

➤ Experience ➤ Compassion ➤ Guidance

# THE CHAZIN GROUP



- \* Job Search Strategies
- \* Interviewing & Networking
  - \* Career Coaching
  - \* Work/Life Balance
- \* Business Owner Coaching
- \* Human Capital Development
  - \* Professional Development
- \* Sales, Marketing, Customer Service

## OVERVIEW

Conducting a job search or making a career transition is one of the most stressful events you will undertake in life. Without a well-conceived plan of action, you run the risk that your search will take much longer, and you may not find the job that matches your experience and professional goals, while satisfying your intrinsic needs and interests. Further, an extended search may deplete your life savings.

We will help you to create a personalized plan of action that identifies the career opportunities that match your background, qualifications, goals and interests. By utilizing our proven method of employing the most effective (proactive) job search strategies that are right for you, you will produce immediate results. Our mission is to help job seekers avoid drawn out job searches while protecting their life savings.

The Chazin Group will help you to develop a solid plan of attack by customizing a job search strategy to meet your specific short and long-term professional objectives.



## **ABOUT US**

Founded in 2004, The Chazin Group delivers career transition consulting services to job seekers from all backgrounds and experience levels, from those people entering the job market for the very first time, to experienced professionals that are looking to transition into a new industry, discipline, or line of work.

We work one-on-one with individuals using a unique and proven consultative approach. Our consultants deliver a wide range of services to public and private companies, as well as the career centers, job placement, and continuing professional education departments of academic institutions including: universities, two and four-year colleges, technical and vocational schools, and adult education centers.

Our Account Executives work with recruiters, job placement firms, and Government agencies, in order to develop programs on behalf of their job seeking candidates.

**Our Vision:** Every job seeker should be able to find the dream job they always wanted, but never knew how to obtain.

**Our Mission:** Help turn your life's passion into your career.

## MANAGEMENT EXPERIENCE



Ethan Chazin is the founder of The Chazin Group. He possesses twenty years of experience in the private sector across a wide range of industries, from manufacturing to banking and financial services, business information, professional services, retail, and publishing. He has developed core competencies in marketing, corporate communications, and global product management, while serving nearly all of the Fortune 500 as clients.

As an executive recruiter and employment professional, he has helped more than 8,500 job seekers from all walks of life and experience levels find temporary, contract, and permanent employment opportunities. He is an adjunct professor at New York University and St. John's University. Some of his clients include: the Hoboken, NJ City Council, Manhattan and Queens Chambers of Commerce, Brooklyn, Hunter, and Manhattan College, St. John's University, New York University, SUNY, New Jersey City University, etc. He has delivered professional development programs to the NJ Co-Op Education & Internship Assn. and the Pennsylvania Assn. of Colleges & Employers.

Ethan is active in the American Marketing Assn., American Management Assn., Business Marketing Assn., and the Cable & Telecommunications Assn. of Marketers, and has served on the Board of the Association of Career Professionals New York.

He has been published in numerous business and professional development publications. He received his Bachelor in Arts degree in Communications from California State University, Hayward and his Masters in Business Administration in Marketing from George Washington University.

## INDIVIDUAL SERVICES

Are you in the midst of a job search or looking to pursue a new career? Have you been fired, downsized or reengineered? Do you have to find a new job quickly, but do not know where to begin? Were you so busy working to keep your last job that you had no time or felt no need to stay on top of the latest market conditions and job search strategies...until now?



**“It isn’t enough that we have meaningful work.  
What is also required is work that satisfies the soul.”**

***Thomas Moore***

What is your strategy going to be? Do you have a personal development plan to guide you to your dream job? Before you begin your search, ask yourself the following question: “how will I differentiate myself from the hundreds or even thousands of other candidates that I compete with for the same postings?”

**The Chazin Group** will assess your short and long-term career objectives, then help you to define a plan for immediate implementation, based on your specific needs. We will help you conduct a focused, aggressive job search that drastically reduces the time you spend out of work, by showing you how to:

- Write compelling cover letters that get read
- Create a resume that stands out
- Design your personal career marketing plan
- Effectively research desired employers
- Develop a two-minute “elevator” pitch
- Control the interview process
- Negotiate the best possible compensation
- Perfect the new hire orientation process
- Continuously develop your skills and qualifications

### Job Search Strategies

The average worker changes jobs *seven* times in their career. The skills required to conduct an effective career transition or job change will serve you throughout your career. **The Chazin Group** can help you master the following job search strategies:

Personal Marketing Plan - **The Chazin Group** will show you how to develop a step-by-step action plan to promote you as a potential employee to companies that you specifically target. Learn how to identify top industries you’d like to pursue, than map out a small group of companies in those industries. You will identify core competencies and brainstorm job titles that match your experience. Your marketing plan will sell you as a product and your product

features and benefits will be the credentials and qualifications we help you to uncover. We will provide you with a strategy to research the companies you would like to work at that match your desired work culture and values.

