

REIMAGINING YOUR PERSONAL BRAND

Hello. And, welcome to Jane Genova Career Coaching specializing in your personal brand. Together, we create, nurture and update how you present yourself for work. Small changes in your mindset and behavior can have big results.

THE APPROACH:

The search for work of all kinds is a sales call. The best “salesperson,” not necessarily the most qualified, frequently receives the offer. Richard Nelson Bolles documents that in “What Color Is Your Parachute?” You and I focus on how you are presenting yourself to prospective employers and clients. During transition, it is often imperative to change your branding.

THE EDGE:

The Edge you gain partnering with Jane Genova Reimagining is my background in public relations, marketing and sales. You learn to think, strategically plan, write and talk like a salesperson. In addition, like salespeople you come to understand success entails the ability to pick up on and exploit emerging opportunities.

THE BEST OF PUBLISHED ARTICLE BY JANE GENOVA:

Like most professionals in the 21st century, I have multiple sources of income. Among them is publishing about career issues.

Here you can enjoy some of them.

<https://www.odwyerpr.com/story/public/14948/2020-09-28/reaching-consumers-with-paid-newsletters.html>

<https://odwyerpr.com/story/public/14797/2020-08-27/how-jed-rubinfeld-could-restore-his-reputation.html>

<https://www.aol.com/2011/01/10/ambition-what-employers-want/>

<https://www.aol.com/2010/12/16/your-boss-was-fired-what-now/>

<https://www.odwyerpr.com/story/public/13689/2020-01-23/seo-2020-zero-clicks-long-tails-featured-snippets-six-tips.html>

<http://www.odwyerpr.com/story/public/10553/2018-04-26/ageism-audits-rebranding-clients-as-age-neutral.html>

<http://www.odwyerpr.com/story/public/10495/2018-04-16/ageism-bites-both-workers-businesses.html>

<http://www.odwyerpr.com/story/public/10844/2018-06-19/mutt-branding-side-hustles.html>

<http://over-50.typepad.com/over-50/2018/03/phone-interview-how-not-to-sound-old.html>

Recent E-books

<http://over-50.typepad.com/over-50/2018/08/outwitting-ageism-to-land-hold-and-move-on-to-better-work.html>

<http://over-50.typepad.com/over-50/2018/05/outsmarting-your-comfort-zone-free-book.html>

<http://over-50.typepad.com/over-50/2018/04/ageism-bites-.html>

http://lawandmore.typepad.com/law_and_more/2018/04/ageism-next-bigbusiness-crisis.html

Social Media

<https://www.linkedin.com/in/janegenova/>

https://twitter.com/Genova_Jane

<http://lawandmore.typepad.com>

<http://over-50.typepad.com>

<https://yourcareercoachingwithjanegenova.blogspot.com/>

THE NEXT:

For more information or a complimentary consultation, please contact janegenova374@gmail.com.

Sliding scale fees. Confidentiality, including signing of NDAs.

for more information, please continue ...

Experience:

- Paid career coaching for diverse professionals and students in the U.S., China and Canada.

- Pro bono coaching for displaced lawyers, long-term unemployed over-50 and for mothers in recovery returning to workplace/education.
- Paid communications coaching for employees at AT&T, Chevron and Chrysler.
- Coordinator for Detroit Recorder Court, Wayne County, Michigan Job Training program.
- Graduate assistant for two Dale Carnegie courses. Objective was to motivate students to leave comfort zone.
- Created marketing/sales content for RiseSmart, a global outplacement/career transition firm. That includes talking points, white papers, email blasts and blogs.
- Career columnist for AOL and Wall Street Journal Jobs Report.
- Lecturer on career transition at the New York State Bar Association.
- Adjunct professor in communications at the Universities of Michigan, Pittsburgh and Connecticut.
- Served on board of directors of the American Marketing Association.
- Co-author of career guide “The Critical 14 Years of Your Professional Life.” It’s still in print.
- Published hundreds of human resources articles.

Education and Training:

- Awarded fellowship for advanced studies in counseling and interview techniques at Case Western Reserve University.
- Member of the Association for Coaching.
- Completed three Dale Carnegie seminars – Fundamentals of Communications, Elevator Speeches and Marketing and Sales. Won first prize for presentation of elevator speeches.
- Awarded fellowship for seminar in advanced financial communications provided by McGraw-Hill.
- First-year student at Harvard Law School (left to ghostwrite series of books on regulation).
- Awarded Fellowship for MA/Ph.D. Candidacy in linguistics, University of Michigan.

Testimonials

Mark Misercola – Corporate Executive

“For the past two years, Jane has helped me age more gracefully by opening my eyes to new opportunities and endeavors that will serve me well when I eventually retire. And some – like writing about my passion for collectible cars – I’ve already started on.”

Tara Belsare – Physician

“Jane encourages me to examine aging with depth and wit. She encourages me to write about the process. She has opened my eyes to the fact that I am, in fact aging.”

Name Confidential – Disbarred Lawyer

“Nearly 70, I was able to move onto a new career path.”