

## CHANGING CAREERS ...

### ARE YOU SUFFERING FROM CAREER DISSATISFACTION?

Feeling that something's lacking in your work life, but can't quite put your finger on it?

Suffering from burn-out or job related stress?

Feeling plain bored or depressed at work?

Feeling underpaid, underutilized or unappreciated?

**You want to make some kind of a move, change something ... *but what?***

### BE CAREFUL!

Merely changing jobs without resolving these issues may lead to a repetition of the same patterns.

Be careful that you don't exchange one dissatisfaction for another. *{jumping from the frying pan into the fire}*

You need to get to the root of the problem. Is it *what* you are doing?

Is it *where* you are doing it?

Is it *with whom*?      **Is it a values issue?**

Trained Career Development Professionals can help you differentiate and uncover what's "really bugging you about your job."

Like most people, you probably know quite a bit about yourself — your abilities, interests and style — but are unable to fit this information into a recognizable pattern which you can use as a basis for intelligent career decisions. A Career Development expert has the specialized professional training as well as the experience to help you make use of your personal profile ... *something you just can't get out of a \$9.95 self help book.*

Career Development Resources helps you:

Identify needs and interests, stake out targets and goals and market yourself effectively.

Based upon your needs we can help you identify your abilities, pinpoint your interests, clarify values, discern your personality/work style,

and most importantly ... *integrate this information into an intelligent career plan.*

It's just wishful thinking to believe that any test will select the right job for you. Assessment instruments however, when combined with professional support, provide a powerful personal process for arriving at the point where you can make the right decisions. This is the heart of self assessment. Through formal testing, awareness exercises and individual counseling, a professional certified career counselor can help you evaluate your skill mix, your values, your style, your preferences and dislikes

## ... LOOK BEFORE YOU LEAP

### JOB SEARCH IN TO-DAY'S MARKET IS LIKE TRYING TO LEAP ABOARD A SPEEDING TRAIN.

Changes in technology and the economy have forced sweeping changes in the workplace, requiring an individual to switch tracks ever more quickly and frequently. The days of working for one company from youth until retirement are gone forever! Experts currently predict that you'll probably have four or five different careers possibly with up to 15 jobs during your worklife. Tomorrow, you might find that technological changes have put you out of a job or that company down-sizing has eliminated your position. Obviously, this gives new meaning to the importance of adequate preparation; knowing your strengths and learning job search skills to pursue future career opportunities and secure new employment.

**The Big Question Is:** Are you prepared to adjust to these changes in the job market? Can you catch that speeding train or will you watch it pass you by?

"I just wanted to thank you for all your help in my recent career change and am certain that the exceptional work you did in preparing my résumé was instrumental in being chosen for a position in which there were many candidates. Thank you for all your help in preparing me for this significant change in my life."

Jeff Townson

“... You certainly saved me at least 10 years and countless thousands of dollars ... helped me avoid potential career mistakes.” Karen Wrigley Employment Professional

## A CURE FOR THE COMMON CAREER

Recent research reveals that only a minority of working Americans are happy with their jobs. If you are one of the millions who feels trapped in an unsatisfying, meaningless, or financially unrewarding job, the solution may be Career Assessment with a Career Development Professional.

Just as you would go to an accountant for financial matters, an attorney to resolve a legal matter, a physician for medical advice or a therapist for emotional difficulties — more and more people are discovering the advantages of working with a **Career Development Professional** to resolve a variety of career problems.

Due to the vast array of changing opportunities and choices, selecting  
*or* switching your career can be more intimidating than just looking for another job.

### THE FIRST STEP - TAKE CHARGE

You are not helpless! There *is* something you can do. You can decide to take charge of your future.

#### Deciding to take charge of your future is the first step.

Like most people, you probably know quite a bit about yourself — your abilities, interests and style — but are unable to fit this information into a recognizable pattern which you can use as a basis for intelligent career decisions. Our Career Development experts have the specialized professional training as well as the experience to help you make use of your personal profile ... *something you just can't get out of a \$19.<sup>95</sup> self help book.*

It's astonishing that so many otherwise bright people allow themselves to drift into careers without much thought. Instead of choosing, they allow themselves to be chosen. They simply fall into their future, landing with a thud, somewhere around middle age, and discover that they are frustrated and unhappy. Does this seem to be your story? Then your goal should be to find a worklife that fits you rather than one you might be able to fit into.

**Too many Americans spend more time planning their yearly vacations than they ever did planning their careers.**

### THE SECOND STEP - KNOW YOURSELF

Know yourself! What are you good at? What do you like to do? What are the things that you can't stand doing? Once you are sure, then make certain that your next decisions are based upon information and informed choice, not past history. Your parents' expectations don't count here.

This is the heart of self assessment. Through formal testing, awareness exercises, and individual counseling, a professional, *certified* Career Counselor will help you evaluate your skill mix, your values, your style, your preferences and dislikes, in order to expand your employment options. By combining preferred skills with a favored career interest we can help you generate a variety of job and career options. We'll work with you to identify suitable career objectives and realistic courses of action for your style and preferences.

The process has two major objectives:

- 1) **IDENTIFY** aptitudes (abilities), interests, motives, goals and values.
- 2) **INTEGRATE** these with occupational categories (by the aptitudes and interests they draw upon) and organizations (by the values, goals and motives that they exemplify).

A well-strategized and professionally managed assessment program can help you focus on one or all of the following:

- Identify your abilities
- Pinpoint your interests
- Clarify your values
- Discern your personality/work style
- Discover your hidden abilities

Your counselor will provide feedback, professionally interpret assessment results and help you evaluate these in the light of your work history and newly defined goals.

EXPAND YOUR HORIZONS,  
THEN NARROW YOUR FOCUS

Individuals often have a too narrow view of how and where their skills (skill mix) can be applied. You may have a limited vision of yourself, and therefore limit your options and narrow your possibilities. “Oh no, I could never do that,” is a common reaction. Your Career Counselor will help make sure that you don’t fall into the same trap. Working through the process helps you to expand your options and then filter the multiple career possibilities down to those you will actually pursue.

**Professional assistance helps you map your most effective career strategies.**

#### **BENEFITS!**

- ☆ Greater Self-awareness.
- ☆ Ideas for new occupations.
- ☆ Heightened motivation - a new sense of excitement.
- ☆ A pro-active, successful job search.
- ☆ Moves you beyond your fears.
- ☆ Knowing your strengths builds confidence.
- ☆ Knowing your weaknesses helps avoid them.

Through Career Development Resources’ Assessment Program you will identify abilities, interests, values, work style, and priorities. The resulting profile becomes your personal map for career success.

#### **THE THIRD STEP - MARKETING**

With full knowledge of who you are career-wise, you can more successfully target and market yourself during the later phases of your job search. The more you know about your capabilities, the more effectively you can target selected employers and demonstrate that you are the best person for the job.

#### **GAIN CONFIDENCE FOR INTERVIEWS & SHARPEN PRESENTATION SKILLS**

When you really know yourself you can get past your fear of the unknown, thereby *transforming your energy into enthusiasm for the possibilities that lie ahead*. You can enter into a frame of mind where the possibilities are unlimited, and you are able to recognize opportunities and take advantage of them.

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Mark Berkowitz is the owner and President of CAREER DEVELOPMENT RESOURCES, LLC. 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.*