# Table of Contents

- **About the Book** ........................................................................................................... Page 3
- **Uniqueness** .................................................................................................................. Page 4
- **The Business Case** ..................................................................................................... Page 5
- **Audience** ..................................................................................................................... Page 6
- **E-Book Ideas** .............................................................................................................. Page 7
- **Beverly Kaye** ............................................................................................................... Page 8
- **Press** ........................................................................................................................... Page 9
- **Marketing Plan** ............................................................................................................ Pages 10 – 14
- **Product Link** ................................................................................................................ Page 15
- **Survey** ........................................................................................................................ Page 16
- **About the Authors** ....................................................................................................... Page 17

- **Appendix A: Marketing Calendar** ............................................................................ Page 18
Help Them Grow Or Watch Them Go!

APPENDIX B: VIDEO LIBRARY..............................................................PAGES 19 -- 21
**About the Book**

Despite economic conditions, unemployment levels, or any other business factor imaginable, your best employees – the ones you need most – want one thing from you, plain and simple: to support their growth and career development.

Study after study confirms that development is the single most powerful tool managers have for driving engagement, retention, productivity and results. Yet, career development is frequently the thing that gets sidelined unless or until the organizations demands that some form be submitted during regular review cycles.

*Help Them Grow or Watch Them Go!* sheds a much needed light on specifically what managers can do – within the time-starved, priority-rich, pressure-cooker environment in which they operate – to support employees’ career development.

And it comes down to this: engage in short, ongoing conversations with employees about their career options, needs and passions.

*It’s really that simple... and that complex.*
UNIQUENESS

Small, Practical Guide Book

Fast ... Fluid ... Flexible

Anchored in Real Manager Experiences and Real Employee Needs

Just In Time

Pick a Page ... Dig into a Chapter

Review a couple pages ... Take Action

Or Read the whole Book

Just Do It

Packed with concrete examples, provocative questions, strategies, tips, assessments, and real-life stories, this book gives busy managers the tools to immediate redirect the development energy they are already investing toward the most important career development activities that will:

Support meaningful development

Reflect the reality of today’s workplace

Respond to what employees want and need...
Help Them Grow Or Watch Them Go!

WHY NOW? THE BUSINESS CASE

Career Systems International has long been in the business of career development. The Business Case for Career Development itself hasn’t changed much – it’s about talent: finding the best, keeping the best, growing the best, and maximizing the contributions of everyone to meet the organization’s goals and strategies.

Today’s environment, however, is unlike any other period of time, given the past 10 years of economic and business uncertainty. But the Business Case, for all intents and purposes, remains the same. Set forth below are several key reasons, supported by external research and reports, as to why career development matters to Organizations – what are the driving forces for companies to pay attention to today’s changing workforce – to drive momentum to change or adapt to the changing needs around talent. As we look at the needs of the organization, of course, the impact is squarely on the shoulders of leaders and yes, talent themselves.

At a high level, the key factors that make career development critical today are:

1. **THE NEW NORMAL**: Intense competition, emerging economies, rapid and ever present change. Customers that demand more and won’t settle for less. Organizations doing more with less. Innovate or perish. These are just some of the brushstrokes that paint the picture of today’s business landscape.

2. **THE “SURVIVORS”**: The Kept-On Workforce is not happy. Disengagement is everywhere, and it is no doubt impacting productivity, performance and profitability. While people may choose to stay, they also choose to ‘wait and see,’ allow the economy to shift once again and until then, show up physically, but not necessarily bring their whole self to work (i.e., no discretionary effort). This can have a severe impact on organizations’ bottom line, particularly as it relates to ‘top performers/key talent.’

3. **PERFORMANCE & PRODUCTIVITY IMPACTED**: Engagement is not only dropping, but it’s significantly impacting business results.

4. **MASS EXODUS OF TALENT ANTICIPATED**: Most employers will see an unprecedented exodus of talent as the job market rebounds.

5. **TALENT & SKILL SHORTAGES WILL RETURN**: The Bureau of Labor Statistics continues to report that there will be severe talent and skill shortages through 2012. Organizations must build a culture of development to fill the talent pipeline and create a job market within the organization, instead of pushing people out.

6. **CAREER DEVELOPMENT IS ONE OF THE THREE KEY DRIVERS OF ENGAGEMENT**, across all generations, functional areas, cohort groups (diversity) and levels within an organization.
Help Them Grow Or Watch Them Go!

