Business Development & Marketing Training for Career Counselors

One Workshop - Two Areas of Focus

Working With Clients Who Are Considering Self-Employment

As more and more career clients are considering the option of self-employment, it is important that their counselors and coaches have the tools and knowledge to give the clients accurate and constructive feedback on:

- *The advantages and disadvantages of self-employment*
- *How personality fits with a variety of entrepreneurial roles*
- *How individuals' backgrounds compare with the background of successful entrepreneurs*
- *Where to establish an office by investing little or no money*
- *Identifying and targeting potential customers*
- *Developing a market niche and positioning the individual as an expert*
- *The four levels of marketing and selling services and products*
- *Spend less money on advertising and how to get free publicity for a business*
- *How to obtain "passive" income*
- *Marketing the services of other professionals*
- *How to "mystery shop" potential competitors*
- *Setting fees and how to collect them*

Building Your Own Private Career Counseling Business

In addition to using the points listed above with their clients, these are also critical elements for the career practitioner who is starting or expanding a private career counseling practice. Consequently, many of the teaching examples used in the workshop presentations will be consistent with the entrepreneurial role of Career Counselor. In addition to responding to the questions of the workshop attendees, the instructor will include the following case study presentations: (1) How to save a company money by providing career consulting services that will decrease employee turnover and (2) How to save an organization money by providing career consulting services that revitalize "stagnated" employees.

The content of this workshop is based on the more than thirty years that the instructor:

- *Operated and managed a successful private career counseling practice*
- *Founded and managed a multi-office executive outplacement firm*
- *Established a model organizational career development program*
- *Provided career consulting services to dozens of Fortune 500 companies*
- *Served as an executive coach in the Silicon Valley*
- *Developed and marketed four popular career assessment instruments*

This program is designed to give attendees an awareness of proven techniques to use with their clients who are considering self-employment or to build and expand their own career counseling/consulting business.

www.CareerNetwork.Org

Comment From Past Workshop Participants

"Thanks to your guidance, I got an exciting contract to lead workshops for a professional association and my individual coaching practice has been growing strong. How grateful I am to have found you, and I wanted to let you know what a difference you made in my own career.

Rita F. JCTC, JCDC, CLC
Certified Career Coach

"Your seminar was life-changing. It was the catalyst for creating my practice ... I will always be greatful for your help and inspiration".

J. N., Executive Coach

Workshop Leader

RICHARD L. KNOWDELL, MS, NCC, NCCC, CCMF, CDFI, NCDA Fellow is the President of Career Research & Testing, Inc. and author of six books, including *Building a Career Development Program: Nine Steps for Effective Implementation*. Knowdell has taught at the University of California, San Diego and at San Jose State University. In 1995, President Clinton appointed him to the Board of Examiners of the United States Foreign Service. He has developed four popular career assessment instruments that have been translated into nine languages. He is a past president of the California Career Development Association (CACD) and the Silicon Valley Chapter of ACP International.

Knowdell established a private career counseling and consulting practice in 1971 and trained and supervised the counseling staff. In the 1980s he founded an Executive Outplacement Firm that provided services for 51 Silicon Valley firms. In the 1990s he served as an executive coach at several Silicon Valley firms. He established one of the first successful Employee Career Development Programs at a national research and development laboratory. He has served as a consultant on employee career development to numerous Fortune 500 organizations and delivered presentations at human resource conferences in Europe, Asia, Australia, New Zealand and North America. He taught courses on employee career development to human resource managers at San Jose State University and career assessment techniques to professional career counselors at the University of California-San Diego. Over 500,000 of Knowdell's career assessment card sort instruments have been sold and are used extensively with adults in university, social service, business, outplacement and private practice settings. He has served as an expert witness on employment issues in family law, personal injury, medical malpractice and wrongful termination cases in California Superior Courts and in Federal Court.

Business Development Registration Form

Name_____

Organization_____

Address_____

City _____ State/Prov_____Zip_____

E-Mail _____ Telephone _____

Check Location & Date and Circle The Fee You Qualify For

- ☐ **Atlanta** - April 14, 2016.....$350 - $325 - $300
- ☐ **Chicago** - June 29, 2016.....$350 - $325 - $300
- ☐ **Washington, DC Area** - Sep 15, 2016....$350 - $325 - $300
- ☐ **Southern California** - Dec 8, 2016.....$350 - $325 - $300

Send Registration Form and Check or Purchase Order to:

Career Development Network
P.O. Box 611930, San Jose, CA 95161-1930 USA
Cell: 408-828-3858 e-Mail: **rknowdell@mac.com**

www.CareerNetwork.Org

Network FIN: **94-2589556**

Workshop Fees

Workshop Fee: $350; $325 for JCTC/JCDC Alumni and $300 when taking an adjoining JCTC workshop. Cancellations received in writing at least ten (10) business days prior to the wokshop will be honored, less a $65 administrative fee. Cancellations after that date may be converted to a later workshop, if available, and with the instructor's permission.

Payment Method

☐ **PayPal** go to our web site **www.CareerNetwork.Org** and click on Training Registration then click on Buy Now

☐ **Purchase Order** (Attach)

☐ **Check** (Attach)

This Workshop Earns 7 Continuing Education Hours