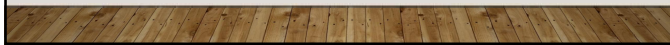


**SETTING YOURSELF UP FOR SUCCESS**  
NAVIGATING THE PROFESSIONAL WELLNESS FIELD

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BRIDGETTE STEWART, M. ED, CWP, CWWWS  
GINA BRANDENBURG, MS, CHES®  
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**LEARNING OBJECTIVES**

- Employ best practices for creating a resume, enhancing professional development and conducting a job search.
- Identify wellness certifications which are reputable in the job market and sought after by employers.
- Prepare successfully for an interview and starting a professional job.
- Other fun activities.

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**WHAT DOES IT MEAN TO BE A PROFESSIONAL IN THE WELLNESS INDUSTRY?**



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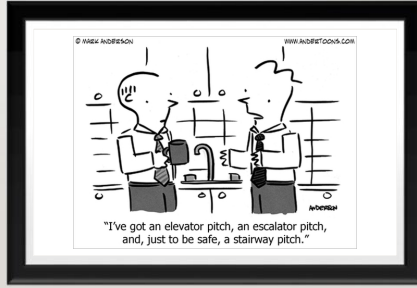
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## THE POWER OF NETWORKING

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## WHAT IS NETWORKING?

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- Not simply information exchange
- Involves
  - Establishing relationships
  - Branding yourself
  - Proper use of social media outlets

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## "TELL ME A LITTLE ABOUT YOURSELF"

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- Elevator Pitch Guide
- Let's practice...

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## RESUME, COVER LETTER, JOB HUNTING

- What exactly is a resume and its purpose?
- Best practices
  - Resume evaluation form used at the University of West Georgia
- How to search for jobs

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## PREPARING FOR THE INTERVIEW

Types	What it is	Tips
Phone	An interview over the phone	Treat the interview as if it is an in-person interview
Skype	An interview over the internet using the software application Skype	Test your equipment prior; make direct eye contact with the webcam
One-on-One	The most common interview type	Dress professionally and be aware of your body language.
Group	An interview with multiple candidates	Stand out! Let your personality shine, remember you are up against multiple people.
Panel	An interview where several members of a hiring company interview a candidate at the same time	Stay calm and speak loudly and clearly. Bring several copies of your resume.

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## PREPARING FOR THE INTERVIEW

### What to do

- Arrive early
- Research the company prior
- Evaluate your social media
- Always shake hands before and after the interview
- Practice your elevator speech
- Be honest and be yourself
- Ask questions at the end of the interview
- Write a thank you letter promptly after the interview

### What NOT to do

- Arrive late
- Call the interviewer by their first name
- Be untruthful about your experiences
- Take the interview casually
- Lie on your job application or resume

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PREPARING FOR THE INTERVIEW




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CERTIFICATIONS

- What are your career aspirations?
  - Wellness Coordinator
  - Health Educator
  - Director of Fitness and Wellness
  - Health Promotion Specialist/Coordinator
  - Health Coach
  - Personal Trainer
  - Group Fitness Instructor
  - Community Health Specialist

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CERTIFICATIONS:  
HEALTH  
COACHING

- **International Consortium for Health & Wellness Coaching**
  - National Board Certified Health & Wellness Coach (NBC-HWC)
- **Wellcoaches®**
  - Certified Wellcoach®
- **Center for Credentialing & Education (CCE)**
  - Board Certified Coach (BCC)
- **American Council on Exercise (ACE)**
  - Health Coach

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CERTIFICATIONS:  
HEALTH  
EDUCATION  
AND WELLNESS  
PRACTITIONER

- **National Wellness Institute**
  - Certified Wellness Practitioner (CWP)
- **National Commission for Health Education Credentialing, Inc.**
  - Certified Health Education Specialist (CHES®)
  - Master Certified Health Education Specialist (MCHES®)

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CERTIFICATIONS:  
FITNESS AND  
EXERCISE

- **American Council on Exercise (ACE)**
  - Personal Trainer
  - Group Fitness Instructor
  - Medical Exercise Specialist
- **National Academy of Sports Medicine (NASM)**
  - Personal Trainer
- **American College of Sports Medicine (ACSM)**
  - Personal Trainer
  - Group Exercise Instructor
  - Exercise Physiologist
- **National Exercise Trainers Association (NETA)**
  - Group Exercise Instructor
  - Personal Trainer
  - Specialty Group Exercise Certifications (Barre Connect, Indoor Group Cycling, Kettlebell, Pilates, Mat Pilates Reformer, Senior Fitness, Yoga Foundations)
- **National Strength and Conditioning Association (NSCA)**
  - Certified Strength and Conditioning Specialist (CSCS®)

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CERTIFICATIONS:  
KNOWING  
WHAT YOU  
NEED

- Educational requirements
- Study materials
- First Aid, CPR/AED
- Continuing education

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### STARTING YOUR NEW JOB

- Contact your manager beforehand
- Be punctual
- Keep an open mind
- Have patience



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### DREAM JOB ACTIVITY



Picture from <https://www.dreamwork.com/ideas/when-you-just-dream-10-things-to-remember-for-the-pursuit-ahead.asp>

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### YOUR CALL TO ACTION

- This is the first day of conference! Time to NETWORK!
- Talk to one new person each day and practice your elevator speech.
- Find one of us if you need advice. ☺



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