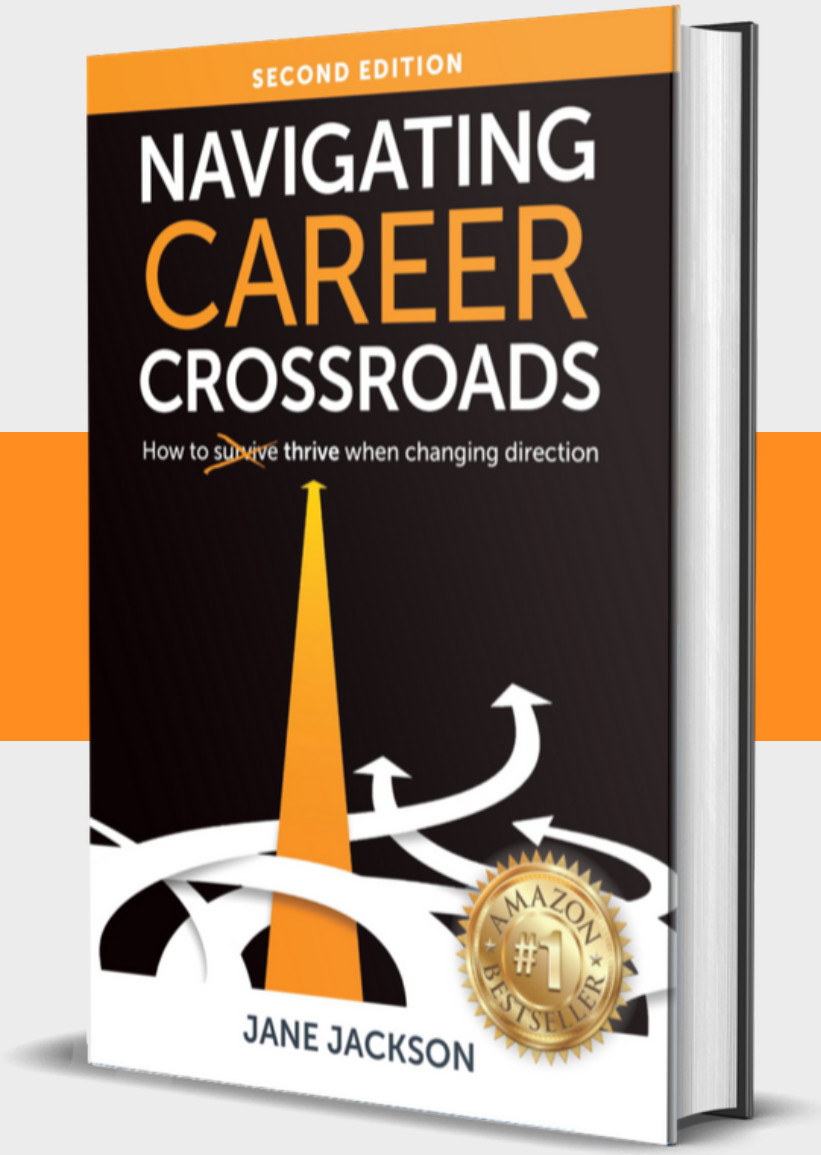

Media Kit

AUTHOR: JANE JACKSON
CATEGORIES: CAREERS/JOB HUNTING/LINKEDIN/RESUMES
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- Author Bio
- Book Bio
- Testimonials
- Target Audience
- Book Excerpt
- Interview Questions
- Story Ideas for Reporters
- Downloadable Author & Book Photos
- Contact Author

Jane Jackson
CLARITY • CONFIDENCE • CAREER

Author Bio

Jane Jackson is an award winning Career Management Coach, and host of top career podcast, YOUR CAREER.

Having experienced numerous career and personal transitions over the past 30 years, Jane has lived and worked in Hong Kong, San Francisco, London, Singapore and now Sydney.

Jane has changed industries several times, enjoyed a corporate career, has set up and successfully run an online retail business, a personal training business and her private career coaching practice

Jane has helped over 8,000 clients across Asia Pacific and Europe to make successful transitions and create their dream careers.