Elevator Speech – Could you sell yourself in two minutes if you had to? How about thirty seconds? We will teach you the art of succinctly identifying your experience, qualifications, and the type of employment opportunities you are seeking in the time it takes to strike up a conversation in an elevator.

Forty Year Plan - Develop a life plan with key professional milestones that are defined at designated intervals (typically five-year increments) to help you define your life's career goals until you reach retirement.

***“Make no little plans; they have no magic to stir men’s blood.”***

***Daniel Burnham, Coordinator  
Chicago World’s Fair***

Networking that Matters: When you are job seeking, anyone can be a potential networking source. Learn the skills needed to turn any social occasion into an opportunity to sell yourself to anyone that may be in a position to assist you in your job search. Learn to convert the relevant people in your social sphere into advocates who can champion your job search cause. We will instruct you in the art of conducting informational interviews to gather first-hand research on prospective employers, while learning about the industries and new job titles you may be interested in transitioning into.

Resumes By JOB: Hiring managers have to weed through hundreds if not thousands of resumes each week, so they can only afford to spend 3-5 seconds glancing over each to determine the qualified candidates to give further consideration to. Or worse, they may scan resumes into databases storing hundreds of thousands of resumes that get searched using sophisticated keyword matching algorithms. These resume databases are queried based on keywords, job titles and other information contained in resumes. Thus, keywords and the location of key information found on resumes is critical. Learn to layout and write your resume to be retrieved whether being quickly glanced at or searched within a database using all the time-tested tricks of the trade to get you noticed at the all-important point when resumes are being evaluated to identify candidates for follow-up phone or in-person interviews.



Cover Letters That “Sell” - Learn the secrets of structuring a cover letter for maximum readership (often described as the three-paragraph rule) then you can buck traditional cover letter writing trends to stand out (Hint: use headlines!) We teach you how to tailor cover letters to specific individuals that do the hiring at firms, and customize your cover letters by industry based on your research. The cover letter is the sales tool that speaks for you in the hand of the hiring manager. Learn to make a cover letter that sings your praise by focusing on their needs, not yours!

Selling Your Solutions During an Interview: Whether conducted in-person or over the phone, the interview is an extremely personal, subjective screening process. Make the best first impression and stand out from the crowd. Learn the necessary preparation and rules of social engagement to maximize your chances of excelling. We teach you such time-tested strategies

as preparation, salesmanship, and mirroring. Cover every conceivable DO and DON'T including the golden rule ---know thy interviewer. Chances are, the employer is interviewing dozens of highly qualified candidates, including internal candidates that receive preferential treatment. So, you have to stand out in a crowd and we'll teach you how to make a lasting impression.

The Post-Interview ("Closing the Sale"): Even when you ace the interview, there's no guarantee an offer will be forthcoming. Learn how to close the deal by perfecting all the necessary post-interview follow-up communications, from writing an amazing thank you letter to handling any call back interviews with grace.

Salary Negotiations (You Get What You Negotiate): We walk you through the necessary salary negotiation strategies needed. HINT: Compensation is much more than a starting salary and you MUST know your worth. "In business, you don't get what you deserve you get what you negotiate." We will teach you how to negotiate as many non-salary benefits into your starting compensation package as you can, in order to help you maximize your earning potential. Learn to deftly address issues of bonus eligibility, incentives, promotional opportunities, paid education, training and development, matching-based retirement investing, and more.

## **OTHER PROGRAMS**

❶ How to Bulletproof Your Career - The economy is in freefall. The financial landscape is scorched, and job security no longer exists. Industry after industry has fallen to their knees. As bad as the job market has been, 2010 promises to be much worse. Unemployment will remain above 10% and certain industries will never return. As a way to counter these alarming trends, this program teaches you the BEST practices that you can begin using immediately to protect your current job, conduct a successful job search, re-enter the workforce or change careers. Learn how to use visualization techniques to conceptualize your perfect DREAM job, write your own personal mission statement conduct the research needed to uncover all the hidden (unadvertised) jobs that are available, and write your own personal marketing plan. You will receive step-by-step instruction on how to conduct an effective informational interview – the job seeker's most valuable tool, build your professional network, write compelling cover letters and resumes that SELL you the best...and much MORE! In these turbulent times, you MUST know how to: Bulletproof Your Career!

