

**Tuition Free Advanced Career Strategies &  
Job Transition Course for Unemployed  
Professionals**

**State-of-the-art course designed to help unemployed management  
and professional men and women find good jobs ASAP in this very  
tough economy**

- Offered Tuition Free Through -  
**Brandman University**

2890 Inland Empire Blvd #110, Ontario, CA 91764

(Located just North of the 10 freeway at Haven and West of the Ontario Mills Outlet Stores)

**August 15 through August 26, 2011**

**8 AM to 4 PM • Mondays • Wednesdays • Fridays**



The courses include (at no charge) a 223 page manual and focuses on cutting edge strategies designed to help career oriented men and women find jobs ASAP in this very tough job market. Students work in teams designed to encourage each other, brainstorm ideas and hold members accountable for homework assignments. Strategies studied in the course include:

- **Writing and implementing ROI (Return On Investment) focused industry reports**
- **In depth research strategies**
- **Writing and implementing targeted proposals**
- **Creating and implementing accomplishment portfolios**
- **Strategic interviewing: Demonstrating your value to an organization in 30, 60, 90 days and beyond**
- **Industry branding: Becoming the first name that comes to mind for excellence in an industry and/or function**
- **Social media including LinkedIn, Twitter, web sites and blogs**
- **How to write and present case studies verbally and online**
- **Negotiation strategies**
- **Structured brainstorming**

Participants meet 6 days (Mondays, Wednesdays and Fridays), from August 15th through August 26th from 8:00 AM to 4:00 PM at Brandman University's Ontario California Campus. Each of the 6 days will be divided between 5 hours of classroom hands-on workshops and 2 hours working with an implementation team. **There will be 3 to 5+ hours of homework before each class, including class 1.**



The course will be led by Greg Johnson, an executive coach who has had the opportunity and privilege to work very closely with John Hall in the Advanced Career Strategies program at Brandman over the last year. He brings almost 20 years international management and executive experience.

The course was developed by John Hall, who was recently awarded Pepperdine University's Orange County Alumni Association's 2010 Waves of Service Award for his work with Orange County's unemployed. John is a retired executive career coach with 21 years of experience helping management and professional individuals through job transitions and co author of the book *Adapt! How to Survive and Thrive in the Changing World of Work*.

**Course Instructor:**

**Greg Johnson 949.413.3308 Cell Email: [greg@abovetherim.us](mailto:greg@abovetherim.us)**

**For Information on classes, contact Mary Shelton at  
949-341-9859 or [shelton@brandman.edu](mailto:shelton@brandman.edu)**