

Chapter 1: Introduction

Valerie Frederickson & Company

Background

We are consultants specializing in career management and human resources, with particular expertise in assisting people



to analyze and organize their job search campaigns. Our president, Valerie Frederickson, M.S., C.M.P., is a leader in Silicon Valley career

management. She has been frequently recognized for her innovative work in high-tech recruiting, out- and in-placement, and job development.

Valerie founded this company to fulfill the need for superior, customized career management consulting and training services for professionals. In order to accomplish this, she has gathered a team of top-notch career management and business coaching experts, who provide a full range of individualized services.

The Valerie Frederickson & Company Difference:

Customized Packages:

We will design a package that is uniquely suited to your needs and is specific to the industry in which you are interested. We are committed to offering our clients the highest possible level of service. Our role is to take you through a training process that helps you learn the concepts and methods that have proven to be successful for thousands of others, and which will enable you to find a job in the most efficient manner. You will learn skills, insights, and techniques that you will use over your lifetime.

Individualized Service:

We will work with you to address your particular concerns. We know that each person is at a unique level in his or her career transition/job search process. We believe that it is crucial to evaluate and address our clients' needs on an individual basis. For this reason, we have designed our programs so they are extremely flexible and can be tailored to fit any individual's transition requirements. Our first meeting together is devoted to uncovering your needs and designing a program that will meet your goals and expectations.

Address: *We are located at 800 Menlo Avenue, Suite 220 in Menlo Park, CA. The phone number is (650) 614-0220 Our fax is (650) 614-0223.*

Directions: *Please see our web site at www.vfandco.com for complete directions and maps.*

Website: *Our website at www.vfandco.com gives additional information about our company and provides a number of helpful career management and job search resources.*

Attitude and Philosophy



A career change is a process that almost everyone has to go through at one time or another during their lives. In fact, the average employee of the millennium will have at least seven different careers at fifteen different companies in his or her lifetime. However, career transition is not something that most people generally look forward to or enjoy. It is our mission as career counselors to take the confusion out of a career change by providing you with the answers to your


greatest concerns. The transition process is a difficult one, but it can also be both exciting and enlightening. It can be seen as a journey of discovery and an opportunity to find out what your true strengths and desires really are. All of the steps that we help you to go through are part of the exploration and discovery process.



We will provide you with the latest tools and skills that are necessary for you to move successfully into a new career or job.

It has been our experience that a positive attitude and a desire to obtain something better can not only make the transition process swift, but can make it a positive, meaningful learning experience as well.

The Blessings and Curses of a Career Search:

 **Curse:** Having to make the rounds of many employers, enduring uncomfortable interviews and inevitable rejections.


Blessing: Making contact with diverse professionals who become acquainted with you and your work and can thus serve as your present and future contacts.

Curse: Struggling to discover and articulate your unique talents and accomplishments

Blessing: Discovering that you have many qualifications and skills that are marketable and transferable to a wide variety of employment contexts.




Curse: Uncertainty, not knowing exactly what your future will be, living with unknown options and uncertain timetables.

 **Blessing:** Becoming comfortable enough with the uncertainty so that you don't jump at the first job opportunity: you learn to enjoy playing with the many creative possibilities on your career landscape and trusting that the mysterious plot in your career story will be resolved in your favor.

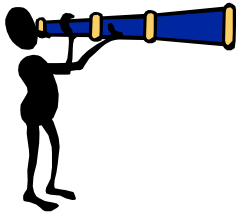
Curse: Having to ask many people a lot of questions, probe their brains, and intrude upon their valuable time.

Blessing: Learning interview skills so you that you can elicit information from someone with ease and in a way that makes the interview even more pleasing to the other person than to yourself.



 **Curse:** Having to explain yourself to everyone, justify your reasons for even wanting to talk about career matters, or for being in the job search mode.

Blessing: Having the skills to portray yourself clearly, confidently, and in terms that are marketable without being pretentious or self-conscious.



