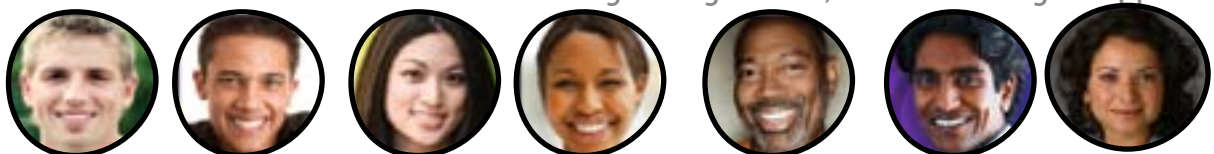




Get Back to Work NowTM

EMPLOYMENT PROGRAM
BACK TO WORK IN 16 WEEKS

Finding employment today is not about just having the right skills, but also the right support.





A **six weeks** program designed to connect unemployed members of the workforce with employers in their areas

Getting American Back to Work

With over twelve million unemployed, 1/3 are out of work for longer than a year. This is a new trend, stemming from changes created by globalization and technological advancements.

There is a solution that will immediately restore employment for those who are unemployed and with the greatest motive to succeed. It is called: "Get Back to Work Now".



Imagine a world where every person looking for employment could find one within 16 weeks.

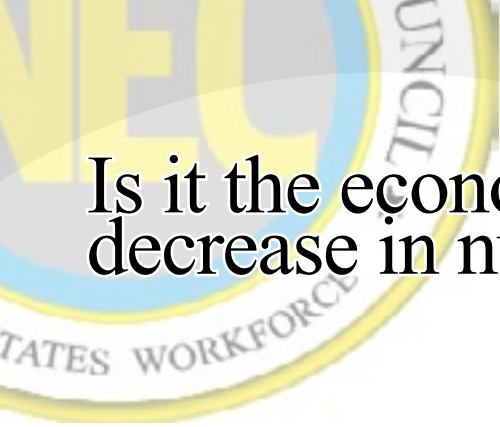
How would that impact your community?



There is a clear solution to eliminating unemployment for millions of Americans right now, yet this solution is discussed so infrequently, it is overlooked by most.

It is our obligation to give every person a chance to restore for their family the American dream.



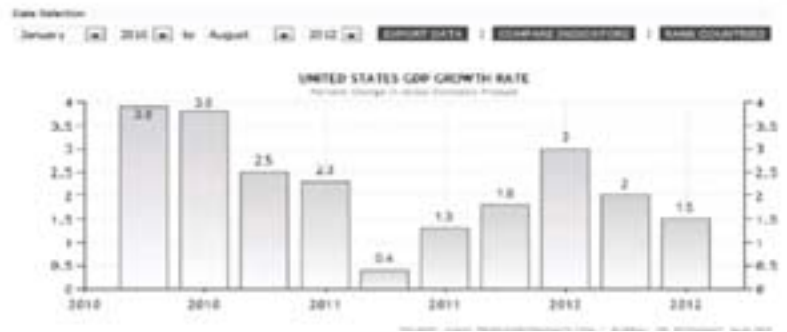


Is it the economy, or is it a decrease in number of available jobs?

Is it the Economy?

Some argue the issue of unemployment is caused by the economy. Yet, the US economy is the largest in the world. According to the United States Bureau of Economic Statistics, the U.S. economy has grown steadily every quarter since 2010 by 1.5% to 3%. The economy does influence the rate of unemployment, yet it is not the reason for extended unemployment.