AUDIENCES- PRIMARY/SECONDARY

PRIMARY AUDIENCE: MANAGERS

- Leaders, Managers or Supervisors who ...
- Newly hired or promoted Managers or Supervisors who ...
- Supervisors of others in any type/size of organization who ...
  - Care about others’ success
  - Want to help but has less time
  - Want to help but isn’t good at career coaching
  - Want to help but doesn’t have right tools
  - Know development is critical to engagement but has no idea ‘how’
  - Were told by organization this is part of job
  - Think ‘why should I’ whenever topic of developing others comes up

SECONDARY AUDIENCE: ORGANIZATIONS THAT ...

- Know that talent is at risk, but doesn’t know where to start
- Have an engagement initiative, but is not focusing on development
- May be a small company, little resources and dollars – quick fix
- HR is looking at developing talent
- May deliver career development programs/solutions but want ‘Quick Start’ or ‘How To Guide’ to offer pre- or post-learning
- Bev is doing speaking engagements – associations, clients (not delivering CareerPower), industry conferences
- Senior leaders are considering career development solutions (as training piece)
E-BOOK IDEAS

We are excited about working with BK on an e-book. Depending upon how ambitious we want to be, below are several ideas for features and tools to enhance the reader’s experience:

1. The research that’s currently underway will deliver hours of videotaped interviews. An easy link to selected passages will allow readers to dig more deeply into what employees think and want relative to development.

2. Readers who want to learn more about any research referenced can click to visit websites, reports, and more.

3. Examples (both positive and negative) are only a click away in the e-book.

4. Assessments and Cosmo-type mini surveys will deliver tailored feedback and allow readers to better understand their own behavior and the needs of their employees.

5. Short e-learning modules will provide an opportunity for readers to rehearse new conversational approaches and get feedback to improve their effectiveness with real employees.

6. Blogs and webinars will allow readers to continue the conversation -- about what employees want, what they themselves want, and how to make career development happen.
**Beverly Kaye and Career Systems International:**

Beverly Kaye is recognized internationally as one of the most invested, knowledgeable, practical professionals and top thought leaders in the areas of career development, employee engagement & retention, and mentoring. She is sought out worldwide to address (keynote) these timely topics, both in the corporate arenas as well as at Conferences (vertical industries, associations and Special Events) and predominantly, HR events. She has developed relationships with more than a dozen speaker bureaus who promote Bev’s speeches with their clientele. She has addressed more than 500 audiences on these topics over the past 5-10 years.

CSI services and products are sold through an international sales team consisting of Gary Vilardi, SVP of Sales, two sales support professionals, six full-time/salaried Regional Vice Presidents, and several alliance partners representing CSi solutions in China, Switzerland, UK, and Canada. Sales efforts utilize a variety of selling methods including face-to-face, telemarketing, webinars, web-leads, speaking leads, cold-calling and client referrals.

CSI utilizes a talent pool of 20+ Associate Consultants throughout the world to deliver our programs and consulting services.

CSI’s corporate office in Scranton, PA is staffed with several operational specialists responsible for material management, fulfillment and related operational functions.

The marketing efforts for CSi are led by Beverly Kaye and Ann Jordan, with a small team of web designers and program developers.
Help Them Grow Or Watch Them Go!

PRESS

Bev Kaye has been extremely successful over the years in garnering top tier media attention in such publications as Fast Company, Wall Street Journal, Washington Post, Fortune, USA Today, Gannett News Service, INC, L.A. Times, New York Times, and Fortune. She continues to be successful with the HR and trade media, including Training & Development Magazine, Workforce Management, HR Executive, SHRM publications and industry publications in financial services, health care, pharmaceuticals, automotive, etc. In 2011 she was appointed to the Chief Learning Officer magazine’s Business Intelligence Board and the Human Capital Media Advisory Group for Talent Management and Diversity Executive Magazines, and continues to be a regular contributor.

To enhance media opportunities, CSI is heightening efforts to obtain clients stories, which provide better local or industry specific pitch opportunities. In addition to the monthly articles reflected in Appendix C, she will continue, with her co-authors, to pursue feature articles in these venues on the topic of career development and the role of the manager.

Specific communication plans will be established for the pre-launch, launch, and post-launch of this new book that may include:

- Press releases, utilizing CSI’s press contact database, distributed at different times during the campaigns.
- Canned articles, ‘sprinkled’ (submitted over time) to various top media outlets to encourage placement.
- Op-Ed opportunities will be sought.
- Promoting the book via articles, releases and newsletters to our existing clientele and prospect databases.
- Teaser mailings, email and US mail, to introduce and market the book.
- Inclusion in all speeches, bios, and other marketing materials/events utilizing CSI and Bev Kaye.
Help Them Grow Or Watch Them Go!