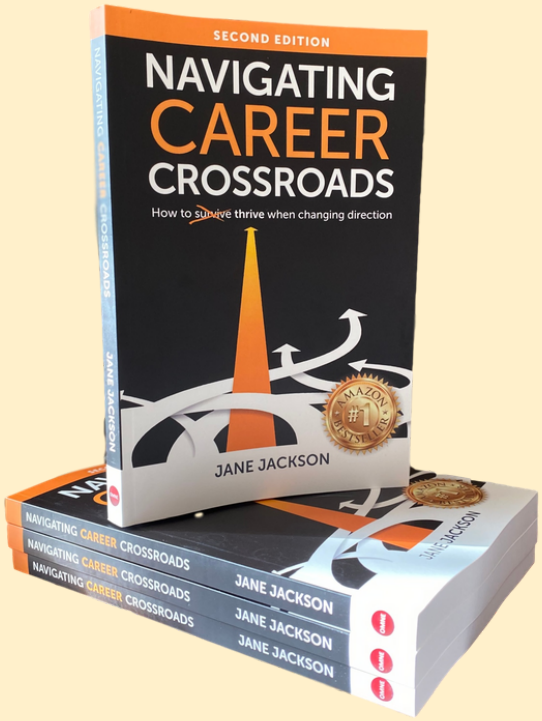
Jane is on a mission to inspire YOU to gain the clarity, and confidence, to take the right path towards the satisfying and rewarding career you deserve.

Jane Jackson

CLARITY • CONFIDENCE • CAREER

Book Bio

Are you stuck in your CAREER or in between jobs and don't know what to do?



Navigating Career Crossroads shows you how to confidently take a new direction. This book delivers practical, actionable advice to help you land your dream position. You'll learn how to craft an attention-grabbing resume, how to expand your career network, the best way to really work with recruiters, and how to dazzle your new employer through the interview process.

Follow these 7 essential steps for career success:

Confidently manage change
Assess what makes you tick
Resumes and your marketing communication
Express your personal brand
Explore job search strategies
Relate your value and impress at interviews
Strategies for career success

Confidently conduct an effective job search and successfully transition into your new role. With these 7 steps it will be sooner than you think!

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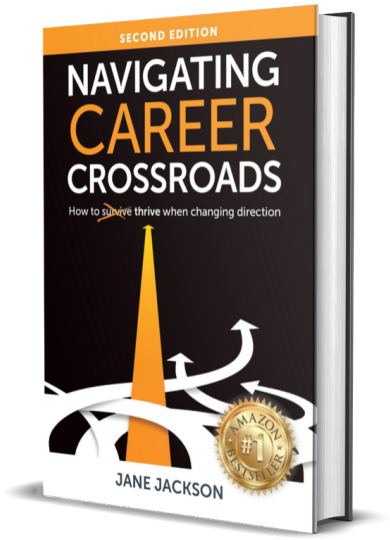
Testimonials



ANDREW GRIFFITHS - AUSTRALIA'S #1 SMALL BUSINESS AUTHOR

We live in such a complicated world, where most people's dream is simply to survive. Jane Jackson makes it very clear that this is not enough, we need to be aiming to thrive, especially when it comes to our career. Jane takes a very broad and complex concept and makes it wonderfully real, engaging and relevant. A great book for those wanting a richer life.

SUE SEYMOUR - CAPABILITY DEVELOPMENT MANAGER

Jane Jackson's Navigating Career Crossroads is a valuable resource to focus your career planning. Not only are the steps clear but also the techniques to follow as you progress through the steps. The book has wide application for anyone considering what next for their career. Practical and down to earth, by working through the book you will get valuable insights into how to achieve your dream job.

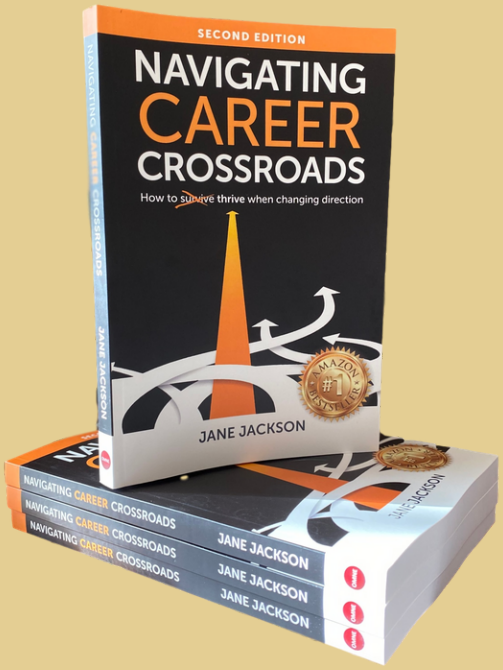
PROFESSOR SATTAR BAWANY - CEO CENTRE FOR EXECUTIVE EDUCATION GLOBAL

This book clearly explains the job search strategies that work and shows you how to leverage them to your advantage to make a career change. This is a must read for professionals at all levels!

