



Dawn Rasmussen, CMP and certified résumé writer

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Topics

Be Your Own Superhero

So now you have a great job and are doing it well. But this is the perfect time to take it to the next level and be the superhero of your career! This session is to help you learn to do your work better, help others, boost your internal leadership profile, and help the organization, as a whole, evolve. Career management strategist, Dawn Rasmussen, CMP, will provide easily relatable but highly actionable steps to take to make a difference in the workplace and your career, while striving for excellence. And that's what superheroes are made of – they take the power of the past and leverage it into being a force of the future!

Learner Outcomes:

- Learn to activate your critical thinking skills to identify opportunities where others don't.
- Define specific actions you can take to supercharge your workplace contributions.
- Learn about the different career phases and shape how you react to reaching those stages, adjusting your superhero tactics.

Ignite Your LinkedIn Profile: Ignite Opportunities

LinkedIn is THE tool or business networking! Are you using it to its fullest? Learn how to position yourself to attract business opportunities, find potential business partners, research business intelligence, and yes, even attract job opportunities. LinkedIn writer Dawn Rasmussen, CMP, will provide step-by-step instructions on how you can get the most out of this important networking platform to showcase your strengths and use this tool to its fullest potential.

Learner Outcomes:

- Find out how to position yourself using a specific language that catches people's attention.
- Discover ways to attract people and potential customers to your profile and set the tone of what they learn about you.
- Understand how to conduct helpful and insightful research using the power of all the data stored in LinkedIn.



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Learning from the Past to Shape the Future

Whether we make mistakes or look back in the rearview mirror to see things that we could have done better, reviewing what we have done in the past are powerful learning tools for helping us continually evolve our careers and our skill sets. Career management coach Dawn Rasmussen, CMP will guide attendees through an important voyage of self-discovery to find out ways we can continuously improve our knowledge, skills, and abilities as we aim to become the best at what we do.

Learner Outcomes:

- Learn how to conduct a powerful review of key learning moments.
- Find out how to take those findings and use that as a decisive career roadmap with definitive action steps
- Tackle the difficult conversation of when we have failed and how to transform that into a positive outcome.

The Future of Work is Here Now

Covid-19 has shifted the gears of most companies in terms of where and when people work. Combined with the “Great Resignation,” there’s a giant yet silent revolution happening in the workplace. To coin a phrase from the famous rock band, Twisted Sister: “We’re Not Gonna Take It!” – workers and even bosses are reimagining the workplace. When you add in the boundary-less mindset of GenZ where the borders of work and personal lives blur all the time, how we work is significantly shifting. What does this mean for you? And how you are going to be successful? Career management expert Dawn Rasmussen will guide participants on how to capitalize on this new mindset, including incorporating how you want to work and when into negotiations when settling for a new job.

Learner Outcomes:

- Get insights on how to negotiate your next job so it is better aligned to your work /life balance goals.
- Prepare yourself for success in sometimes ambiguous work situations.
- Find your workplace culture and bond with your team when everyone is remote



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RETURNSHIPS: The New Returning Workforce

Many people have left the workforce for a variety of reasons... perhaps to care for an aging parent, or to raise children, or even move overseas for a spouse/partner's job assignment. There are tons of reasons why people may leave the workforce, but now, there are many more to return to the workforce... known as "RETURNSHIPS" which helps adults re-enter the workforce in an internship-like format that helps them brush up on skills rather than starting all over again. Learn from career management expert Dawn Rasmussen on proactive steps to take to freshen up those resumes and be ready to jump back in!

Learner Outcomes:

- Discover ways to position yourself for a returnship.
- Gain critical networking tools to find the right person who can open the doors to a returnship.
- Learn how to get returnships and what they can do for your resume.

Profile

Dawn Rasmussen, a certified résumé writer, is the president of Portland, Ore.-based Pathfinder Writing and Career Services and author of "Forget Job Security: Build Your Marketability" which is the first-ever book that provides a complete roadmap on how manage your career.

Instead of continuing this speaker introduction with a long, boring list of career accolades or high-profile media outlets where she has been featured, I am going to share with you the one thing that makes Dawn "tick": a relentless and tireless desire to help everyone understand the importance of actively managing their career every minute of every day.

So, if Dawn makes you uncomfortable during today's presentation, that's great! That tells her that she has pushed your envelope (in a good way) and helped make you think, and means that this is the first step in the journey where you to begin to actively manage your career destiny.

When she isn't busy working with résumé clients, speaking to conference groups internationally and nationally, writing articles / blogs, or teaching, Dawn is hiking in Oregon's spectacular outdoors, kayaking, or plotting her next adventure.