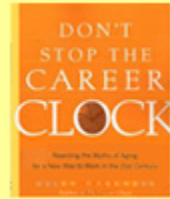




Career Design

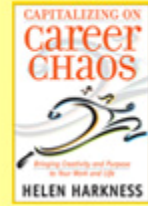
Associates, Inc.
Freedom Is Knowing Your Options

Changing Careers
1997



New Way to Age
1999

Creating Purpose
in Age of Uncertainty
2005



Helen Harkness, Ph.D.

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October 2009 Career Calendar & Newsletter

Dear Helen,

CDA events for helping you discover the purpose you can pursue with passion!

Entrepreneurial Startup - CDA clients currently starting a business are meeting biweekly. They also share information and communicate via a private website created by [Rob Mapes!](#)

Any clients **taking definite action steps** to start a business can contact CDA to participate!

All CDA client who have a product or service to share (except a topless bar), email and we will include it in our newsletter!

Myers Briggs (MBTI) Workshop

Tues., Oct. 13th, 7 pm - 9:30 pm

Learn about your type and communication style. Understanding yourself and others is essential for your professional and personal success. **Open to CDA clients and spouses, SMU, and UTD career course participants at no charge. RSVP required. [Click here for more details.](#)**

All others -- Special Offer! Purchase two of Dr. Harkness's books from CDA Inc. prior to the workshop and attend at no charge (\$65.00 value).

If not a CDA private client come at 6 pm promptly to take the assessment. CDA clients have already taken it. **[RSVP Now.](#)**

Pathfinder's for the Future: Career Information Sessions - Open to the public at no charge, unless otherwise specified!



In This Issue

[Personal Profile. . .Oct 10th](#)

[Myers-Briggs Workshop. . .Oct 13th](#)

[Not So Secret "Secrets" to Social Media Marketing. . .Oct. 17th](#)

[5 Breakthrough Secrets of Champions. . .Oct 24th](#)

[Getting a Plan B. . .Nov. 7th](#)

[Anger Management & Child Play Therapy](#)

[Social Media Crash Course. . .Nov. 14th](#)

[Tune into Dr. H. . .Web Radio Interviews](#)

[Career Corner by Dr. Harkness](#)

[Lissa's Twitter Tips](#)

[Join Our Mailing List!](#)

[Forward to a Friend](#)

RSVP requested. Call (972) 278-4701 or [email.](#) All meetings are held at CDA offices in Garland unless otherwise specified. [Directions to CDA!](#)



Not So Secret "Secrets" to Social Media Marketing Sat., Oct. 17th, 1 - 3 pm

Lissa Duty, my assistant and owner of LissaDuty.com, a virtual assistant and social media marketing business will be presenting.

You will learn: How to build your network on [Facebook](#), [LinkedIn](#) and [Twitter](#)! About an arsenal of FREE social media applications for updating your social media websites!

Lissa is teaching an in-depth training on using social media applications on Sat., Nov. 14th, 9 am - 5:30 p.m. [Click here to see the flyer for the class](#). **Do come and learn!** In the meantime check out [Lissa's blog](#) and connect with her on [Facebook](#), [LinkedIn](#) and [Twitter](#). [RSVP now](#).



Five Breakthrough Secrets of Champions Sat., Oct. 24th, 10 am - 12:00 pm

Did you know there are more millionaires that come out of tough economic times than good economic times?

Our challenging economic times present many great opportunities. According to **Bruce Painter**, we can learn how to turn our obstacles into opportunities and emerge with greater success and happiness.

Bruce who has spoken to hundreds of audiences in the past 36 years will share breakthrough secrets that can not only empower us in our careers, but also in our relationships. **You will not want to miss Five Breakthrough Secrets of Champions!** [RSVP now](#).



Getting a Plan B Sat., Nov. 7th, 1 - 3 pm

Join **Janet Kieffer**, principal of **Gravity Solutions**, a revenue generation consultancy for mid-market B2B growth companies. She will share her Plan B, which brings her travel and a secondary income.

She will show you how to match growth market opportunities with your career strengths to secure another stream of income and score your Plan B requirements. Learn the rules of the emerging "New Normal" workplace as we "recover" economically.

