

CYC Course Is A Key Tool For A Turning Economy

By Steve Haraczak, TRG Associate

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Last year The Regis Group developed and implemented “Converting Your Career (CYC) Course,” an innovative educational program designed to answer an emerging need for professionals who are at a point of significant change in their business careers.

The course addresses the steadily growing ranks of 50 plus year-old individuals faced with an immediate necessity to leave their profession of decades, potentially without a clear path forward. Their circumstance could be either involuntary thru a layoff/termination or voluntary if they make a decision to retire.

The Regis Group, Inc. (TRG) believes that **now is the time for all of us to focus on a turning U.S. economy** and take steps to systematically assess, and then plan out how to take advantage of our common circumstance with a steady push into the next round of business development.

TRG has designed the “CYC Course” to help you utilize the vast amount of knowledge and experience gained from your long business career. CYC will help convert that knowledge and experiences into a next round career as an advisor/consultant, pointing to methods for achieving financial rewards.

The **Purpose** of the Converting Your Career Course is:

- To assure a direct path forward to those who are now or soon will be impacted by a fundamental change in their employment circumstance
- To assure direct access to a growing spectrum of participating allied groups throughout our culture (by example, within Healthcare, Pharmacy and Service Clubs)

The **Primary Messages** of the CYC Course are:

- “Layoff” or “Retirement” should NOT be the end of your career... “
- “This should be the start of the most rewarding period of your life.”

Key Points of Focus:

- Your **business knowledge and experience** correctly applied will help you be successful as a consultant
- You will be working with **what you already know** and **who you know**
- You will learn to **work to a schedule** and a **plan** that YOU will create and will establish a new value to what you have done to this point in your business career
- CYC will help you to **invest in yourself** (your time, knowledge and expertise)
- This does NOT require a large out-of-pocket expenditure
- If you are good at this, you will **establish a support team** that will not cost you more than time
- **You can earn as much as you are willing to work!**
- **Your Marketing targets:**
 - Your previous employer(s)
 - Vendors to your previous employer(s)
 - Competitors of your previous employer(s)
 - Professional organizations related to your previous employer(s)

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Tip of the Hat:

Kudos to new Yahoo! Chief Executive Marissa Mayer for her recent controversial decision to make all Yahoo! employees come to the Yahoo! executive office to work; and not work remotely from home any longer. She believes that Yahoo! itself will benefit greatly from increased face-to-face communications among the employees that will be more effective in growing trust and cohesiveness among the Yahoo! work teams. Ms. Mayer believes speed and quality are often sacrificed when many Yahoo! employees work from home. "We need to be one Yahoo!, and that starts with physically being together," said Ms. Mayer. She believes Yahoo! is doing what is necessary to focus on a turning economy. Is your business / association focusing on the turning economy?