MARKETING PLAN

A one year comprehensive marketing plan is under development that will include the following tactics and will mirror the 2001 Marketing Calendar (see Appendix A).

1. **SPECIFIC SIX MONTH TARGETED “DRIP-TYPE” LAUNCH CAMPAIGN USING MULTIPLE MEDIA, INCLUDING E-CARDS** (see samples):

   ![E-Cards Samples]

2. **MONTHLY NEWSLETTER:** Noiseletter & Noiseflash – Distributed on a monthly basis to existing clients and prospects, a database that exceeds 32,000 recipients.


3. **MONTHLY CSI HOSTED WEBINARS:** Presentations by Beverly Kaye and with client best practices, CSi – some of those we’ve held drew 1-200 participants. Starting on March 14, 1 hour webinars with Beverly Kaye will be presented on Tuesday, Wednesday or Thursday. Dates are as follows:

   **MARCH 14, APRIL 17, MAY 16, JUNE 19, JULY 24, AUGUST 15, SEPTEMBER 18, OCTOBER 16, NOVEMBER 6, DECEMBER 4.**

4. **MONTHLY ARTICLES:** Regularly called on by the Press, Bev Kaye publishes an ‘article a month’ that is featured with our clients and prospects and included in our monthly newsletter. She regularly publishes in professional journals. The following are articles submitted and accepted:

<table>
<thead>
<tr>
<th><strong>For CLO Magazine:</strong></th>
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<tbody>
<tr>
<td><strong>From Predictive and Prescriptive to Options and Opportunities: Changing the Perception of Career Paths</strong></td>
</tr>
<tr>
<td>Many organizations have invested heavily in devising intricate career pathing systems for their employees. These systems have been placed on in-house portals and have been made available to employees for help in their career planning. Sadly, for all the expense and time invested, these pathing systems have not been used as heavily as one would hope. While it is true that paths, nowadays, change quickly (sometimes they seem to be written on Etch-a-Sketch boards that get shaken and reconfigured constantly!) the information can still be of use if positioned correctly. This article outlines ways to utilize this investment while still supporting the new nature of current career development.</td>
</tr>
</tbody>
</table>
## Help Them Grow Or Watch Them Go!

<table>
<thead>
<tr>
<th>Article Title</th>
<th>Summary</th>
<th>Acceptance Date</th>
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<tbody>
<tr>
<td><strong>Invade My Space...Please</strong></td>
<td>With the invention of e-mail, Twitter, smart phones, Instant Messaging, and countless others, the ability to have one-on-one conversations is becoming a lost art. If you are a manager or leader, these technological advancements may be making it easier for you to communicate information, but they may not be doing enough to engage and retain your top talent. Employees at any level want and need to have a personal connection to their job and their boss. In fact, research suggests employees would rather be criticized by their boss than ignored. Regular one-on-one conversations are key to creating that connection and building loyalty with the company and its leadership. The lost art of conversation doesn’t have to be lost on you. If you are a manager or leader, you can learn how to have a meaningful conversation with your employees, know what to listen for, and find easy opportunities to engage your team in everyday interactions. Don’t hold back. Look up from the smart phone, come out from behind the computer and ask yourself, “Whose space will I invade today?” This article will detail the specifics of the lost art of development conversations.</td>
<td><strong>ACCEPTED FOR July 2012</strong></td>
</tr>
<tr>
<td><strong>Managers Can Be Your Talent Development Power Players</strong></td>
<td>Managers play a key role in employee development. They have the power to motivate, inspire, and lead. They can also help employees thrive, remain competitive and develop their unique skills. Knowing what to do, how to do it, and then doing it is key to effective leadership. This article presents the business case for managers to devote time to career development and the essential how-to’s for the busy manager.</td>
<td><strong>ACCEPTED FOR FEB 2012</strong></td>
</tr>
<tr>
<td><strong>Stop Whispering about Attitudes: The Unwritten Laws of Development</strong></td>
<td>One key to success in today’s workplace lies in one’s attitude – how a person views his or her work. Effective professional development requires certain adjustments in the attitude, perspective, thinking, and orientation of employees. These adjustments aren’t just in how individuals perform their jobs each day, but also in how they perceive their jobs and their roles in the organization. Employees have natural abilities and tendencies. When an organization details and then develops employees to identify and channel these abilities, job performances and professional development will almost certainly be enhanced.</td>
<td><strong>ACCEPTED FOR DEC 2012</strong></td>
</tr>
</tbody>
</table>
### Career Development: Shifting from Nicety to Necessity