*An Overview of the Valerie Frederickson
& Company® System*

We have developed a unique system that will ease the stress of a transition and minimize the time between jobs.

The Career Management Process

We will help you through every stage of the career management process by providing guidance, resources, and opinions gathered from our experience in this area. Throughout the job-finding process, it is essential to maintain a positive, action oriented frame of mind. You will need to draw on the same inner reserves of energy, creativity, and courage that have carried you through other challenging situations that you have experienced.

Our System comprises the following modules:

 **Transition**

Separating from a job deprives you temporarily of a whole support system that you probably took for granted. This support system includes the daily ritual of rising, going to work, interacting with familiar people, having a workspace and resources, and being part of a team.

The interruption of this structured support system can generate a range of uncomfortable feelings that may include disbelief, hurt, self-doubt, fear, confusion, and anger. Individuals experience various combinations of these feelings at different times; the feelings may even recur. On the other hand, you may experience a sense of relief that you now have the opportunity to reassess aspects of the job that did not provide satisfaction. To have mixed feelings about losing your job is normal and legitimate. You are human. To be aware of and in touch with your feelings is healthy. By acknowledging them and expressing them, you will be more equipped to move on to the next step of the career continuation process when the time is right. The *Valerie Frederickson & Company* approach to job search takes these emotional factors into account, and helps you mobilize your innate resources and strengths for the total job transition process.

☞ **Self-Assessment**

This process will increase your awareness of your career strengths and priorities. You will review your current situation, past experiences, accomplishments, needs, and preferences. From this review, you will learn what you do particularly well and what satisfies you, as well as what kind of work is not suited to you. And, you will have the opportunity to update and clarify your career goals. We will provide you with tools so that you can increase your knowledge of yourself and what you want in a company, career, etc. A particularly helpful tool is a list of on-the-job *accomplishments* that you can use when you need to rehearse for an interview or just need a shot in the arm. We have developed particularly effective ways of helping you identify and generate accomplishment lists.

☞ **Resume preparation**

Once you are more knowledgeable about yourself and your career priorities, it will be important to articulate your skills, strengths, and accomplishments on paper. You will then learn how to present this information in the form of a resume. You will now have a good basis for developing a reference statement, which will give your references an understanding of how to convey your unique abilities to potential employers.

☞ **Networking Resources and Skills**

You will begin to expand your job search approach once you become familiar with the primary strategies for tapping into the job market. You will learn the most effective ways of contacting your network of friends and colleagues, as well as search firms. You will receive guidelines on how to identify and approach companies you are especially interested in, respond to employment advertisements, and compose effective letters.

 **Job Development**

We provide many different services that can help you to search out the best job and give you support during the job search process. These include data base searches, job market counseling, job fair information, special seminars, external/internal job leads, internal job search support, and workshops. We can make phone calls on your behalf to develop leads with potential employers. It is your responsibility to follow-up with these employers to arrange an interview. In order to present you to a potential employer we need to know your general skills, background, desired job, and salary range. It will be your responsibility to give the details of your qualifications and skills during an interview or phone conversation.

 **Job Market Research and Skills Analysis**

We will assist you to utilize the Internet in your job search to rapidly assess employment trends, identify lists of appropriate companies, and apply for jobs on-line. The Internet is but one of a number of resources that we will use to gain insight into the total job market and identify advertised and unadvertised openings. As you prepare your job campaign and begin to focus on particular industries, companies, and positions, you will become aware of the importance of conducting preliminary research before contacting potential employers. As a result, you will come across as knowledgeable and will be able to hit the ground running.

 **Career Testing**

Testing can be an important way to get immediate, tangible information that can assist you to choose jobs, company cultures, and environments that best meet your needs. We use a variety of instruments that are designed to help you to decide on appropriate career directions based on your interests, aptitudes, and personality. They also give you valuable information about how you best communicate, and how you can modify your communication to best partner with others. Testing may also help you to develop an idea of your own personal strengths and limitations so that you can present yourself in a more confident manner on interviews. One tenet we have found consistently true is that “self knowledge increases self confidence.”

