



New Year's Career Shape-Up

I hope you had a wonderful holiday, full of happiness, joy, goodness and blessings. Now that you are back at the gym, shedding those extra holiday pounds, you can begin to shape-up your career development path for the New Year. So, let's take a look at the basics.

Social Media

Have you set-up, completed your LinkedIn® account?
Is your professional profile current?
Have you updated your education/training information?
Is your photo professional, or taken with your cell phone?
When did you last use the "Update" feature?
Is it time to send "Invites" to build your network?
When did you last write and post a recommendation for someone in your network?
Have you joined any relevant groups?

Education and Training

Is this the right time to enroll in a continuing education program? Maybe it is time for a second language? Will your employer pay for advanced computer skills training? You might want to ask your supervisor. Will an MBA or Master's degree help advance your career development? Have you looked into local and online programs? Do it today!

Résumé

It is time to update your professional résumé!
Education/Training; add current degrees, certifications, computer software programs and licenses.
Professional Experience: update your bullet points, stressing RESULTS and not tasks/duties/responsibilities.
Professional Memberships: update and add any relevant leadership roles.
Community Service: update membership, activities and leadership.
Awards/Recognition: update professional and personal awards/honors.
Format: Is the font easy to read? Is there plenty of "white space?"
Check grammar and spelling! Are the margins properly aligned?
The first impression is the most important. You only get one opportunity to make it good.

Does your résumé impact the reader, or put them to sleep? Have you carefully researched the KEY WORDS related to your profession or the career you are transitioning into? Does your résumé feature those KEY WORDS?

Have someone proofread it for you. Never send your résumé out to an employer without proofing the hard-copy version.

Do you have a small supply of professional résumé paper on hand, for hard copy type events?

If you were an employer and you read YOUR résumé, would you want to rush to the phone to set up an interview? If the answer is "No," you might want to get a consultation from a career development professional.

Professional Development Reading

"[COMPANY](#)" by Max Barry

"[The Whuffie Factor: Using the Power of Social Networks to Build Your Business](#)" by Tara Hunt

"[twitter means business: how microblogging can help or hurt your company](#)" by Julio Ojeda-Zapata

"[Trust Agents: Using the Web to Build Influence, Improve Reputation, and Earn Trust](#)" by Chris Brogan

"[The Shack](#)" by William P. Young (Not a business/career book but an excellent read!)

"[Career Renegade: How to Make a Great Living Doing What You Love](#)" by Jonathan Fields

Career Development Websites

The Career Czar (weekly online radio program)
www.alltalkradio.net/alt/show.php?folder=careerczar

Career Pro Weekly
careerpronews.bridges.com

Fast Company
www.fastcompany.com

The Wall Street Journal Careers
online.wsj.com/public/page/news-career-jobs.html

Nutritional Shape-Up

When we feed our bodies with high quality nutrition, we help build stamina, energy, mental clarity and immunity. Consider the following:

- Leave your daily Latte for Green or Herbal Tea, sweetened with stevia.
- Trade those artery-clogging burgers and fries for a green salad with fresh lemon juice and olive oil dressing.
- Eliminate that empty-calorie, fat-laden, carbo-packed dessert for a piece of fresh fruit.
- Exchange that martini for a small glass of dry red wine.

- Eat fresh, **raw** vegetables and whole grains every day.
- Forget those carbonated chemical-laden soft drinks; drink plenty of fresh, clean, pure water, every day.
- Try some fresh, raw, unprocessed juices such as carrot, beet, greens or wheat grass.
- Do the “White Flight”: reduce or eliminate your consumption of white sugar, white flour and white rice.
- Select most of the foods you buy from the perimeter of the store and not the center aisles.

Self-Evaluation/Goal Setting

Did you reach the personal goals that you set for 2009?

What were your strengths during the year and how can you build on them in 2010?

What were your weaknesses in 2009 and how can you turn them into strengths in 2010?

Set your goals for 2010. If you do not know where you want to go, who does?

Make sure that your personal goals are:

- Designated as “Big Goals” and “Small Goals,” “Long-term” and “Short-term.”
- Categorized such as: personal, career, spiritual, education, physical, etc.
- Specific and precise, not vague or uncertain.
- Written down and posted in a place with daily visibility.
- Most of all, make sure that your personal goals are ATTAINABLE.

I wish you peace, health, prosperity and well-being in the New Year.

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