BRIAN QUIRKE - DIRECTOR PHR CONSULTING

Navigating Career Crossroads is a must read if you're at a turning point in your career. The message is very clear - to marketyourself successfully you must understand what you have to offer and what your ideal role looks like and then be resilient, determined and courageous in your search. This excellent book will guide you every step of the way. Apply these principles and you will succeed.

Target Audience



WHO SHOULD READ

- Job Seekers
- All affected by redundancy
- Mid-career changers
- Graduates
- Professionals
- Return-to-work mums
- Those seeking Career Clarity
- Those needing Career Confidence
- Anyone exploring a career change

BOOK BENEFITS

- Gain career clarity
- Increase self confidence
- Write a powerful resume and cover letter
- Learn the most effective job search strategies
- Learn to leverage LinkedIn to build your personal brand
- Expand your network with ease
- Prepare well to ace your job interviews
- Negotiate job offers effectively
- Transition and on-board into your new role smoothly

Jane Jackson

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Book Excerpt

INTRODUCTION

"You can't stop the waves, but you can learn to surf." - Jon Kabat-Zinn

Change can be pretty scary. Whether we're dissatisfied with our job, facing a redundancy or an organisational restructure, career challenges are inevitable. Yet when they hit they can leave us confused, anxious, fearful and stressed. This emotional roller coaster can erode our self-confidence and create confusion about what to do next.

So many of us try to control everything in our lives, including our careers, relationships, finances, physical environment and even our level of happiness! But, with all of this control, what happens to our ability to cope when a major change affects every aspect of our life?

Losing a job is one such change. In fact, losing a job is one of the most stressful events that can happen to us, only ranking below other major life-changing events such as death, divorce, personal illness or major injury. I'd go so far as to say job losses are causing even more stress today, with a range of additional pressures meaning that a steady job, or steady income, is more important than ever before. As the cost of living continues to rise, more and more couples need two incomes to cover their expenses, meaning that being out of work places significant strain on your finances.

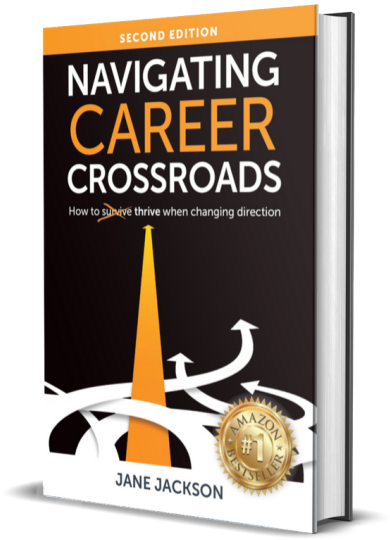
Additionally, finding a new job can be even more of a challenge today, with greater competition as more degree-qualified Gen Ys and Millennials enter the job market, more baby boomers take longer to retire, and more jobs are farmed off-shore. This means that, once you're out of a job, it may be months before you find something new, adding more strain to your finances, relationships and health.

And because our careers have a greater impact on our lives than ever before, it's very unusual for any of us to go through a career transition without experiencing several other challenges in our lives as well. I know many clients and friends who have experienced a job loss or redundancy and, at the same time, have also had to deal with the stress of a marital separation or divorce, or had recently become parents, or had seriously ill relatives to take care of while looking for a new role.

No matter how much we try to plan for smooth sailing, all of us know that change is inevitable. In fact, as the Greek philosopher Heraclitus (535BC–475BC) said, "Nothing endures but change. Change is the only constant. "

So if we know that change is inevitable, in our careers and in our lives, why do so many of us struggle with it? Through discussions with over 8,000 clients over the past 19 years, I've found that there are three main reasons we experience resistance and reluctance to accept change, and feel so uncomfortable when it happens.

Interview Questions



1.What do professionals need to consider when exploring a career change?
2. Why do people feel dissatisfied in their careers?
3. What are the main reasons people resign from their jobs?
4. Do your career values matter when making a change?
5. How do you build career confidence?
6. How do you find your career passion?
7. How important are Career Anchors when making career decisions?
8. What do you need to know when creating a resume?
9. What do you need in addition to a resume when looking for a job?
10. How do you create a job marketing plan?
11. How do you get past an Applicant Tracking System?
12. What is the best way to apply for a job?
13. What is the best way to approach Networking for a job?
14. What part does your Personal Brand play in the job search process?
15. How do you build a Personal Brand?
16. How do you prepare for a job interview?
17. What are the fatal flaws of interviewees and how to avoid them?
18. What must you do during and after an interview?
19. How do you negotiate the job offer?
20. How can you smoothly on-board into your new role?