Bureau of Economic Statistics

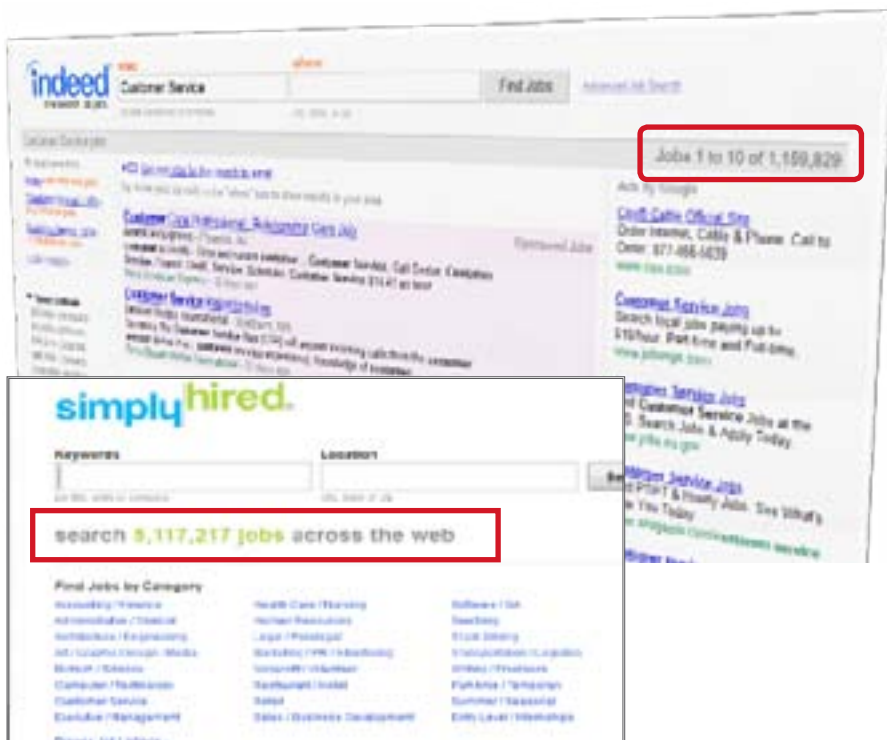


The U.S. economy has grown every year since 2010.

Is it a decrease in number of jobs?

Some claim that long-term unemployment is caused by a decrease in number of jobs. Yet, as you are reading this, employers from every sector of the economy are hiring. Indeed.com, a popular job aggregator, reports an average of 500,000 new jobs are being added by employers every week. BLS reports an increase in jobs every year since 2012, and employers are simply not finding the

skills they seek. This is the case not because our workforce lacks the skills, but because employers looking for those skills cannot find them. The jobs are readily available, yet most applicants looking for employment today are completely severed from the workforce.



Main causes of Unemployment

1

When months turn into years, discouraged candidates eventually stop looking and drop from the workforce.

Extended unemployment tends to lower self-confidence and eventually leads to a loss of motivation. The average applicant who feels she has tried everything and nothing is working stops looking and consequently is separated from her profession and eventually the workforce. To get back, she needs a renewed sense of hope, proper guidance, and measurable results to advance her cause.