❷ Breaking into the Business of Sports - During this program you will receive the tips you need to learn, in order to break into the highly competitive field of sports. Get a high-level overview of the sports industry landscape and learn what makes the NY Metro area sports scene so special. You will find out how to maximize your chance of successfully entering into the industry through the back door where competitive is at its least intense. In addition to the four top sports leagues and local area team franchises, Mr. Chazin addresses the sports media as a career option, as well as sports-specific job boards, excellent books and online resources, Wall street, sports retailers, merchandisers, the sponsors, sports recruiters and marketers, sports agents, broadcasting & media companies, the software/video game industry, and MANY other avenues to consider pursuing.

❸ The Leader In You: Skills for the Twenty-First Century - Role models in business, popular culture, and politics will be highlighted for a contextual framework. We reveal leadership styles by interpersonal skill set and values, apply leadership to real-world examples.

④ **Navigate Your Business Through Troubled Times** - This course provides a step-by-step blueprint for small business owners to follow, in order to protect their business in these times of uncertainty. The program focuses on how business owners can unleash the power behind their people through a human capital portfolio audit, and practice visionary leadership style by increasing their company's marketing and advertising efforts. Learn how to empower all your people to sell effectively, the importance of training and development to set their company apart from the competition. Many strategic, tactical, sales, marketing, cash flow management, growth, and human capital development "best practices" will be covered.

## Career Transition Assistance

***"If we did not sometimes taste of adversity, prosperity would not be so welcome."***

***Anne Bradstreet***

In life we often travel down the same road. That is especially true in our professional careers. As creatures of habit, we continuously seek out the same old familiar jobs (often in the same field) doing the same things. We select these jobs over and over, not because we are best suited for that work or these jobs provide us with the greatest joy, but rather they are the roles we have come to define ourselves as.

The Chazin Group will help you to explore other options, and guide you down the path to a more fulfilling career. We will work with you to identify a select few industries that would be suitable alternatives to your current vocation and prepare you to make the transition into a new field. We are experienced at teaching job seekers how to take a fresh new start towards the rest of their career. We teach you how to join your core competencies with your greatest passions, and in the process obtain your dream job.



## Professional Development

We teach you to uncover opportunities to enhance your skills and training in your chosen field, as well as to develop new skills to help you pursue new opportunities or simply excel at your current position. We uncover professional associations that are ideal matches given a candidate's ongoing development requirements, as well as specific courses that match each client's professional aspirations.

## **WHY OUR CLIENTS LOVE US**

### **1) BUSINESS OWNERS**

“The Chazin Group has helped my organization immensely. Ethan Chazin is a top notch professional who understands the intricacies of communication and management like no one else I’ve seen. I have had a great deal of positive feedback from staff about Ethan’s style and he has added value here in many, many tangible and measurable ways. In addition, Ethan is an excellent leadership coach who has helped me achieve greater confidence, as well as a clearer sense of vision. I cannot say enough about him and would recommend him highly to any non-profit manager or small business owner who is looking to maximize the productivity levels of his or her staff.”

***Josh Keller, Executive Director  
Southwest Brooklyn Industrial Development Corp.***

## 2) INDIVIDUALS

"At first, I thought I only wanted to utilize their resume writing service. But then I got laid off and needed them for so much more. The emotional and psychological support they provided was fantastic. They kept me on track in my job search and guided me through these hard economic times until I found my dream job. Thank you!"

***Susan, Hoboken***

"Many thanks for the excellent points you brought out in your presentation, Bulletproof Your Career in Turbulent Times. As a student RN, who will take the boards this summer and begin looking for a position, I feel much more enabled. I was particularly glad that many of my Haitian friends came, because so often they are not aware of the social contacts, networking, letter and resume writing, and other skills needed to position themselves in the job market. They were so impressed with the tips you shared and we will all do much better thanks to your efforts."

***Cam, Brooklyn, NY***

"Ethan has been instrumental in helping me organize and create a strategy to find a career in tough economic times. I find that his approach is proactive and that the skills he teaches are not only effective in finding employment, for also effective in promoting your current job and positioning yourself in a company that is a good fit for your emotional and mental well-being."

