

A decorative graphic consisting of several overlapping circles in shades of brown and red, and a thin red line that starts from the top left and extends towards the bottom right, passing behind the circles.

# LaunchPad Careers Workforce Development White Paper

LaunchPad Careers, Inc.:  
The Next Generation in Workforce Development

In a changing global economy and job market, the need for advanced workforce development training and technology is greater than ever before. LaunchPad Careers, Inc. has been a proven leader in workforce development since 2005, offering state-of-the-art outplacement, career-coaching, recruitment and staffing, and social media. We provide today's workforce with the tools and technology for the job market of today and tomorrow.

## Highlights

- 65 years of combined workforce development experience
- Effective public-private partnership
- Expertise in Web 2.0 and social media
- Case manager and business development training
- 10 targeted workshop modules and growing
- 100% minority owned

## Web Resources

[www.launchpadcareers.com](http://www.launchpadcareers.com)

## Visit Our Blog

[www.launchpadcareers.com/blog](http://www.launchpadcareers.com/blog)

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## Upcoming

eBook: Energize Your Job Search

## Special Report

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## Experience and Background

LaunchPad Careers, Inc. has been a leading provider of workforce development and human capital solutions in Southern California since 2005. At LaunchPad Careers, we integrate the industry's best practices and technologies by providing the customized services job seekers look for in times of economic uncertainty. We specialize in candidate recruitment, training, and placement, with a focus on giving job seekers the knowledge and resources to secure career opportunities and excel in a competitive job market. Our range of services include comprehensive training in understanding the job market, career mapping and planning, personal branding, transferable skills and resume development, searching for jobs, networking and social networking, interview and negotiation preparation, and entrepreneurial and financial literacy.

LaunchPad Careers' qualifications are firmly rooted in our innovative approach to cultivating human capital and improving communities. Our diverse team of experts has over 65 years of combined experience in career coaching and over 13 years of experience working with nonprofits and government entities on community development initiatives. LaunchPad Careers, Inc. is a contracted provider to the Orange County One-Stop Centers, Coastline Community College District, and Pacific Gateway Workforce Investment Network.

## Proven Experience in the Modern Workplace

LaunchPad Careers, Inc. has extensive experience with the public and private sectors, and optimizes the use of technology and innovation to enhance our results. We are constantly updating our workshops to take advantage of new technologies and prepare job seekers for career opportunities in emerging industries, such as green technology and health IT. Through our new LaunchPad website, which launched in Spring of 2009, we harness the power and convenience of technology to bring job seekers free resources such as newsletters, blogs, videos, and podcasts with useful information relevant to career development and advancement.

## 65 Years of Combined Career Coaching Experience

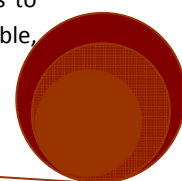
From our board of directors to our executive coaches, the LaunchPad team has over 65 years of combined career coaching and workforce development training experience. In addition, we have over 10 years of experience in economic development and 13 years working with the public and nonprofit sector on community development initiatives. The Chairman of LaunchPad Careers was instrumental in working with the City of Portland to secure a Community Development Block Grant and financing from the state's general fund to build a one-stop training center.

## Diverse Background and Training

Our team has recruited, trained, and placed hundreds of job seekers in entry-level to C-level senior executive positions throughout Southern California. We have successfully helped job seekers in industries ranging from healthcare and finance to manufacturing and green technology. As a 100% minority owned company, our team represents a diverse cross-section of the community. We work with groups representing the African-American, Asian, Latino, Generation-Y, Baby Boomer, and special needs communities, and we understand their unique needs.

## Customizable Web2.0 Job Seeker Portal and Social Network

We leverage the power of the Internet and Web 2.0 to deliver comprehensive and continual training resources to job seekers through an interactive social network. Our site gives job seekers access to blogs, videos, and podcasts with the latest training material. We are also able to create customizable, branded sites for your workforce development center.



## Available Workshops

### Introduction to Today's Changing Job Market

This workforce development module describes the changes in the economic climate, analyzes the job market, and examines its effect on job seekers. We provide job seekers with tips and techniques to survive economic uncertainty, outsourcing, and globalization. Our workshop also addresses market trends and ways that job seekers can identify career opportunities in growth industries such as education, green technology, healthcare, and information technology.