Career development is ideally a collaborative partnership effort between the individual employee, the manager or leader, and the organization. At its best it can promote job satisfaction, engagement, productivity and discretionary effort. While the individual employee has the primary responsibility for his or her own career, the leader must be a supportive coach, and the organization must provide the necessary resource systems and information. When career development initiatives truly recognize this partnership, a vital link between individual and organizational goals and objectives can be realized. It can become the vehicle for implementing the talent management aspect of a company’s strategic plan, by formulating a framework for optimum development.

### Organizational Task Forces: Help or Hindrance?

Organizational task forces and advisory groups have taken on a myriad of names and aims. We call them task forces, project teams, or steering committees. We think of their work as commitment building, idea generating, action planning, or trouble shooting. They are essential to our culture change efforts.

Some well-intentioned groups crumble into chaos, failing to accomplish whatever it was that someone had in mind for them. Others click into creativity, developing programs or processes that make positive contributions to their organizations and other employees. The success of such groups should serve as a model to guide new groups toward similar results.

There are several components of successful advisory groups that can provide a checklist for learning leaders who guide these groups. In addition to being a good checklist, the components offer a model by which a group can learn about itself, evaluate its progress, and remind itself that process is an ongoing key to its success. Such a model can serve as a focal point for group members to think about and use in planning their work together. This article describes those components, provides examples, and serves as a guide for easing the difficulty of this aspect of our work.
### Branding Your Organization with a Development Culture

Leading organizations are using employer branding to create an organizational culture and value system aligned with their corporate identity and image. If a company is known as having a development culture, it will recruit and retain the best, since employees consistently rate career growth, (learning and development) among the most important factors in engagement and retention. The key to success is not only to create an image of having this culture, but also to ensure that the culture *really exists* within the organization. Developing a “we do development here” brand is not easy. It takes time, effort and consistency. Today’s employees are more like customers, since it is, once again, an employee marketplace. It’s up to the organization to convince them with a consistent message from the recruiting interview throughout all stages of their tenure within the organization that their development is taken seriously. A critical step is to let the employees know that the organization has a development strategy in place to – attract and retain a world-class team, build critical bench strength, improve workforce capability, create short and long-range plans, and improve leadership readiness by growing from within. This article will outline the how-to’s of building a development brand.

| ACCEPTED FOR OCT 2012 |

### 5. Presentations by Bev Kaye and/or our senior associates that are marketed with our clients and prospects.

**Upcoming Dates:**

- **January 12, 2012:** National Association of Women Business Owners: LA, Speech
- **January 31:** HR Roundtable, Phoenix
- **February 1:** HR Roundtable, Dallas
- **February 21:** Webinar: Achievers (Global audience)
- **February 23:** Kaiser Presentation
- **March 1:** Houston HR Roundtable
- **April 19:** Presentation U of Dayton Executive Education
- **May 7, 8, 9:** Two Presentations, ASTD
- **May 11:** Presentation at Kaiser
- **June 4:** Biotech Conference Presentation: New Orleans
- **July 10:** Webinar, Best Practice Institute
- **September:** HRPS Speech, Boston

### 6. Videos: CSi has partnered with Athena Videos and Harvard Manage Mentor to create 20 short ‘video vignettes’ on the topic of career development (also listed in Appendix B), all of which will be used to promote career development with CSi clients and prospects. All of CSi’s videos (40+) will be available from a CSi You Tube Page: [http://www.youtube.com/careersystemsint](http://www.youtube.com/careersystemsint)
7. **Social Media:** CSI is moving aggressively into tapping the social media marketing opportunities, initially from a corporate standpoint and pushing participation out to the field throughout the remainder of 2011.
   - **Twitter:** Bev Kaye has hundreds of followers on Twitter [@BeverlyLKaye](https://twitter.com/BeverlyLKaye) and tweets are sent out daily. Key messages from our newsletter and other resources are used through this medium.
   - **LinkedIn:** CSI is in the process of designing a LinkedIn Corporate Page and monitors and participates in, on a regular basis, discussions in a multitude of groups.
   - **Facebook:** CSI has designed a Facebook Corporate Page which will be used to promote our efforts: [http://www.facebook.com/pages/Career-Systems-International/113960888690823](http://www.facebook.com/pages/Career-Systems-International/113960888690823)
   - **Blog:** CSI will be developing a blog within the CSI website to start dialogue on the topic of career development.

