can possibly offer--*ACTIVE LISTENING!*

#1 *ACTIVE LISTENING*, by all accounts, is the ability to be 100% available in listening and validating our clients' situations, needs, perspectives, and challenges. *ACTIVE LISTENING* means repeating a statement in your own words immediately after the client says it aloud. For example:

Client: "A close friend of mine, a VP in marketing, told me that my résumé should be written in a functional format not chronological! I've known him for a number of years, and he is exceptional at what he does!"

You: "So what I am hearing you say is that a VP friend of yours is telling you that you should have your résumé written in a functional format. Correct?"

Client: "Yes. I'm so glad you understand."

You: "I hear what you are saying, and I am open to discussing what is best for YOU and YOUR situation. Don't you agree?"

From this point on, in most cases, the client will respond favorably since he/she has now heard you *ACTIVELY LISTENING* to his/her thoughts. You never said you agreed or disagreed, you simply stated that you heard the comment. You have started to *MANAGE CONFLICT* well before it rears its ugly head!

#2 *NEGOTIATING* is, by far, the second most important behavior that we can exercise when it comes to winning others over (WOO) and *MANAGING CONFLICT*. When we negotiate what is best for our clients, we are slowly influencing others to come around to making decisions that are in their favor.

Client: "I'm so glad you understand where I am coming from with this format."

You: "I do understand, however, reviewing options may also offer you additional perspectives to maximize your résumé format. You need not make a decision today, but I would like you to consider the pros and cons to a functional résumé vs. a reverse chronological résumé as well as a hybrid résumé."

Client: "Hybrid résumé? What is that?"

The door is now open for an educational conversation. You are now not only *MANAGING CONFLICT*, you are preventing it! You have the client listening to you and intrigued by your knowledge.

How does this help with clients?

Clients want to make decisions, feel empowered, and feel as though they are getting the best possible value, product, and service on the market. When you allow the client the opportunity to think or feel as though he/she is calling the shots, you will have a higher success rate in creating a positive experience, more referrals, and more sales. By practicing the fine art of *ACTIVE LISTENING* and *NEGOTIATING*, you are still in control of your business, your brand, and your expertise.

Next article: Pinterest and your business!!

Tina Kashlak Nicolai is a 23-year talent-management expert, full-cycle recruiter, and human resources behavioral coach with a legacy of contributions with Fortune 500 companies. Tina is the career architect and owner of Kashlak Ink and Résumé Writers' Ink, LLC ®. Known as the "HR Lady" with moxie, Tina engages her fans with wit,

humor, and intelligent solutions for the evolving careerist!



Are Your College Graduate Clients Considering Employment With the Federal Government?



By [Camille Carboneau Roberts](#)

The federal government is an excellent employer for recent college graduates! More than 300 agencies around the world employ about two million people! The federal government hires employees in almost every career field from aviation to zoology. Most likely, there is a position for a recent college graduate!

USAJobs.gov is the federal government's portal to worldwide careers, including internships. Not all federal government positions are posted on USAJobs.gov, but it is an excellent place to look for internships, summer jobs, fellowships and teleworking as well as short- and long-term employment.

According to the U.S. Department of Education, National Center for Education Statistics, the most popular bachelor's degree continues to be in business (<http://nces.ed.gov/programs/coe/figures/figure-fsu-1.asp>). During the 2010-11 academic year, postsecondary degrees were projected to number 818,000 associate's degrees; 1,696,000 bachelor's degrees; 687,000 master's degrees; 100,700 first-professional degrees; and 71,700 doctorates (<http://nces.ed.gov/programs/digest/d10/>).

What jobs are available for someone with an academic background?

A search of the keyword "business" on USAJobs.gov returned 1,507 results on 61 pages of job announcements, as of this writing. This search does not include positions where a business degree would help qualify for a related position. I would imagine that number would be as much as 10 times or more higher.

USAJobs.gov has a list of positions filled by college graduates in various academic majors available at <http://www.usajobs.gov/ResourceCenter/Index/Interactive/JobsByCollegeMajor#icc>. For example, if your college graduate has a degree in history, he/she could qualify for a position at the National Park Service, Smithsonian, and numerous other agencies. There are many opportunities and career paths to consider!

Where can I find a list of entry-level jobs in the federal government for those still in college?

To get an idea on the types of positions for which your client may qualify, visit www.USAJobs.gov/studentjobs. This is a great place to start BEFORE even going to college to get an idea of what is available.

The federal government is an ideal employer for recent graduates and current students. The opportunities and disciplines that contribute to public service are endless. While the federal hiring process is more time-intensive than the private sector, it can be attainable with a little effort and the right guidance.

Camille Carboneau Roberts is passionate about helping federal job seekers land their dream jobs. She has been helping clients get promotions and jobs in the federal

government for 25 years. She has currently earned 10 industry certifications. Camille is an award-winning résumé writer and partners with senior-level, executive, mid-level, and transitioning military job seekers to assist them throughout their career.



