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Analyze Your Brainstorms for Practical Potential



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Did You Know...



SPECIAL POINTS OF INTEREST:

- * *Oswego County Workforce New York has computer labs for updating your resume and searching for jobs.*
- * *Many workshops are available to assist you with your job search.*
- * *Our staff are ready to help you!*

Your great idea may change the world—or it may be so wildly impractical that you'll never get it off the ground. How can you tell the difference? Try these strategies to evaluate your creative ideas before launching ahead:

- **Google your concept.** Type your great idea into a search engine to find out if it's already been done. If the answer is yes, did it succeed? You may be able to modify your idea for a different audience or customer, or fill in gaps that others have missed.
- **Analyze the idea thoroughly.** Try this exercise: Make two lists, the first recording everything you like about your idea—all its benefits and possibilities—and the second noting potential obstacles and problems to be solved before it can succeed. Examine your second list to see what you need to do in order to bring the first list to life.
- **Cross-examine yourself.** Imagine that you're the boss, or someone whose support you need. What kinds of questions will he or she ask about time, money, resources, and ROI? Will your idea really contribute to this other person's goals? How will you monitor performance and results?
- **Talk to your colleagues.** Run your idea informally past co-workers, friends, and experts in your field. Their questions and reactions will help you flesh out both the concept itself and your presentation.
- **Run a test program.** Look for opportunities to put your idea into action on a small scale before launching it officially. A pilot program can help you identify flaws that you can fix ahead of

time, saving money and embarrassment.

- **Shift your thinking to charge up your imagination.** Generating creative ideas sometimes means changing the way you think. When you're trying to develop something new, try these strategies (from *Fast Company* magazine) for rearranging your thought processes:
 - **Find a metaphor.** Stop being so literal and find a way to describe your problem, product, or idea in different terms. Is it like an oncoming storm, a placid lake, or a flower garden? Exploring your concept in different terms can help you find new perspectives.
 - **Picture your idea.** Get visual. Draw a picture, or find one on the Internet that illustrates your concept. A sketch can provide a practical view of what you want to create; an illustration can help you describe it to other people.
 - **Copy other ideas.** Instead of trying to reinvent the wheel, look at similar ideas. See what's worked and what you can adapt, or what hasn't so you can fix it.
 - **Link separate ideas.** Try combining two seemingly unrelated concepts: shoes and fish, coffee and climate change, or a bookstore and a café (No, wait—that's been done!).
 - **Turn things around.** Challenge your assumptions with some reverse thinking. If customer returns are a problem, for example, try turning them into an opportunity to sell more. Or if employees repeatedly miss deadlines, look for strategies that make them actively want to stay on schedule.



200 NORTH SECOND STREET
FULTON, NY 13069
www.ocwny.org



PHONE 315-591-9000
TTY 315-591-9247
FAX 315-591-9009
FAX 315-591-9024

Stay Focused on Your Long-Term Career Plan

Careers for Creative People

You may consider yourself a creative person, an innovative thinker, an unconventional performer—but you're not cut out to be a starving artist or wait tables while waiting for your big break. What are your options? Look into these careers:

- **Teaching**

Teachers at any level must be quick and creative when it comes to keeping their students' attention and presenting information in interesting ways.

- **Interior design**

Helping people create the space where they'll live and work requires a wide range of talents and skills.

- **Catering**

Any kind of event-planning career requires skill in selecting and balancing the right ingredients, from the spices in the food to the arrangement of the venue.

- **Graphic design**

With the growth of the Internet, the ability to create visually appealing graphics that are well organized as well as attractive is something employers are eagerly seeking.

- **Copywriting**

From advertising to in-depth web content, words are still important. Putting together readable, useful copy is an important skill even in an age of multimedia.

No matter how much you enjoy your work, you may wonder what another profession would be like. But you should be careful not to wind up wandering off your desired career path. Before pulling up stakes, be sure you:

- **Know what you want.** Your manager has offered you a promotion. Before you jump at the chance, though, consider whether the promotion is in line with your long-term career goals. If not, find the courage to be honest with your boss and to act in your own best interest, even if others disapprove.

- **Listen to your instincts.** We all have an inner voice that tries to get our attention when something's not quite right. But we frequently silence our inner voice by focusing on what we think we should feel: "It's not what I want, but if I pass up this

opportunity, I may not get another," or "I'm not comfortable here, but I can adapt." Pay attention to your feelings before making big decisions about your career.

- **Change your mind when you need to.** You've lobbied for an opportunity and now it's yours. Wait before snatching it. Is the timing right? Is the salary adequate? Have your ambitions changed? You're better off changing your mind than taking a job you don't really want, perhaps depriving a better-suited person of the opportunity. Make the choice that's right for you today.



Prepare For The Unexpected In Your Career

You may love your job now, but you can't take future success for granted. Smart people prepare for changes in their career path at a moment's notice. Here's some advice for staying on top no matter what happens:

- **Review your career documents.** Is your résumé current? Does it spell out what you've done to add measurable value to each organization, instead of just listing your various job titles over the years? Be sure that your references are up to date and that you have some good stories to tell about how your work has contributed to your employers' success.