**IN ADDITION, THE FOLLOWING WILL OCCUR TO SUPPORT THE MARKETING EFFORT:**

1. **CSI Website:** Book will be featured on CSI’s website (careersystemsintl.com) and this medium will be used to drive interest (i.e., surveys, webinars, etc.).

2. **Help Them Grow or Watch Them Go Website:** A website will be developed along the lines of Love ‘Em or Lose ‘Em at [www.help-them-grow.com](http://www.help-them-grow.com).

**Love ‘Em or Lose ‘Em Website:** [WWW.KEEPEM.COM](http://WWW.KEEPEM.COM)

3. **Bev’s Networks:** Literally thousands of people, authors and thought leaders are in Bev’s personal network, which will be leveraged as this book is created and marketed.

4. **Julie Winkle Giulioni’s Network:** Julie will draw on her own network built over 20 years of delivering commercial and custom training to corporations nationwide.
Help Them Grow Or Watch Them Go!

PRODUCT LINK- CSI’S CAREER POWER® AND THE NEW BOOK

Career Systems International offers a portfolio of training programs and related services in a very niche market – Career Development, Engagement & Retention. For CSI’s entire career portfolio, this new career book could serve as a program enhancement and sustainers. We also envision a new learning solution being designed around this book. This means that CSI intends to develop a face-to-face workshop, e-learning and social learning package that would build on the book and its concepts.

CAREER DEVELOPMENT: CSI offers comprehensive solutions in the career development arena, serving both the individuals (employees) and managers/supervisors (coaches) – See Exhibit E. This book, as it is directed to Managers, would provide direct links and support for:

- CareerPower ‘Classic’ for Managers (Workshop, On-Line)
- CareerPower 3.0 for Coaches (Workshop, On-Line Community, Virtual Classrooms)

For both of these offerings, this book could be:

1. Sent to organization leaders to ‘drive’ their thinking around career development
2. Given to Senior Executives as an education piece (in place of participating in training)
3. Packaged in with both offerings as a pre-learning or post-learning “Guide Book” to making it happen and taking the action.
4. Packaged in with speeches to senior leaders at organizations and conferences when the topic is around career development and the manager’s role.
5. Unbundled and used as some key messages to sustain the learning with the managers/coaches participating in the workshop.
6. Packaged to support the Train-The-Trainer Certifications with clients.
Help Them Grow Survey

Building on the interest gained from the title survey, a new questionnaire was designed that will be sent out next week. This survey will inform many of the book chapters and also serve to add to the pre-publicity marketing plan.

We will be sending this to everyone who completed our survey, to everyone at CSi (with instructions to put this on Facebook, LinkedIn, etc.), to our certified community of trainers (over 500), to our active client data base (over 3,000), and to other associations and organizations in Beverly’s network.

Survey:

1. Rate your boss's ability to effectively support your career development. (1-4 scale) – highly effective, effective, somewhat effective, not at all effective.

2. Rate your boss’s commitment to supporting your career development. (1-4 scale). – highly committed, committed, somewhat committed, not at all committed

3. Rank the three career-related conversation that you’d like to talk about with your boss:
   - My skills & strengths
   - My values
   - My interests
   - My accomplishments
   - My gap areas for development
   - My reputation in the organization
   - Changes in our organization
   - Changes in our industry
   - Opportunities in organization
   - Opportunities outside of organization
   - Creative ways to use my talents
   - How to pursue new options

4. What’s the best career question anyone ever asked you? (2 line open)

5. Describe a recent time your boss missed an opportunity to talk with you about your career.

6. If you’re a manager … what gets in the way of holding career conversations with your people?

7. If you could send one message about career development to managers what would it be?
Help Them Grow Or Watch Them Go!

ABOUT THE AUTHORS

Dr. Beverly Kaye

Dr. Beverly Kaye is an internationally recognized authority on career issues, and retention & engagement in the workplace. She was recently honored with the “Distinguished Contribution” award by the American Society for Training and Development (ASTD) for her ground-breaking and continued impact on workplace learning over the past three decades.

As founder and CEO of Career Systems International, and a best-selling author on workplace performance, Dr. Kaye has worked with a host of organizations to establish cutting-edge, award-winning talent development solutions. Her first book, UP IS NOT THE ONLY WAY foresaw the effects that leaner, flatter organizations would have on individual careers and the subsequent need for workers to take charge of their own careers. She also developed systems for managers and employees to work together to help employees achieve their developmental goals.