***Mkki, Hoboken, NJ***

"Thank you so much for your seminar at PC Tech Learning Center. For over 13 years I worked with a law firm and since my lay off, have dreamt of obtaining a position at the largest firm possible. Thanks to you, I know how to turn my dream into a plan. You've really hit the mark with The Chazin Group. The Chazin Group is truly a godsend."

***Maria, Jersey City, NJ***

"Ethan's suggestions and feedback was terrific. It was incredibly helpful for framing & positioning. His input with regards to interviewing techniques was also of immense value. I would absolutely and enthusiastically recommend his services to anyone looking to successfully land their next opportunity."

***Matt, Montclair, NJ***

"A former co-worker had been trying to get me to interview with her new company for some time. It is sales, but not in my current industry. I finally said okay, and "luckily" had a fantastic resume to send over. Long story short, I start my new job in a few weeks! Thanks again."

***Stefanie, Hoboken, NJ***

The exposure you provided to the breadth of job opportunities in sports (Breaking Into the Business of Sports Program at NYU) helped me to gain a much more focused approach to job searching, esp. the "back door" approach. I greatly appreciated your industry insider's perspective on current marketplace trends."

***John, Brooklyn, NY***

## 3) ACADEMIC INSTITUTIONS

“This was a great program (Sales Techniques for Career Centers) from start to finish. It was tailor made for Career Centers and focused on key recruitment and sales strategies for a rapidly changing market place. Many thanks to The Chazin Group for understanding the recruiting practices and needs of the field, and for designing sales programs that are comprehensive and practical.”

*Dr. Jennifer Jones  
Director, Career Development  
New Jersey City University*

“Ethan Chazin provided an inside aspect of the struggles our students may face in life. By including the students in everyday situations using role playing on interviews he provided considerable insight.”

*Ginette Sano, Placement Coordinator  
Globe Institute of Technology*

“On behalf of the Brooklyn College Student Center and Conference Center, we thank you for facilitating a top-notch training program (on Customer Service “Best Practices”) with our students. Many expressed their gratitude in hosting such training. For most students they have never experienced a “professional development” like this. I am sure to see results of this training immediately. Well done and thank you.”

*Ryan Buck, Director  
Brooklyn College Student Center*

“Ethan Chazin’s ‘Breaking Into the Business of Sports’ presentation was terrific. Mr. Chazin provided many back-end strategies for entering the sports industry that are easy to implement. The presentation opened my eyes to the many different avenues leading to the sports industry besides the four major sports leagues. I am confident that by incorporating Mr. Chazin’s strategies into my job search, I will significantly increase my chances for success.”

*Nick Brenza, President, Zicklin School of Business Sports Club  
Baruch College*

“The presentation was entertaining and educational, reaching the college student leaders and leaving them with practical ideas to ensure their continued success in the marketplace. I highly recommend this fine presenter to all Career Service offices – Mr. Chazin corroborates our message at all levels.”

*Cora Perone, Assistant Director  
Richard Stockton College of New Jersey*

## **ACADEMIC CLIENTS**



*Globe Institute of  
Technology*

**STOCKTON**  
THE RICHARD STOCKTON COLLEGE OF NEW JERSEY



*NJ Co-op Education &  
Internship Assn.*



**PC Tech Learning Center**  
Providing better education for better careers





**Collegiate Science &  
Technology Entry  
Program**



**FAIRLEIGH  
DICKINSON  
UNIVERSITY**

**Hoboken, NJ  
High School**

## BUSINESS, GOVERNMENT AND NOT-FOR-PROFIT CLIENTS

 <p>MANHATTAN CHAMBER of COMMERCE</p>	 <p>Queens Chamber of Commerce</p>	 <p>Brooklyn Chamber of Commerce</p>
 <p>Brooklyn Public Library</p>	<p>Hoboken, NJ City Council</p>	 <p>Goldman Sachs</p>
 <p>Brooklyn Economic Development Corp.</p>	 <p>NEURODYNAMICS INC.</p>	 <p>NYC BUSINESS SOLUTIONS</p> <p>New York City Business Solutions</p>
 <p>HOUSING WORKS HOUSING PREVENTS AIDS. HOUSING SAVES LIVES.</p>	 <p>SOUTHWEST BROOKLYN INDUSTRIAL DEVELOPMENT CORP. 1978</p>	