 **Emergency First Aid**

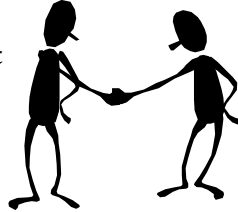
We will provide you with specific tools and ways to jump-start your job search when you become blocked by procrastination, rejection, depression, or a drop in self confidence.

 **The Folio® Career Management System**

The Folio® Career Management System is a fun tool that we have developed to help you to manage your career change and job search process. The unique portable design of the system allows you both quick access to career resources and provides save storage for important information such as classified ads, business cards, and resumes. You can refer to your Folio® whenever you need to rehearse information prior to an interview or just need assistance. You can use it as a life-long resource tool. It will be the control center of your job search, and the place where you accumulate and store valuable company and career data.

Our Consultants and The Counseling Process

Our consultants have dedicated their vocational and professional lives to helping people in career transition. The typical Valerie Frederickson & Company consultant is a licensed, certified career counselor with many years of experience working within large organizations, or a seasoned employment staffing executive who has recruited and placed 1000's of candidates. Their sole purpose is to assist you. Our clients meet with consultants in person, by appointment, or on the phone. Time is extremely valuable to our consultants, so if you need to change an appointment, please do so 48 hours in advance. If you need information or advice quickly, let your consultant know good times to reach you. Generally consultation is provided in individual, private sessions.



valued. The counselor will help you to focus on specific career options and possibilities. It may also be appropriate to take a battery of personality inventories, which could help you and your counselor make the most informed decision about which opportunity to pursue. At the end of this career decision process, you will have new insights about who you are and what you enjoy doing, along with an idea about exactly what kind of situation will be best suited to your unique needs and desires.

Job Search Support and Coaching: We are here to provide you with any assistance and or advice you may need in your job search. Job-hunting is difficult and there are always barriers and challenges that must be overcome in order to finally reach one's objective. We will help you to continually assess your progress and identify the areas that may need improvement and provide practical suggestions and ways to improve your chances. We are experts at troubleshooting and brainstorming strategies and techniques to help you overcome whatever obstacles are in your path. One of your jobs is to let us know how you are doing, when you have questions, and when you need our help.

Types of Consulting

Career Decision: Our programs are customized to accommodate the unique needs of our clients. We have designed a program to assist individuals who would like to re-clarify their goals and reassess their interests and aptitudes so as to make the best-informed decisions about their careers. Our goal is that you find a job where you will be absolutely respected and appreciated and where your unique skills and abilities will be

Career Management Services Provided By Our Consultants:

- Skills Benchmarking**
- Communication Skills Training**
- Opportunity Brainstorming**
- Cognitive Skills Training**
- Increasing self esteem**
- Interview practice**
- Job Coaching**
- Job Development**
- Salary/Offer Negotiation Practice**
- Financial Budgeting**

Career Transition Workshop

This service begins with either individual sessions or a group workshop or session which will position you to begin the job search process as competitively as possible.

At the end of Phase 1 you will have: a draft of your resume, a personalized 30 second commercial, a list of your accomplishments, and tools to immediately present yourself in a confident manner both by phone and interview.

Topics covered in Phase 1 include:

- The Transition
- Networking Skills
- Self-Assessment
- Resume Development
- Telephone/Interviewing Skills
- 30 second commercial
- Resources

A Note to Our Candidates:

We will do our utmost to you assist in your job search. However, we need you to give us feedback on how your job search is going so that we can provide you with the best service possible. This means contacting our consultants whenever you have questions and/or difficulties related to the job search. It is also your responsibility to put forth the required amount of effort to conduct a successful transition. That will consist of, but is not limited to, follow up work, such as phone calls and interviews, and completed assigned feedback material. We both have to work hard in order to make this work. Job search is a full-time job!

