

# Build Your Future



## Transform Your Life

A Life and Career Transition Series



### **CAREER/LIFE TRANSITIONS**

4 things you should consider  
before making a change



### **THE BRAND CALLED YOU**

Marketing what you have to offer



### **DO YOU HAVE WHAT IT TAKES?**

Recognizing your marketable  
"transferable" skills



### **THE "WRITE" STUFF**

Profiling the best *you*

# Life can be better the second time around.

## Why a Life Transition Series?

**The University at Buffalo is striving to fill a need in Buffalo and Western New York by assisting employees in transition with their career moves.** The Life Transition Series is a timely response to a growing trend in the United States as a result of corporate downsizing, workers searching for meaningful second careers or pursuing entrepreneurship as an option. What ever the reason for your transition, research supports the development of this type of program. For instance, the University

Continuing Education Association, the principal United States organization for continuing higher education, has deemed retirees seeking meaningful second careers as a growing trend. Marc Freedman, founder and CEO of Civic Ventures, a national think tank and incubator reframing the debate about aging in America, believes that the over-60 crowd is turning away from a retirement of leisure. "People want to keep working," says Freedman. Work plays an enormous role in one's identity and social structure.



Let us assist you in creating a plan for your future.

## CAREER FACTS

### Staying Engaged

Surveys by AARP have found that continuing education and being engaged in meaningful paid or unpaid work is an integral part of baby boomers' retirement plans.

### Employed Boomers

Nearly half the country's self-employed workers -7.4 million are boomers, reports the U.S. Department of Labor. The figure is expected to climb as people retire from one career to start another, lose their jobs or simply want the independence and flexibility of working for themselves.

### Career Barriers

According to a survey conducted by the Reinvention Institute, the barriers to a successful career reinvention most cited by 350 respondents were lack of knowledge (26.5%), lack of finances (21.4%) and lack of contacts (18.9%). In a similar study, one of the top three resources used to facilitate successful career reinventions was taking classes, seminars and workshops.

# Build Your Future Transform Your Life

## Attendees of the Series Will:

- Explore courses and workshops that will assist in making your life/career transition an opportunity to learn, grow and excel.
- Learn how to develop a strategy and initiate your own action plan for the future.
- Learn how to successfully market yourself.
- Learn and practice your networking skills.
- Learn to identify and communicate your transferable skills.



### REGISTERING IS EASY!

Find the form and directions on page 6.  
Have questions? Call us at 716-829-3131.

## Join Us for Career Connection Night

A career networking event for participants that completes the following core courses:

- Rethinking Your Game Plan – Coping With Change ( a series of 4 workshops)
- Mapping Your Future
- Marketing Yourself

**Schedule:** See insert for information of when and where classes will be held.

**Registration:** Please register EARLY by calling (716) 829-3131 or email [mfcadmin@buffalo.edu](mailto:mfcadmin@buffalo.edu).

For additional information and program details visit [www.mfc.buffalo.edu](http://www.mfc.buffalo.edu).



# Life Transition Series Courses

## RETHINKING YOUR GAME PLAN

Planning for your next career move or for a more meaningful retirement is an important part of the life cycle. It is important to devise a personal plan to facilitate a smoother new career or life transition process. This series of four workshops will provide you with the opportunity to discuss your concerns, ask necessary questions and provide the tools to plan for a successful life transition.

### **WORKSHOP I**

#### **Coping With Change**

This “hands on” workshop will teach you the basics of self-confidence: what it is, how we lose it, and how we get it back at any age. Come and learn the transition process and see how it can help you cope with personal and professional challenges. This interactive workshop will be presented with humor, understanding and practical life applications.

### **WORKSHOP II**

#### **Your Health and Wellness: Safe guarding your health without losing your savings**

This workshop will teach you how to safeguard your health without losing your savings. How do you avoid unnecessary medical expenses and secure your financial future? What hidden dangers are presently deteriorating your health and well-being today? You will get first hand information from a natural health practitioner.

### **WORKSHOP III**

#### **Mapping Your Financial Future: Have you prepared for what's next?**

As the saying goes, money is not everything; however, it definitely has an affect upon our quality of life. Today the world presents an abundance of choices and opportunities. Your dreams, whether planning for a new business, a new career, or retirement, must include a financial road map. Financial planning during a transition can help ensure you keep your current lifestyle as well as reach your future financial goals. Hear our panel of experts discuss the issues and things that you should consider as you plan your next steps.

### **WORKSHOP IV**

#### **Embracing Technology**

Have you been reluctant about joining the text messaging rage or trading in your older cell phone for the latest phone with features that would allow you to take photos and stay connected by e-mail? This interactive workshop, presented by experts in the latest cell phone technology, will keep you from being left on the roadside of the Information Highway. Learning about the latest informational technology can not only enhance your lifestyle but make it easier to complete everyday tasks.



*“The first step towards career transformation is recognizing the need for change and committing yourself to that change.”*

*Tonnalee Batchelor, Coordinator of Outreach and Workforce Development at the University at Buffalo Educational Opportunity Center (EOC) Division of Continuing and Professional Studies.*



## **MAPPING and MARKETING YOUR FUTURE** (TWO PART COURSE)

Making career choices can be a daunting task in this global economy. Globalization has contributed to individuals experiencing career changes, challenges and opportunities. Mapping and Marketing Your Future workshops will assist with helping to build and navigate your career roadmap.