The necessity for a Plan B is based on the following: "Over 90% of most working Americans depend on one paycheck. Many are only 30 days away from being insolvent. In addition, 47% of women over 50 are single and are without a retirement plan. Most of us were taught to get a good education to get a good j-o-b. Unfortunately, that world is over and most of us are in desperate need of a Plan B. (or C or D!). **It's time to get crackin'!**"

She credits her work with Dr. Harkness over the past two years for identifying, tossing out, and finally finding her Plan B. [RSVP!](#)

Dr. H Web Radio Interviews

Audio Recording of 09/14/09 show [Managing Your Career without having to be Superwoman](#)

Tune in on 10/15/09 to **KDKR** to have [Capitalizing on Career Chaos at Midlife](#)



Career Corner by Dr. Helen Harkness

I remain deeply concerned and continue to research issues relating to the younger generations and their current and future education, work life and career issues they are experiencing.

I am currently working on the details of an extremely exciting and highly beneficial project to help students select a career they can pursue with purpose and passion. More details to come!

In my research, I met Joe **Walker** with the [Youth Achievement Foundation](#).

They provide one-on-one mentoring for "at risk" boys and girls. They are looking for professionals or college students willing to donate 2 hours, one night per week during the school year, to serve as mentors. if interested check the [website](#).

I appreciate your referrals and continue to meet with potential clients at no charge to discuss their career issues.

We thank our former speakers!

Mitch Byers spoke about **Overcoming Hidden Hiring Objections**. I recommend you check out his books *InterviewRX* and *SalaryNegotiationsRX* (ebook). Go to his [website](#) to learn more! **Mitch is coming back to CDA next year to discuss Salary Negotiations!**

Lee Colan, Ph.D. spoke about *Winners Always Quit*. The information and advice Lee shared was invaluable. I highly recommend Lee's books. Register for Lee's weekly inspirational newsletter on his [website](#).

This was the third time Lee has spoken to CDA groups throughout the years. The is a top thinker, writers, speaker! I value his insight!

Both of these meetings are available on DVD! **Let's keep moving forward with these Pathfinder's for The Future Career Information Sessions.**

Pamela Smale-Williams, LPC, LMFT will be teaching **Anger Management** on **Sat., Oct. 17th** from 1 - 4 pm and **How to do Play therapy With Your Own Child** on **Sat. & Sun., Nov. 7th & 8th** from 1 - 3 pm. For more details check her [website](#).

Social Media Crash Course \$200 (CDA Client \$150)
Sat., Nov. 14, 9 am - 5:30 pm

Lissa Duty will be teaching an all day Social Media Crash course. **Bring a laptop with Wi-Fi capability**. Hands-on learn: **How to post updates, reply to messages, join groups and build your network on Twitter, Facebook and LinkedIn. Use Ping.Fm, SocialOomph, Twellow, FriendFeed, TwitterFeed and Google Reader.**

You'll jump-start your social media marketing campaign during this class! Advance payment required via cash, check or charge. [Click here to view the flyer](#). *(Light lunch will be served.)*

Thank you! -- Dr. H



Lissa's Twitter Tips

Use Twitter for job search? Check out this article [100 Twitter Feeds to Help You Land a Job](#). [@careerdesign](#) is #29 on the list!

[@blogging4jobs](#) recommended these two videos [Twitter in Plain English](#) and [Twitter Search in Plain English](#) for newbees.

[@megguiseppi](#) She has a FREE ebook, **Executive Branding and Your LinkedIn Profile** on her. I recommend downloading.

[@guerrillaNPO](#) for non-profit guerrilla marketing tips. You can also connect with them on [Facebook](#).

[@cooksandcaters](#) great recipes and cooking advice from Chef Henry Stewart, cda alum. [Check out his website](#). They deliver lunch to offices in Ft. Worth.

I must include myself, [@lissaduty](#) and my virtual assistant, [@jimibratt](#) for tweets about social media marketing. We can also connect on [Facebook](#) and [LinkedIn](#). Check out our [Facebook Fan Page](#) and help us get 100 fans!

Do follow us on Twitter: [@CareerDesign](#)! Also, check our [Facebook Fan Page](#) and become a fan!

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