2

The internet has changed the way candidates connect with employers

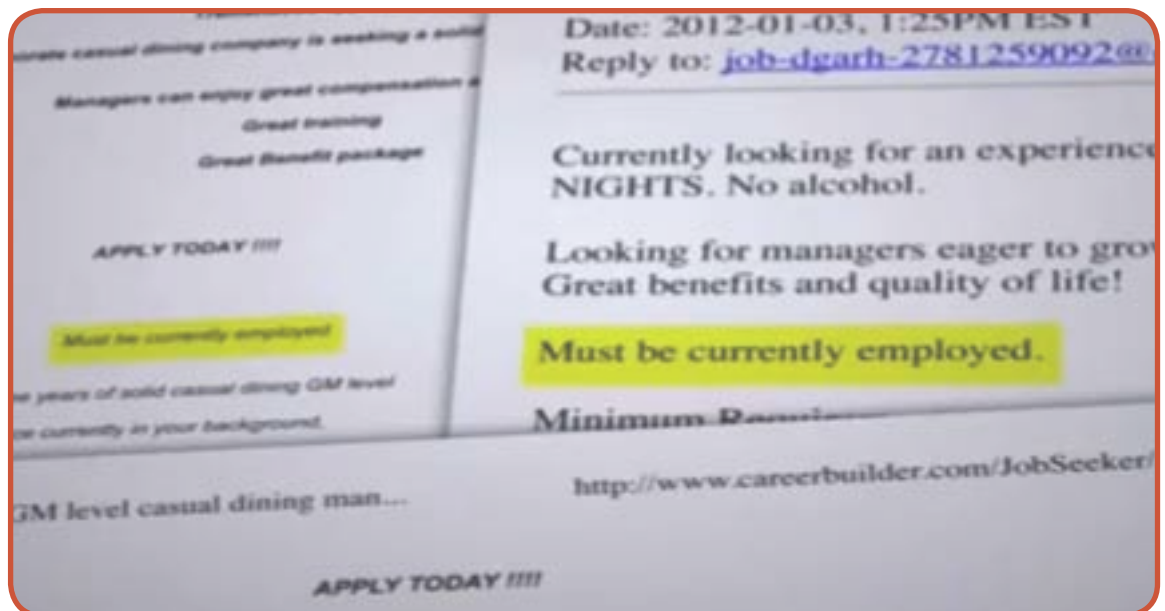
Many years ago, an employer placing an ad received only a handful of resumes. Today the same employer receives thousands. As employers are overwhelmed with resumes, they rely on talent management softwares to scan through and identify matches. Yet, these systems scan resumes containing an incomplete snapshot of the applicant's background. This is because most applicants are not trained to properly structure decades of work experience on a resume. Consequently their resumes are inadvertently scanned out by these web based systems. Job seekers unaware of how to fix this disconnect, continue spending hundreds of unproductive hours applying for employment online forwarding resumes to which they receive no responses to. Proper guidance allows applicants who are puzzled by the new job market to effectively connect with employers needing their skills.



3

Extended unemployment creates a gap that disconnects our workforce from the job market

As unemployment prolongs, skills fade away and applicants are separated from their profession. After years of separation, the impression that the applicant is no longer employable becomes the employer's perspective. Ads reflect this view: "Must be employed to apply". Businesses cannot discriminate based on sex, religion or age, but today a new minority emerges that needs proper guidance to reconnect with the job market. This minority is the long-term unemployed.



Employment is important to the welfare of our communities and the health of our economy

Employment is important to the welfare of our communities and the health of our economy. But employment does far more than just provide some basic life requirements. Employment helps satisfy individual needs for members of our communities. It helps individuals with creative urges, promote self-esteem, and provide an avenue for achievement and self-realization.



The Solution

1. Enroll job seekers on a six week Get Back to Work Now program

The solution is to guide unemployed members of our workforce by the hand, and step by step, towards full employment. Today's employment market is unlike any other we have seen previously. The process we normally expect applicants to follow (prepare a resume and apply for a job) is no longer sufficient. Finding employment is no longer a two step process. Creating a resume (step one), and applying for jobs using that resume (step two) only blends the average applicant with thousands of others following the same steps. Although the resume today is an obsolete tool when searching for employment, applicants continue to spend hundreds of unproductive hours applying for jobs online. The Get Back to Work Now program is a five step process consisting of six session (one day per week for three hours). Each step is accompanied with a guide written specifically to speed up the job finding process for the graduates of this program. This program is free to all job seekers.



2. Enroll employers to interview the graduates of the program and match graduates with positions

Upon completion of six sessions, applicants who have identified a career path, developed their online marketing material, and have fully prepared for the new job market, are assisted with the job matching process. By enrolling employers eager to interview the graduates of this program, applicants waste no time in aligning themselves with a position. Employers will have the option to hire qualified applicants directly from this program or to employ them as interns. Graduates can choose internship with a company or start to apply to other jobs in their area.

3. Provide a career coach for each graduate until employment is achieved

The success of this program is dependant upon rejecting the "one strategy fits all" prin-



principle and treating each person as individuals. By doing so, we can match each person's marketable skills with open positions offered by employers. This means assigning each person to a job search assistant until employment is realized.

4. Provide this service free to both job seekers and employers

This program is offered by the efforts of volunteers trained on the NEC system and donations from the community.