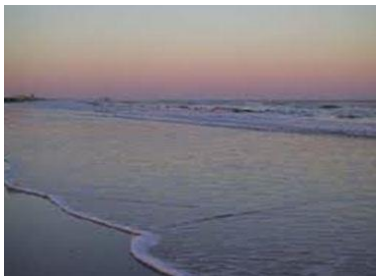
Conference Chatter

Visit Folly Beach near Charleston, South Carolina for Fun in the Sun!

By [Sally McIntosh](#), NCRW, The NRWA Certification Chair / 2012 Conference Committee Member

Have you ever read a book you could not put down that was set in a fantastic location?

Last summer, I read *On Folly Beach* by Karen White. When I finished it, I was dying to go there. Now, I have my "golden" opportunity to visit it this September when I attend The NRWA's 2012 Conference (<http://bitly.com/uHlpgx>).



Folly Beach is about 15 minutes from downtown Charleston. The word "Folly" is an old English word meaning dense foliage. However, it has miles of sandy beach to say nothing of great seafood and fish restaurants.

The Fascinating History of Folly Beach

In 1832, the ship *Amelia* wrecked on Folly Island while sailing from New York to New Orleans. Twenty of 120 passengers died of cholera while marooned on Folly Island. Fearing the disease would spread and become an epidemic, Charleston decided to cut off communications and supplies to the island.

In the 1860s, the first shots of the Civil War were fired by Citadel Cadets on Morris Island next to Folly Island. Three months later, Beauregard's men fired on Ft. Sumter and the Union army took Folly Island on their way to Charleston.

While staying on Folly Beach in 1934, George Gershwin wrote *Porgy & Bess*. He also judged a local beauty contest!

During World War II, it was reported that German submarines were spotted off the coast. Anyone driving a car on the island at night had to use black tape to block the light so the subs could not see them.

The Folly Beach Pier & Lighthouse

The centerpiece of Folly Beach is the pier--the second largest on the East Coast. The original pier was built in 1931 and hosted "big band" concerts and beauty pageants. The pier was destroyed by fire in 1957, rebuilt, and burned down again in 1977. It would be 18 years before the current pier was reconstructed in 1995.



The pier extends more than 1,045 feet into the Atlantic Ocean and is 23 feet above sea level. A 7,500 sq. ft. diamond-shaped, two-level sheltered platform gives the pier a distinctive look.

The Folly Beach Lighthouse, which was decommissioned in 1962, stands alone today completely surrounded by water, as it has lost more than 1,600 feet of land due to shifting tides since 1938.

I'll be visiting this historic location near Charleston, and I hope you will, too!

Whose Hat Do You Wear to Write Right?

Adapting your style to reflect your client's communication style... *Part Two.*

By Certified Professional Behavioral Analyst, [Jane Roqueplot](#)

As your client's résumés and cover letters are being read, unknowingly, readers perceive traits/qualities, drawing a conclusion about "who" they expect to meet. Therefore, it is critical that your client is portrayed accurately on paper. Our success, in part, as professional writers, requires that we understand our client's communication styles.

Some "ghost writers" have a real talent in being able to determine a client's communication style purely through intuition and observation. However, if you find that this is not one of your talents, simply asking your client about their communication style and preferences will help you depict them more precisely on the résumé and cover letter. Now, if you find that even after asking them questions regarding their communication style you still have a difficult time "channeling" your client's voice, the best way to ensure you are able to write right for them is by using an assessment tool.

Many professional résumé writers are using assessment tools to understand their client's communication and behavioral styles, ensuring they write reflecting their client's "voice." These writers are adapting their own style to that of their client with confidence and accuracy (often being lightheartedly accused of having a crystal ball).

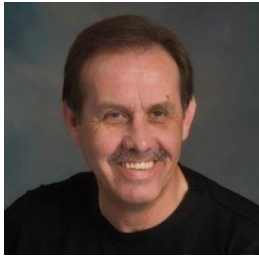
There are many tests, measurements, assessments, and profiles on the market. It's worth the time to familiarize yourself with the many options and find a time-tested, accurate and validated assessment that can give you the confidence to write right for each client, thus protecting your credibility and offering a value-added service to your clients. A reliable assessment will streamline the information-gathering process and provide a resource for better word choices to help develop specific talking points on the client's material. A reliable and accurate style assessment not only helps you, but it will be a bonus for your client. The reports generated from assessments provide tangible evidence for a variety of uses, including the benefit of specific language and phrases to use in crafting accurate branding statements and creating social networking profiles. These reports are highly effective in helping position clients for interviews, driving certain aspects of the interview process.

A style assessment is key to wearing your client's hat, ensuring you write right by discovering your client's communication style and adapting your writing style fittingly to that of your client. You'll experience how the assessments are indispensable tools for crafting résumés that work and cover letters that position candidates for interviews. They can be an invaluable enhancement to your professional writing and coaching services with the added bonus of having an additional income stream.