## **CLIENT REFERENCES**

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Riverdale, NY

## CORPORATE SOLUTIONS

The Chazin Group possesses core competencies in the fields of marketing, sales, communications, product, and project management and has experience delivering products and services to companies of all sizes, including most of the Fortune 1000. Below are some of the programs that we can deliver to your organization:

① **Mentoring** – The most powerful and least utilized tool for a company to leverage the knowledge and experience of their seasoned employees with less experienced staff. Developing formal and informal mentoring programs are a powerful way to ensure long-term success by passing along knowledge throughout your business. We teach your Human Resources personnel to conduct programs to match senior-level managers with your rising stars, and design compensation based on achieving quantifiable metrics.

② **Career Development** – Keeping your employees trained and their skills up-to-date is a business imperative, not only to do their jobs productively, but also as a retention vehicle for your top-performers. Successful career development programs provide employees with a road map for their professional development. This Service includes performance development strategies to quantify and monitor employee performance.



③ **Training** – This program empowers your company to identify specific areas where employees can benefit most from additional on-the-job training, as well as a means for charting their progress. The programs we help to develop for our clients accentuate key job skills that need to be acquired for the employee to maximize their skill sets on certain performance-based tasks.



④ **Outplacement Assistance** – The Chazin Group will provide your Company with a suite of job transition services to assist your company in offering outgoing personnel with job placement and career transition assistance. We will help you to design and implement programs that ensure your former employees will receive a safe passage from your firm to another organization. We provide on-site and off-site one-on-one as well as group-based planning to aide your ex-employees in transitioning to the next chapter of their professional career.

## ACADEMIC SOLUTIONS

The Chazin Group has conducted hundreds of presentations to groups of students of all sizes. We have delivered employment consulting and outplacement assistance to the Career and Continuing Education Centers of Universities, Colleges, junior colleges, community colleges, technical & vocational schools, and adult educational centers.



We specialize in analyzing and assessing the global economy, with a focus on global employment trends. With this knowledge, we are uniquely qualified to provide projections to academic institutions on programs, course offerings, and area they need to focus their efforts and resources on, in order to remain competitive from a program course offering standpoint.

- ① **Classroom-style lectures** - The Chazin Group will work with your counseling and placement staff by delivering classroom style lectures (or work with your students one-on-one) on a wide range of job search topics.
- ② **One-On-One Consultations** – We will work with your undergraduate and graduate students one-on-one to develop their own pre-graduation personal development plans to identify and pursue their ideal job. We conduct in-depth assessments of their academic pursuits, interests, and vocation. We also consult with students to provide guidance on targeting internships/externships (paid and volunteer) that will best position them for success upon graduation.
- ③ **Job Fair / Career Day Program Development** – We teach job placement professionals to put together events that bring together key hiring contacts from the local job force, including the private sector, Government agencies and other institutions that are hiring with the students that are most qualified and therefore likely to receive offers of employment upon graduation.
- ④ **Custom Major / Minor Program Creation** – In the same way that job seekers can find their niche by combining their life's interests with core competencies, students who possess a solid interest can commingle core competencies into a customized Major with a program of courses suited to fit their special interests.

## RECRUITING FIRMS

The Chazin Group works with job placement firms, recruiting firms, temporary employment agencies, and executive search firms to train their recruiters to effectively pre-screen candidates, coach their candidates to excel at interviewing, and match qualified job applicants with their clients' job vacancies.



We will help your agency maximize your placement coordinator/hiring manager's performance by working with them to improve their recruitment, training, and placement skills, to have the desired effect of positively impacting your firm's ability to increase its margins and improve your bottom line.

## GOVERNMENT SOLUTIONS



The Chazin Group works with City, State, and Federal agencies to assist individuals in re-entering the workforce, transitioning between industries, or continuing to develop their professional skills.

We train counselors to locate potential employers that are looking to fill job vacancies, on behalf of their program participants. The Chazin Group will train your counselors to identify industries and sectors that are experiencing high job growth rates, while matching job seekers with job openings.

Leverage our core competencies in conducting one-on-one or lecture style workshops and seminars on a wide range of job search strategies to classrooms of all sizes. We have considerable experience working within very stringent Federal budget guidelines. The Chazin Group frees up your resources so you can focus your efforts on best administering your existing programs, while reporting back to Senior Management.

### **THE CHAZIN GROUP**

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