Monday, August 28

11:00 am – 12:00 pm Central Time
Session #1: Building a Foundation of Trust: How to quickly build trust to inspire openness with customers using Motivational Interview techniques.

Many of our customers come to us with a level of distrust of institutions, and perhaps themselves. This session will provide a basic overview of motivational interview strategies that job counselors can use to quickly establish a foundation of trust and openness, which are vital to bringing about positive change. This session will cover:

- Improved understanding of the importance of trust in the therapeutic alliance
- Knowledge of strategies they can employ to build trust, such as open-ended questions, reflection, and use of affirmative language.
- Signs they can look for to gauge how change-ready their customers are, and steps to leverage that readiness as it occurs.

12:00 pm – 1:00 pm Central Time

12:00-12:30 pm 30-Minute Lunch
12:30-1:00 pm 30-Minute Learn: NAWDP Certification
Presenter: David Barch, NAWDP Director of Membership and Certification

1:00 pm – 2:00 pm Central Time
Session #2: Career Mapping: Assessments & Exploration: How to use free aptitude quizzes and online resources to get a clear picture of customers’ capabilities, values, and preferences.

Our time with customers can be limited. This session will cover quick, simple tools we can use to get deeper insights on their interests and skills to inform their job search direction.
This session will cover:
- Four free, simple aptitude quizzes that look at customer skills, values, and temperament
- Steps to use the results to conduct career exploration using Onet.
- Adaptations to employ when working with customers with non-native English skills, limited literacy, or discomfort with technology.

**2:00 pm – 3:00 pm Central Time**

Session #3: Resume Writing for Job Coaches: The 5 most important elements to consider when crafting interview-winning resumes.

When customers reach out for resume support, they too often leave with a document that contains a list of the tasks that they performed. Let's help them move away from a task-focused mindset and learn instead to market themselves to potential employers. This skill will pay dividends for the rest of their careers.

This session will cover:
- Modern resume formats that appeal to employers (and ATS tools).
- How to structure the most important resume sections - the Summary and Skills sections.
- Methods to leverage the Education section - even for customers without formal academic involvement.
- Simple formatting tricks to improve the reach and impact of customer resumes.

**Tuesday, August 29**

**11:00 am – 12:00 pm Central Time**

Session #4: Work Experience Inventory: Interactive exercises to help customers expand on the content, scope, and outcome of their past experiences.

Many of our customers come to us with the belief that their past experiences were unimportant or without value. A large part of our role is helping them to take ownership of their work and see the value that they bring. This session will focus on helping counselors to dig deeper to discover the underlying impact and transferable elements of the work that our customers have done.

This session will cover:
- Types of questions to ask customers to showcase the quantitative impact of their work.
- Language to use when working with customers who believe that their work didn't matter.
- Strategies to elevate team-based, collaborative accomplishments.

**12:00 pm – 1:00 pm Central Time**
LUNCH

1:00 pm – 2:00 pm Central Time
Session #5: Navigating Challenging Scenarios: Strategies to address complex career histories that feature employment gaps, prior justice involvement, generational bias, stay-at-home parenting, and short-term roles.

Most of our customers will be presented with at least one challenging aspect of their career history. When addressing each of them, we can choose to either frame them as a strength or use strategies to steer employers' attention away from them. This session will cover:

- Methods to showcase caregiving and stay-at-home parenting in the resume.
- Elements to consider when working with customers reentering the workforce.
- Strategies to address generational bias in the job search.
- Tactics to use when framing short-term and concurrent roles.

2:00 pm – 3:00 pm Central Time
Session #6: Job Search Optimization: Tools and tactics to leverage during the job search to help customers stay on-track and motivated.

When navigating a job search, our customers may get overwhelmed and discouraged. This session will feature technology tools that can help them stay focused and positive. Attendees will learn:

- How to set job search alerts to help customers get notified of suitable roles.
- Tips to help customers refine their searches and prioritize job elements that are most important to them.
- Free online tools to track job applications and outcomes.

Wednesday, August 30
11:00 am – 12:00 pm Central Time
Session #7: Networking Strategies: Key steps help customers tell their stories and connect with professional opportunities, both in person and on LinkedIn.

Many of our customers may be uncomfortable or unfamiliar with the concept of networking. By reframing how we think about the term, we can help our customers see that they are likely already networking, and that they're capable of developing their professional network.

The session will cover:

- An exercise to reframe networking as an opportunity to be generous with others.
- A framework to help our customers feel more comfortable talking about themselves in a professional capacity.
• Steps that workforce organizations can take to incorporate LinkedIn as part of core programming to improve job placement outcomes.

12:00 pm – 1:00 pm Central Time
12:00-12:30 pm  30-Minute Lunch
12:30-1:00 pm  30-Minute Live Q&A with Presenter Andrea Gerson

1:00 pm – 2:00 pm Central Time
Session #8: Nail the Interview: One simple exercise that will help customers increase their confidence and professionalism during interviews.

Too many of our customers get flustered during interviews because they rely on thinking on their feet. Instead, this session will cover a simple exercise that can be taught to help customers be better prepared for a wide variety of interview scenarios. This session will cover:
• Strategies to help customers craft behavioral-based responses to interview questions.
• Methods to teach customers how to showcase past successes and transferable accomplishments.
• Best practices to respond to challenging questions such as "What’s your biggest weakness?" and "Tell us about yourself."
• Tips to follow up after the interview.