With the fourth edition of LOVE ‘EM OR LOSE ‘EM: GETTING GOOD PEOPLE TO STAY (Berrett-Koehler 2008), a bestseller she coauthored, Bev addressed one of the most pressing workplace problems of the 21st century: retaining and engaging employees. In her follow-up companion best seller, LOVE IT, DON’T LEAVE IT: 26 WAYS TO GET WHAT YOU WANT AT WORK (Berrett-Koehler, 2003) she shows employees how they can find greater satisfaction in their current work lives.

Julie Winkle

For more than 20 years, Julie has worked with organizations to develop and execute innovative commercial and custom training products that measurably improve performance. She is well-known for consistently delivering creative one-of-a-kind solutions, on-time and within budget. As a business owner, independent consultant and internal director of product development, Julie has been responsible for leading multi-disciplinary virtual teams that develop award-winning electronic and instructor-led learning solutions used by thousands of organizations worldwide.

Julie is a published author and respected speaker on a variety of performance improvement, leadership and customer service topics. She is well versed in the training needs of multiple industries and learner audiences having served as a former director of product development for AchieveGlobal, one of the largest learning and development organizations in the world. Julie has also held training management positions in financial services and retail organizations, taught marketing at the secondary and post-secondary levels, and served as a department chair at Woodbury University in Southern California.
### APPENDIX A: CSi MARKETING CALENDAR- SAMPLE 2011

#### AUGUST

**NOISEflash:** August 16 (re-launch noiseflash, promote IHR conference and Morrison presentation)  
*Note: Uncertain at this time if the NoiseFlashes will resume in August or September*

**ARTICLE:**
- Development at a Distance: How-To’s for Virtual Leaders (Chief Learning Officer, August 2011) by Bev with Lindy Williams
- Why Mentoring? Put Talent Front and Center (Leadership Excellence, July 2011) by Bev and Bette Krakow

**PRESENTATIONS:**
- Aug. 2-5 – Bev in Chicago for Meetings and available for Mike with client calls
- Aug. 17-18 – IHR Virtual Conference (HR.Com) – Developing Organization Leadership Capabilities (CSi hosting a booth) – free registration
- Aug. 18, 11:00 – 12:00 EST – Increasing Employee Engagement One Question at a Time with Michael Svagdis, President, Morrison Senior Dining and Lynn Cowart, Sr. Consultant, CSi
- Aug. 19, 11:00-12:00 PDT, CP3.0 WEBINAR & DEMO/ANN via Adobe Connect & 888-296-6500 ID 498746# - [http://careersystemsintl.adobeconnect.com/r2d3xefuqmd/](http://careersystemsintl.adobeconnect.com/r2d3xefuqmd/)

#### SEPTEMBER

**NOISEflash:** September 13 (promote webinars, book survey, article)

**ARTICLE:**
- Up is (Really) Not The Only Way, Training & Development

**PRESENTATIONS:**
- Sept. 8-9, Annual Customer Experience Conference, hosted by I Love Rewards, Toronto, Canada – Bev presenting and participate on panel on Engagement
- Sept. 14, 10:00-11:00 PDT, I4CP Webinar, Maps to Apps (free seats available)
- Sept. 16, 11:00-12:00 PDT, CP3.0 WEBINAR & DEMO/ANN via Adobe Connect & 888-296-6500 ID 498746# - [http://careersystemsintl.adobeconnect.com/r8inifsyqom/](http://careersystemsintl.adobeconnect.com/r8inifsyqom/)
- Sept. 19, 5:00 PM, Teleconference (Bridge Call) for Pam McLean, Love It, Don’t Leave It: 26 Ways to Get What You Want at Work (*Free seats available for CSi, Clients & Prospects*)
- Sept. 20, 11:00 PDT, Webinar for ASTD Career Week - A New Career Shift from MAPS TO APPS (*Free seats available for CSi, Clients & Prospects*)
- Sept 26: BEV –ASTD Chapter presentation, Norwalk, CT – A New Career Shift from MAPS TO APPS
- Sept. 26 & 27: With Donna Horrigan in Connecticut and New York City
**APPENDIX B: VIDEO LIBRARY ON CAREER DEVELOPMENT**

CSI has amassed a sizeable video library. Below are examples of Career Development videos.