### Career Planning and Mapping

Our career mapping workshop aims to teach job seekers how to plan and map a career path based on their previous work experience, personal career goals, and strengths and weaknesses. This invaluable tool helps those entering or re-entering the workplace take control of their career path and ultimately reach their career destination. This module contains worksheets, exercises, and resources designed to take job seekers through the process from start to finish.

### Personal Branding and Transferable Skills

With advances in technology and globalization of the workforce, personal branding is emerging as a key trend in career development. A personal brand that reinforces quality can add tremendous value to a job seeker's credentials. As a result, establishing and building a strong personal brand is one of the most effective tools job seekers can use to communicate their unique skills, attributes, and experiences to potential employers. This module explains how to discover, create, communicate, and maintain a personal brand.

### Resume, CV, and Online Profile Development

With increasing use of job boards and advanced applicant screening and tracking systems, it is essential for job seekers to put together powerful and persuasive resumes in order to get them in front of hiring managers. This module provides detailed explanations and step-by-step instructions on how to craft impressive resumes and curricula vitae. We also explore trends such as Web 2.0 resumes and online profile development. (Exercises included.)

### 21<sup>st</sup> Century Job Search

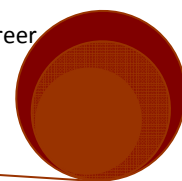
Most job seekers don't know that an overwhelming majority of jobs are *not* advertised online. In fact, experts estimate up to 75% of open positions are not advertised at all. This module teaches job seekers the quickest and most effective techniques for identifying hidden opportunities, how to apply for them, and how to successfully get in front of the decision makers. (Exercises included.)

### Networking and Social Networking to Success

Since most employers prefer to hire from within their extended network, a job seeker's professional and social contacts may yield more opportunities than any online job board or human resources department. Our module on the power of networking and social media teaches job seekers how to create a successful networking strategy and take it online to leverage popular social networking sites, such as LinkedIn and Facebook, to find jobs and career opportunities.

### Internet and Web 2.0 Strategy

This module pulls together all the information on utilizing the Internet and Web 2.0 for career development and advancement.



### Interviewing and Negotiation Preparation

We have coached hundreds of job seekers on how to set the tone of the interview, avoid pitfalls, and successfully negotiate their salary. This is a comprehensive workshop aimed at teaching job seekers the skills needed to successfully navigate the interview process, from self-assessment, research, and interview question preparation to effective communication, presentation, and follow up. We also provide job seekers with a list of the most commonly used interview questions and show them the techniques to develop strong value-proposition statements. (Exercises included.)

### From Employee to Entrepreneur

We cover the benefits and challenges of self-employment and starting a business. As the business world continues to evolve, so do the rules for being self-employed. This workshop explores ways to secure financing, leverage the Internet to gain access to services, promote a venture, and sell services. We start by addressing the primary motivational factors that often limit people from becoming entrepreneurs.

### The Future Is Green

As the green energy movement begins to gather momentum, the emerging green economy promises to bring about a new era of innovation and career creation. This module sets out to answer questions surrounding green jobs: how to identify them, where employment opportunities will arise, and what educational and training requirements will be needed to take advantage of these opportunities. We explore the top 30 green jobs and developments in green building, green chemistry, green technology, renewable energy, and sustainability. These jobs have the potential to diversify the workforce, spanning across sectors of agriculture, construction, financial services, research and development, small business, and transportation. (Module in development.)

### Workforce Staff Training

Our all-day staff training course teaches case managers and business development staff at your workforce center the latest and most effective tools used by the top staffing and executive search firms to place job seekers.

### Materials and Resources

Every candidate receives a full training manual providing detailed and current information about topics covered in the workshops. Each module is designed with career development in mind, and includes specific worksheets and exercises to move the job seeker forward in the training process. In addition to the training manual, job seekers receive 24-hour access to our new website, which offers free resources on job seeking techniques and information about additional training. This content will be available on our website in the form of blogs, videos, and podcasts. Attendees are added to our email distribution list so they can continue to receive helpful tips and training material, conveniently and free of charge.

