

## PLAN AHEAD – JOB INSURANCE STEPS TO KEEP YOU IN THE RUNNING THROUGHOUT YOUR CAREER

If you really want to proactively manage your career, *then the day you start one job is the day to begin preparing for the next.* Working with a variety of possible scenarios in the back of your mind:

{ Your company folding; the person above you leaving;  
facing a downsizing or merger;  
a recruiter calling with a job in some other location ... }

...will help you survive the setbacks that are inevitable in every career and seize every opportunity that come along.

**Here are some proven strategies to ensure that you keep moving ahead and upwards:**

**KEEP A FILE OF YOUR ACCOMPLISHMENTS.** You should be able to describe each in one or two sentences. Make sure to have some metrics attached {where possible} and spell out a result which shows the significance of your accomplishment. {Quantified *or* Qualified} When discussing a raise or promotion, your quick recall will definitely come in handy. If you've forgotten them, then it's guaranteed that the boss forgot them as well!

**KEEP YOUR RÉSUMÉ UPDATED.** That way you'll be prepared when a sudden opportunity 'drops into your lap [remember the Scout's motto] — you hear of a job opening at a professional luncheon, for instance. Even if you don't have your résumé reprinted until you launch a full-fledged job campaign, your accomplishment file will make it much easier to transform your old résumé into a new one. To quote SHARKPROOF's Harvey McKay, "Keep your résumé locked and loaded at all times!"

**MAINTAIN YOUR NETWORK.** Your contacts are now more important than ever. You can make connections not only at professional meetings and in the course of your regular business duties, but also at social events. {make sure that you've got your 'elevator pitch' always ready to deliver.}

**POLISH UP YOUR COMMUNICATIONS SKILLS.** Success depends on how effectively you get your ideas across to clients and customers, subordinates and supervisors. Besides taking business writing speech classes, enroll in courses where you can see and hear yourself on video in typical business situations.

**STAY ON TOP OF YOUR FIELD AND COMPANY.** Keep your professional education up to date. This means following the business and trade press as well as attending workshops in your field.

**FIND OUT AS MUCH AS YOU CAN** about your own company and about other people's jobs. Read the annual report and talk to coworkers in other areas. The more you know about your company, the better you can figure out where you can advance to next.

**PREPARE FOR AN ALTERNATIVE CAREER.** Imagine that your entire industry becomes depressed. Think about how you could use your skill in a new field. Be selective about your outside interests. Pick a hobby that could work into a business.

Mark Berkowitz is the owner and President of **CAREER DEVELOPMENT RESOURCES, LLC**. Changing lives and revolutionizing careers since 1985, Mark provides one-on-one career consulting services, résumé building assistance and guidance to help each client achieve not only job advancement, but lasting and meaningful success in their career path as well. A distinguished figure in his field, Berkowitz is one of the top career builders in the country and has been quoted in nearly two dozen books and publications on the topic of career advancement.

Passionate about empowering others to realize their dreams, Mark served as an executive board member of the PROFESSIONAL ASSN. OF RÉSUMÉ WRITERS & CAREER COACHES. He has been helping clients successfully advance in, and/or change their careers for over 36 years. With a Master's Degree in Career Development and four specialized certifications ([National Certified Career Counselor](#), [Certified Professional Résumé Writer](#), [Int'l Certified Job & Career Transition Coach](#), and [Certified Employment Interview Professional](#)), he is uniquely qualified to help you improve your career situation. A recognized expert in the field, he had not only taught in Graduate Schools and led workshops and seminars, but also trained other counselors. Mark served as chairman of the Certification Board for the Professional Assn. of Résumé Writers and Career Coaches and was a founding member of the Career Management Alliance (fkn Career Masters Institute). Additionally, he has shared his expertise in effectively utilizing career assessment tools with graduate counseling students from nearby Fordham University, helping to prepare them for their future counseling careers.

Mark connects with clients locally as well as international clients via the internet. He also provides outreach to high school and college students, presenting career planning and job search strategy workshops.

- Highly regarded with résumés, cover letters, and interview strategies showcased in nearly two dozen books.
- Enjoys an INTERNATIONAL REPUTATION as a “Résumé Guru” by members of the Professional Assn. of Résumé Writers and Career Coaches.

His work appears in nearly two dozen books on résumé /cover letter writing and winning interview strategies. He has been spotlighted on WCBS television in “*Acing The Interview*” and has been named as the “*Professional of the Year 2024*” by the **PODCAST BUSINESS NEWS NETWORK**.



Berkowitz has been recognized as “... *one of the leading résumé writers in the U.S. today*” in Professional Résumés for Executives, Managers, and Other Administrators. Wendy Enelow, President of the Career Masters Institute has acknowledged Mark as “... *one of the most talented career counselors I have ever met.*”



You can contact him at **1+ (910) 833-5013** or [cardevres1@gmail.com](mailto:cardevres1@gmail.com) to find out how he can assist you in launching your career into a higher orbit.

*See how you can benefit from professional expertise  
instead of **suffering from your career mistakes.***

**CAREER DEVELOPMENT RESOURCES LLC**