<table>
<thead>
<tr>
<th>What is a Self Powered Careerist™? (Long &amp; Short)</th>
<th>Dr. Beverly Kaye describes the five attitudes of self-powered careerists: Excuse and Blame Free; Talent Rich; Inquisitive &amp; Curious; Big Picture Minded; and Courageous. Managers, what would it be like to have talent with these attitudes? She also discusses what career development can mean for your organization. Would this be a win win (introducing the 5 apps, changes, interests, etc.)?</th>
<th>Short: <a href="http://www.careersystemsintl.com/Videos/SPC_Long.html">http://www.careersystemsintl.com/Videos/SPC_Long.html</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>APPS’ for Personal Career Development - Move From Maps to Apps</td>
<td>Dr. Beverly Kaye provides an overview of the five personal apps (the model and the process) that can help you develop and grow in your career. Speaks about the five steps in growing your career, based on phenomenal research, there’s five steps - - updated, from Maps to Apps - Fast, Fluid, Flexible &amp; Fickle - Introduces each of the 5 apps: Change, Interests, Reputation, Options &amp; Action (To Do’s You Can’t Not Do)</td>
<td>Short: <a href="http://www.careersystemsintl.com/Videos/Apps.html">http://www.careersystemsintl.com/Videos/Apps.html</a></td>
</tr>
<tr>
<td>CHANGE: Evaluate CHANGES affecting your career</td>
<td>Dr. Kaye discusses how keeping up with and understanding change plays a critical role in your career success. She offers tips on how people (self powered careerists) can stay on top of and understanding change, trends, competition, etc. And if you’re a manager, how you can help others keep track of ongoing trends.</td>
<td><a href="http://www.careersystemsintl.com/Videos/Changes.html">http://www.careersystemsintl.com/Videos/Changes.html</a></td>
</tr>
<tr>
<td>INTERESTS: Choose roles that INTEREST you, fit values, build skills</td>
<td>Career Fit - important to know your skills, interests &amp; values. It’s not just skills that drive employees but rather Interest and passion play important roles in engagement and career development. Dr. Beverly Kaye discusses technical skills are only one piece of the puzzle when you are trying to keep employees motivated and moving forward in the organization. Skills changing and become obsolete - orgs have skill lists but there are New skills: Adaptability, Innovative Thinking, Knowing how to be Agile Learner. Managers too need to ask the right questions to uncover. Interests are most important, passion fuels.</td>
<td><a href="http://www.careersystemsintl.com/Videos/Interests.html">http://www.careersystemsintl.com/Videos/Interests.html</a></td>
</tr>
<tr>
<td>REPUTATION: Brand your REPUTATION and market it as an asset</td>
<td>Dr. Beverly Kaye talks about building and managing your personal brand and how you are seen within your organization. If we really understand our brand, it’s about marketing it in your organization as an asset. Are you managing it or is it managing you?</td>
<td><a href="http://www.careersystemsintl.com/videos/Reputation.html">http://www.careersystemsintl.com/videos/Reputation.html</a></td>
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Help Them Grow Or Watch Them Go!