Story Ideas for Reporters

How to Future Proof Your Career
The essential skills to ensure your employability

Will You Ever Get Another Job?
How to overcome a lack of career confidence

Are You Having a Career Breakdown?
How to manage career stress

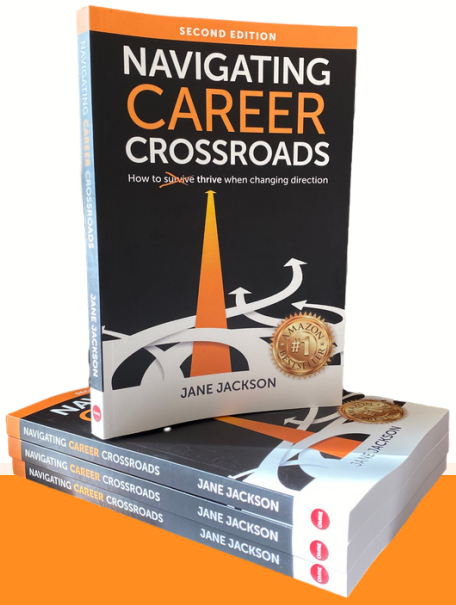
What Really Makes You Tick?
What you must assess when making a career change

How to Get a Job
The 7 essential steps to take to secure your dream job

How to Follow Up on a Job Application Without Appearing Desperate
Should you follow up or wait ... and wait?

The Shy Person's Guide to Networking
The step-by-step process to get it right

How to Ace Your Job Interview
What you MUST do before, during and after your job interview



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Downloadable Photos

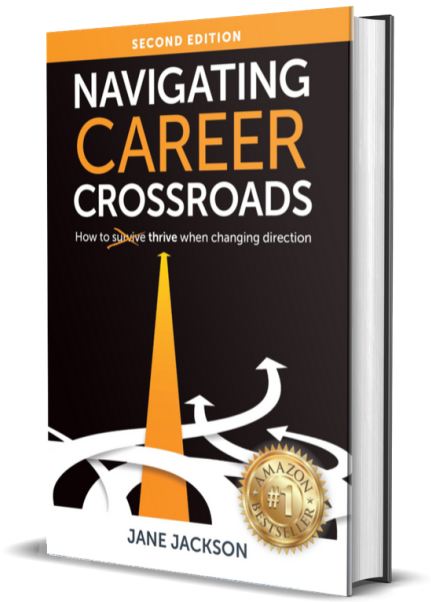
I appreciate requests for photographs for press use. Please let me know where you use the images so I can link to them

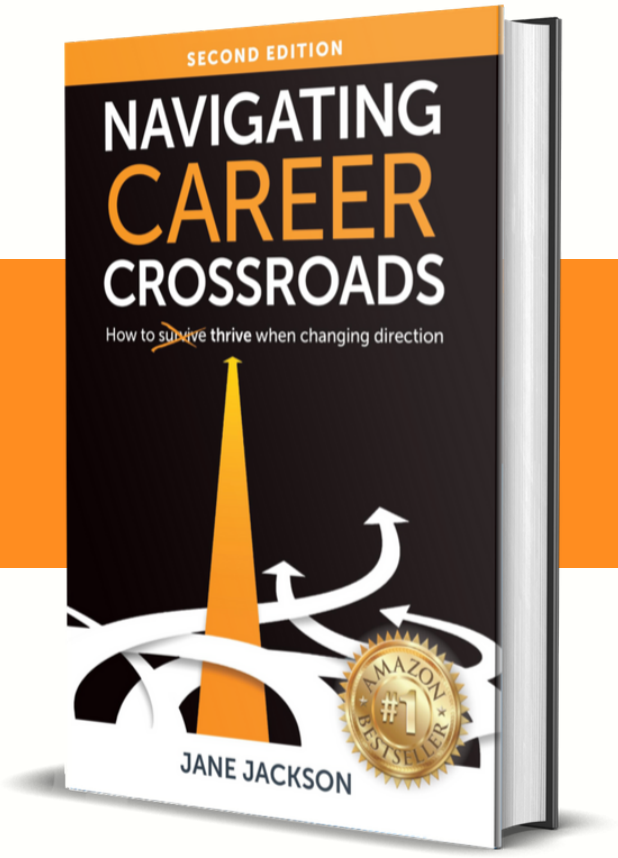
Jane Jackson Headshot

Download jpg

Navigating Career Crossroads book

Download jpg





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