### **MAPPING YOUR FUTURE**

(designed in two parts)

**Part I:** The first four sessions (2 hours each) will consist of self-assessment tests to help you identify your talents and interests.

**Part II:** Each participant will receive a confidential counseling session to learn to transfer the results from his or her assessment tests and apply them to a realistic strategy in his or her career search. A counseling session is scheduled at the conclusion of Part I.

*There is an additional cost for this customized session.*

### **MARKETING YOURSELF**

In between jobs? Accepted a “buy-out”? Thinking about doing something totally new? Today’s labor market is ever-changing, and you may question if you have the skills employers are seeking. This series will help you build your confidence and enhance your ability to compete in today’s job market. We believe that all of your life skills and experiences are valuable. The main premise of this series is to develop your awareness of your “transferable skills” and learn how to communicate them effectively. We will assist you in identifying your personal “skill set” and creating a career portfolio. A segment of the course will also highlight networking tips.

### **MOCK INTERVIEW**

In addition, our video taped mock interview session will help you create and present your résumé and lead you to a full understanding of how to “market yourself.” You will have an opportunity to receive feedback on your taped interview.

*There is an additional cost for this customized session.*

# Life Transition Series Courses Continued

## COMMUNICATING IN TODAY'S WORKFORCE

Writing for Business is a course designed to provide a working knowledge of and sharpen English skills and concepts necessary for success in the workplace. An analysis/overview of the business environment related to appropriate behavior and expectations of employers will be reviewed. Participants will acquire a level of mastery, confidence, and knowledge to face the challenges and expectations of the business world.

## COMPUTER SURVIVAL SKILLS

The course will provide you with basic knowledge of how to use a computer. We will take a tour of the Windows Operating System and get you started with some of the most useful computer applications in our daily lives, including word processing, Excel spreadsheets, graphic presentations, e-mail and the Internet.



UB Center of Excellence

## About the Division of Continuing and Professional Studies and Its Instructors

The Division was created to expand the range of academic and workforce development programs offered in the Western New York community. Through a variety of programs and services, the division fulfills educational needs through the attainment of academic courses, certificates and degrees, as well as personal enrichment. Instructors and workshop presenters are active practitioners that understand the changing employment market. In their professional careers, they are marketing executives; life coaches; career counselors; English teachers; and technology, financial, and health and wellness specialists.

Statistics show that most people obtain their jobs through a networking connection.

For additional information and program details visit [www.mfc.buffalo.edu](http://www.mfc.buffalo.edu).

## Career Connection Night

### BUILDING THE NETWORKS FOR CAREER AND PERSONAL SUCCESS

Whether looking for a new job, a volunteer or business opportunity, establishing a significant social network is a major key to achieving that goal. Attend our career connection networking event to speak with corporate and organizational leaders about employment opportunities in Western New York's leading industries. Put into action networking and marketing skills from the previous workshops to make your career connection.

# Register » Life Transition Series

## 1 Personal Information

First Name	MI	Last Name
<input type="text"/>	<input type="text"/>	<input type="text"/>
Mailing Address		
<input type="text"/>		
City	State	ZIP
<input type="text"/>	<input type="text"/>	<input type="text"/>
Telephone Number (Day)	Telephone Number (Evening)	
<input type="text"/>	<input type="text"/>	
E-mail Address		
<input type="text"/>		



Please send completed form and payment via mail:  
University at Buffalo  
Millard Filmore  
3435 Main Street  
Buffalo, NY 14214-3007

Or fax this form to:  
(716) 829-2475

For assistance, please call (716) 829-3131.

## 2 Payment Information

**Check Enclosed** Payable to The University at Buffalo Foundation

**Tuition Assistance Program Voucher** from Employer/Union/Federal or State Agency

**Credit Card Payment** Provide Information Below:

VISA    MASTERCARD    AMEX    DISCOVER

Credit Card Number	Expiration (MM/YY)	
<input type="text"/>	<input type="text"/>	
Cardholder Name (As it Appears on the Credit Card)		
<input type="text"/>		
Billing Address		
<input type="text"/>		
City	State	ZIP
<input type="text"/>	<input type="text"/>	<input type="text"/>
Cardholder Signature		
<input type="text"/>		

Check here if you are not the cardholder but have permission to use this card.

## 3 Course Selection

- Life Transition Series \$50.00**  
Fee includes 8 courses: Coping with Change, Your Health and Wellness, Mapping Your Financial Future, Embracing Technology, Mapping Your Future Part I, Marketing Yourself, Communicating in Today's Workforce, Computer Survival Skills
- Mapping Your Future Part II \$50.00**
- Mock Interview \$50.00**

## 4 Authorization

I authorize the University at Buffalo to process my registration for the Life Transition Series. I understand that there is no refund once the series begins.

Signature

Date

We respect your privacy. Information collected on this form will be treated confidentially and in accordance with the University at Buffalo's Privacy Policy.



I am... entering a new life experience...  
redefining my life...ready to make my move.

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