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<tr>
<th>OPTIONS: Develop career OPTIONS THAT ENERGIZE AND ENRICH YOU</th>
<th>Dr. Beverly Kaye talks about why we need out of the box thinking about how we can keep growing, learning, and changing without leaving my current job. But first you must understand what's changing, interests, skills, and values; and feedback on your reputation. Then you can begin to look at options (multiple is important - you need more than one option). Lateral, Vertical, Realignment - Up is not the only way and Enrichment is one of the most important.</th>
<th><a href="http://www.careersystemsintl.com/Videos/options.html">http://www.careersystemsintl.com/Videos/options.html</a></th>
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<tr>
<td>ACTIONS: Create ACTIONS that keep you satisfied and contributing - To Do's You CAN'T NOT Do</td>
<td>Dr. Beverly Kaye talks about taking action ... the to do's you can't not do. To move from your Now to your New Story. She explains what kinds of actions you can undertake and how you will need to use development opportunities as a part of your actions plan. She talks about developing by Experience, Education and Exposure.</td>
<td><a href="http://www.careersystemsintl.com/videos/Actions.html">http://www.careersystemsintl.com/videos/Actions.html</a></td>
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<td>It's True, It's True, It mostly is you</td>
<td>Bev Kaye poem on the CareerPower 5 - from the back of the CP3.0 magazine - Bev in Wonderland</td>
<td><a href="http://www.careersystemsintl.com/Videos/Poem.html">http://www.careersystemsintl.com/Videos/Poem.html</a></td>
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<td>CAREER COACHING: Anytime, Anywhere, Anyone -- Appreciate, Advocate &amp; Activate</td>
<td>If you want to move your career forward you should have a career coach. Dr. Kaye describes career coaching and offers a formula for helping you achieve career success. Introduces that peers can be coaches, in addition to the managers. CP3.0 Coaching Moments Model: Appreciate, Advocate &amp; Activate - Give and Get Coaching to Self Power Your Career - The Self Powered Careerist</td>
<td><a href="http://www.careersystemsintl.com/Videos/Coaching.html">http://www.careersystemsintl.com/Videos/Coaching.html</a></td>
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<td>Why is Career Development Important? ENGAGE, DEVELOP &amp; RETAIN</td>
<td>Dr. Beverly Kaye explains the business case for development -- why employee development is so critical in the battle to engage and retain top talent.</td>
<td><a href="http://www.careersystemsintl.com/Videos/Classic_WhyCare.html">http://www.careersystemsintl.com/Videos/Classic_WhyCare.html</a></td>
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<tr>
<td>Career Direction: What Applicants and Employees Want to Know</td>
<td>Author and speaker Dr. Beverly Kaye explains what new recruits and employees want to know about your organization as they plan their careers. She provides five key questions that are important for you to engage and retain talent (Will you ... the five questions employees ask that link to the CP &amp; CP3.0 models). Introduces CSi's 3 D's (deceptively, etc.).</td>
<td><a href="http://www.careersystemsintl.com/Videos/Classic_WantToKnow.html">http://www.careersystemsintl.com/Videos/Classic_WantToKnow.html</a></td>
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<td>Fear Not: Misconceptions About Employee Development</td>
<td>Dr. Kaye explores the idea of employee career development. She explains that many people have the wrong impression of the pros and cons of development - 1) if they develop, they leave; 2) mgrs. have to be artful at coaching; concept of peer coaching; 3) individuals think there are no opportunities for me.</td>
<td><a href="http://www.careersystemsintl.com/Videos/Classic_Misconceptions.html">http://www.careersystemsintl.com/Videos/Classic_Misconceptions.html</a></td>
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<td>Managing Your Career</td>
<td>Introduces SPARK for employees, SUPPORT from Managers, and SYSTEMS from Organization. Talks about the five 'generic' steps (not actual model of CP or CP3): 1) Knowing Yourself; 2) Knowing how Others See You; 3) Know the world of work, what's changing; 4) Know your Options; 5) Know what you need to learn and how you're going to do it, Action.</td>
<td><a href="http://www.youtube.com/watch?v=Pwo8DS9NGMI">http://www.youtube.com/watch?v=Pwo8DS9NGMI</a></td>
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<td>Helping Employees Manage Their Careers</td>
<td>Introduces three S (Spark, Support and Systems) - Focus is on Support and the 5 'generic' steps to support employees: 1) Get them Talking/interests; 2) Get them Reflecting/Reputation; 3) Get them considering/Change; 4) Get them Analyzing/options 5) Get them Moving/Learn and Action &amp; Link</td>
<td><a href="http://www.youtube.com/watch?v=EWwgdiSH7kg&amp;feature=related">http://www.youtube.com/watch?v=EWwgdiSH7kg&amp;feature=related</a></td>
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<td>Job Fit</td>
<td>Bev Kaye is interviewed on job fit by Harvard Business Publishing for their 'ManageMentor' offering on the components about job fit.</td>
<td><a href="http://www.youtube.com/watch?v=lpULdd0n1qk">http://www.youtube.com/watch?v=lpULdd0n1qk</a></td>
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<td>It's All About Conversations and Coachable Moments</td>
<td>Bev Kaye is interviewed by Harvard Business for ManageMentor on the topic: It's all about Conversations and Coachable Moments. Introduces concept of values alignment.</td>
<td><a href="http://www.youtube.com/watch?v=KmH_dWiKS7M">http://www.youtube.com/watch?v=KmH_dWiKS7M</a></td>
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<tr>
<td>What employees want from their careers</td>
<td>Bev Kaye is interviewed by Harvard Business for ManageMentor exploring what Employees want from their careers. She explains the questions they come with …, Will you fill me in on what's changing, etc., around her career development model.</td>
<td><a href="http://www.youtube.com/watch?v=XWhBvzKCod8">http://www.youtube.com/watch?v=XWhBvzKCod8</a></td>
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When managers understand employees better, they are prepared to deal with development issues and generate solutions that can benefit both their people and their organizations.