- **Network inside and outside of your industry.** Devote some time every week to making connections. The more people who know what you're capable of, the better positioned you are for any sudden transitions.

- **Become active.** Join relevant

professional and trade associations, and take a leadership role wherever you can: Serve on committees, help with marketing efforts, etc. Don't just show up for meetings and sit there.

- **Market your expertise.** Write articles for websites and trade publications to get your name out there. Volunteer to speak to schools or local community groups about your profession and industry. The more visibility you have, the better.

- **Keep developing your skills.** Sign up for courses and seminars on skills that might help you do your job better. A commitment to self-development appeals to potential employers who like to see initiative.

- **Contribute more.** Look for ways to help your organization, your co-workers, and your networking contacts. A reputation for pitching in wherever you're needed will reap benefits throughout your career.





Oswego County Workforce New York Workshop Schedule



Workshop Descriptions:

EFFECTIVE COVER LETTER-This workshop offers best practices to craft an effective, professional cover letter while avoiding the common pitfalls that can make hiring managers groan.

EFFECTIVE INTERVIEWING-Suggestions to prepare for a successful job interview and interview phases will be discussed.

EFFECTIVE RESUME WRITING-An intro to resume development where the tips and tools to develop a resume and cover letter will be discussed.

INTERNET JOB SEARCH-Learn to research employers, advantages and disadvantages of job banks and upload, copy and paste your resume into online applications. *Email address & electronic resume required.*

INTRODUCTION TO COMPUTERS-Develop a new skill and learn the basics of using a Personal Computer. Learn about windows, the mouse, files and more. *Email address & resume requested but not required.*

METRIX-An online learning system with a large catalog of courses and assessments. Customers can choose a goal job, assess their skills, and the system will then suggest courses.

MICROSOFT EXCEL-Learn to move around spreadsheets and how to enter data. Begin with simple formulas and move on to auto-sum and functions. Skills taught include filter, formatting and charts.

MICROSOFT WORD 2016-Learn how to work efficiently with Word to build your skills. Emphasis is placed on how to type a resume. Skills include formatting, spellcheck, managing bullets and graphics.

OVER 40 & HIRED-Discuss the many positive contributions made by mature experienced workers, review the hiring process as well as marketing strategies in a highly competitive job market.

POWERPOINT 2016-Learn how to build a presentation. Skills include changing colors and background, adding text and graphics, transitions, animations, sound and packaging the presentation to share.

QUICKBOOKS 2014-Not just an accounting program, QuickBooks is used by front desk, customer service and sales. Learn the basics of accounts receivable, accounts payable, inventory and reports.

READY SET GO (TO WORK)-How to look for work, the hidden job market, selecting the best resume format, cover letters, discussion time for any questions.

SOCIAL MEDIA-This workshop will go through some social media platforms and how they can be used to enhance your job search process through privacy tools, online presence, company research and creating your personal online network.

UNDERSTANDING THE CIVIL SERVICE SYSTEM-Get a better understanding of how to obtain employment with local and state governments and school districts.

For assistance with any of these topics, call us at 315-591-9000
or email us at ocwny@oswegocounty.com

Did You Know...

Did you know...that Oswego County’s average unemployment rate for November 2020 was **5.8%**? This was a decrease from the October 2020 rate of **6.4%**.

Did you know...that we are on LinkedIn? To view job postings and other information go to www.linkedin.com and search for Oswego County Workforce New York.

Did you know...that we are on Facebook? To view job postings and other information go to www.facebook.com and search for Oswego County Workforce New York.

Did you know...that we are on Twitter? To view job postings and other information go to www.facebook.com and search for Oswego County Workforce New York.

Did you know...that you can visit www.mybenefits.ny.gov to determine eligibility for assistance programs, health insurance, and tax credits?

Did you know...that you should have different versions of your resume if you’re looking for work in more than one field? Update and customize your resume for each new position.

Did you know...that we have staff to help you in your job search if you receive SSI/SSDI? Stop in and see Lisa to learn more.

Partner Agencies/Websites

Oswego County Opportunities

www.oco.org

Oswego County BOCES

www.citiboces.org

Cayuga Community College

www.cayuga-cc.edu

www.indeed.com

Indeed.com is a new type of job search engine which pulls job listings from a variety of sources—such as America’s Job Bank, syracuse.com and monster.com. Click on Advanced Search to narrow your results by keyword, location and full or part-time.



To see our most recent events and recruitments follow us on Social Media!

-  • Oswego County Workforce New York
• Oswego County Youth Works (Ages 16-24)
-  • Oswego County Workforce New York
-  • Oswego County Workforce New York

Please call or see the front desk attendant for more information.

→ Local employers need YOU to help fill job openings in the following occupations: Transportation, Health Care, & Manufacturing/Trades
If you’re interested in training or a scholarship, see your caseworker or call Mary at (315) 591-9026 or email her at mary.ferry@oswegocounty.com

Oswego County Workforce New York is an equal opportunity employer/program.
Auxiliary aids are available upon request to individuals with disabilities.