Certified Professional Behavioral Analyst, Jane Roqueplot, leads the team at her career advancement firm, [JaneCo's Sensible Solutions](#), in delivering positive results providing career management materials and services. Since 1995, job-seeking and professional development clients learn "people-awareness and -sensitivity" as a key in

developing effective relationships while realizing their interpersonal strengths, their natural and perceived communication styles, and gaining an appreciation of the behavioral style preferences of others.

What is Happening in Region Five?



By [Bob Janitz](#), Fort Worth, TX

Representative for Region Five: Arizona, Colorado, Kansas, Missouri, New Mexico, Oklahoma, Texas, Utah

The last fling of winter is over and spring is upon us. I'm honored to serve The NRWA as Region 5 Representative. Region 5 members have been actively growing their practices and expanding their knowledge of the industry to better serve their clients.

Ginger Korljan, Take Charge Coaching, Phoenix, AZ, says that in addition to her own business, she has recently begun working for CareerMinds, a virtual outplacement firm, where she will be coaching laid-off clients in job search strategies. She also led a workshop on March 26 for the Résumé Writers Council of Arizona called *Lean and Mean Résumé-Writing Techniques*. Finally, she is thoroughly enjoying working with all The NRWA regional representatives as they reach out to members in their regions.

Donna Tucker, CPRW, CareerPRO Résumé Center, Phoenix, AZ, reports that the Résumé Writers Council of Arizona, including The NRWA members, Amanda Collins, Brenda Cunningham, Ginger Korljan, Chris Van Petten, Donna Tucker, Janet Fagan, Lori Norris and Martha Rockwell, attended the RWCA's annual H.R. Forum in February. The panelists, all corporate recruiters, discussed applicant tracking systems and social media sites and how they are used within the corporate environment. RWCA members never miss this special meeting, a truly valuable learning experience. RWCA VP Donna Tucker encourages The NRWA members to connect with their own local résumé-writing colleagues and create educational opportunities to enhance and promote quality in our industry.

Nadine E. Franz, MS, PHR, APEX Career Services, LLC, Overland Park, KS, reports that her business is expanding into the talent acquisition consulting arena. She is currently working on becoming a certified résumé writer.

Angela Russell, AIM Résumé and Career Coaching, LLC, Edmond, OK, started AIM Résumé and Career Coaching, LLC in January 2012. Angela has been in the staffing industry for more than 10 years and has been writing résumés for the last couple of years. She has given several résumé-writing workshops for local nonprofit groups and at a local college. Angela also holds an officer position in a Toastmasters club and is involved in several nonprofit organizations. Angela plans to pursue her NCRW certification.

Sally McIntosh, NCRW, Advantage Résumés in St. Louis St. Louis, MO, reports the metro-St. Louis The NRWA members could not get along without their lunch group. They met on March 15th--Sari Neudorf, Michelle Swanson, and Sally. Three other The NRWA members plan to participate in the future, and will be meeting at various locations on the second Thursday of every month. According to Sally, "We got carried away and spent two hours discussing business development and résumé writing. Any member of The NRWA is welcome."

Region 5 members in the metro St. Louis area wish to congratulate Michelle Swanson, Region 4 Representative (who lives just across the Mighty Mississippi River) on obtaining her NCRW. Way to go, girl!

Marie Zimenoff, NCRW, A Strategic Advantage, Fort Collins, CO, has joined forces with Ruth Pankratz, MBA, CPRW, Gabby Communications, Fort Collins, CO, to offer outplacement services in the region. Marie is also working with the local chamber of commerce to put together a program to help employers transition employees while treating them with respect. Ruth also reported that Gabby Communications has started 2012 with solid and steady business.

As for me, Bob Janitz, Resume Writing and Career Services, Fort Worth TX, my business is growing, and I have established collaborative working relationships with several recruiters and headhunters. I also have been contracted by a national company to write federal résumés.

Affiliate Spotlight

This week, we spotlight TheHireRoad™.

Introducing TheHireRoad™ Job Search Tutorial, as featured at The NRWA's 2011 Conference.



Job search success in our new economy requires creativity, a willingness to think outside the box, and innovative approaches to effectively meet the challenges of finding new employment. No longer can job seekers rely on their professionally prepared résumé alone to get them in the door and in front of the hiring manager. To separate them from the competition they also need a career transition program that provides new tools, new strategies, and a new approach to this new reality.

TheHireRoad™ CD-based Job Search Tutorial offers The NRWA members a unique opportunity to give their clients a significant competitive edge in their search for employment, including:

- Increased revenue as a reseller--through individual sales of TheHireRoad™ tutorial, or as part of a resume preparation package.
- Augmented value to the professional resume preparation services members provide.
- Enhanced existing coaching efforts.
- Improved client satisfaction and increase in referrals.

To learn more about TheHireRoad™ please visit www.thehirechallenge.com.

To become a reseller for TheHireRoad™ please contact:

Karl Jahnke, National Sales Manager
(877) 439-5590 toll free • (623) 203-0781 cell • karl@kttassociates.com

Thanks for reading this issue of The NRWA Connection!

Sincerely,

The NRWA Board