Six Week Get Back to Work Now Program

Week One - Motivation

Each week consists of a three hour seminar, one guide and a series of assignments to complete during the week. Week one is focused on motivation.

Extended unemployment can lower one's morale. To search for employment when times are hard, to follow a job finding structure to no avail, and to continuously follow up on newly recommended procedures with little or no results can tarnish anyone's motivation. Yet, an organized job finding effort still requires consistent energy and motivation. This is the reason week one of the Get Back to Work Now program starts with "Motivation". This session accompanies Guide one, "Ignite Your Inner Fire", and focuses on reenergizing each applicant to reacquire the belief and motivation necessary to a successful job search.



Week One

Guide one is covered during week one



Week Two - Career Path

Week two focuses on the career path. When candidates rush to create a resume, they sometimes communicate their past experiences by listing everything imaginable on the resume. The misconception is: "The more, the better". Consequently, they end up conveying an otherwise perfectly matching qualification for a set of jobs, as one that is irrelevant to almost all jobs. Therefore, week two focuses on achieving for each person career path clarity. Each person will achieve a sense of direction, and acquire the knowledge to organize their personal qualifications in a manner that leads to inclusion, not exclusion of their resume from the process.

Why is this session important? Globalization today offers employers access to a broader pool of candidates allowing them to be more selective. To remain competitive, successful candidates construct the content of their resume by considering narrow factors, not broad ones. Additionally, factors such as demographics, the target employer market, and trends are carefully considered prior to constructing a resume. A person applying for employment must carefully research these factors as well as factoring the job quantity, competitive advantage, and the "career opportunity scope". Creating a resume without these considerations can result in a resume that produces results only by chance, and a content that may convey an otherwise matching qualification as non-matching.



Week Two

Guide two is covered during this week and focuses on career path.



Week Three - Phone Interview

Week three focuses on mastering the phone interview. The phone interview today is used as a fast and inexpensive tool to screen candidates. An unprepared candidate can be eliminated from the process, even if he or she has a stellar resume. Many well qualified candidates are eliminated at this stage when they find themselves ill-prepared to handle the call. Session three prepares the candidate with the knowledge to be effective during the phone interview. The goal of this stage is to turn every phone interview into a face-to-face meeting.



Week Three

Guide three is covered during this week and prepares candidates for the phone interview.

Week Four - Resume

Week four focuses on constructing the online marketing resume. The resume has a job to do for every applicant. Today, a resume that works generates a phone call from specific employers. Being unaware of how to construct a resume that achieves this goal, candidates submit resumes to which they receive little or no responses to. Additionally, reacting to changes in the new job market, the average candidate possesses limited knowledge on where and how to apply for jobs. Consequently, some find themselves being considered as overqualified, under-qualified, or not qualified, resulting from a resume containing too much, not enough, or the wrong information. This session uses principles with a proven track record to create a resume that produces responses from specific employers.





Week Four

Guide four is covered during this week and begins the construction of the online marketing material

Week Five - Resume and Interviews

Today, most employers use talent management software to manage applicant resume submissions. Employers are just as eager to fill their open positions, as candidates are. Yet, it is no longer a numbers game. If the first ten employers did not view a resume as a match, chances are other employers will not either. Therefore, it is important that candidates follow the correct strategies when applying for employment. Once the employer has responded, it is equally as important to prepare the candidate for the interview. Week five focuses on how to apply and the interview process. After the applicant has learned the best strategies to apply and interview, the applicant is matched with employers looking for his or her skills.



Week Five

Guide five is covered during this week initiating the interview process.

Week Six - Networking & Graduation

Week six completes the process and initiates a comprehensive networking training. This segment includes strategies on both online and in-person networking tactics to connect graduates of this program with employers in their areas.

Meet With Employers

Graduates from this program meet with employers who have agreed to interview them for a position.

The RoadMap™



To get started contact go to: www.necouncil.org/getback



One, Two, Three, Four, Five
and you are back to work.

To get started contact visit:
www.necouncil.org or contact
(949) 870-0201

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