



With Your Host
Tom Floyd

SHOW HOST

Tom Floyd, founder and CEO of Insight Educational Consulting (IEC), is a dynamic business man and speaker, who has grown a multi-million dollar business guiding Fortune 500 companies in the implementation of change management, workforce performance, and learning solutions. The ultimate combination of a strategic visionary and project leader, Tom is cross trained in business strategy, focusing specifically on organizational change, human performance, and employee development.

GUEST BIOS

John Challenger is the CEO of Challenger, Gray & Christmas, Inc., and is a recognized thought leader on corporate practices, workplace, labor, and economic issues. His insight is frequently sought out by major foreign and domestic broadcast and print media including CNN, MSNBC, CBS Evening News, and more.

Krishna De has authored over 500 articles and created over 300 audio programs in the fields of brand engagement, social media and leadership development. She is a contributing author to several books and her expertise is featured in the forthcoming book *The Accidental Marketer*.

Wendy Enelow is a nationally renowned career coach with 30 years' experience working with top executives. She is a published author with more than 25 book titles on career topics including *101 Ways to Recession Proof Your Career*.

Amy Lindgren is the founder and president of Prototype Career Service. Amy has penned the syndicated "Working Strategies" column about careers and the workplace for the *St. Paul Pioneer Press*. She is the author of 10 job search guides including the *Pocket Job Series* set of books.

Rich Milgram is the founder and CEO of Beyond.com, Inc. Considered a thought leader in the career space, Rich has been interviewed by national media outlets including ABC World News Tonight, *BtoB* magazine, MSNBC.com, *Newsweek* and more for up-to-date information concerning national, local and industry-specific employment trends.

Coaching Through a Recession

MONDAY AUGUST 25TH, 2008

11AM PT (2 PM ET)

During difficult economic times, many businesses find themselves forced to make cuts. With the national unemployment rate now at 5.7 percent – the highest level in four years – it appears more challenging than ever to sustain a career during a recession.

In this program, we'll learn best practices from career experts and coaches, and also talk with national employment experts on current recession situations and solutions for individuals.

HIGHLIGHTS

According to a survey that appeared in the April 28th, 2008 issue of **USA Today**, two-thirds of 52 economists polled said the U.S. economy is in recession.

As quoted in the August 9th 2008 issue of **Newsweek**, according to the Bureau of Labor Statistics, the national unemployment rate is now at 5.7 percent, the highest level in four years, and now with two consecutive quarters of falling GDP, "America is bracing for a recession."

Combine the above with rising energy prices, an unstable financial sector, and an overall decrease in the amount of jobs available, many people are nervous about the impact of the economy on their livelihood and careers.

In his article titled "Strategies for Surviving the Slump", **Business Week** writer Chris Farrell says "The big fear during a recession is layoffs, and the best move may simply be to try to make your current position more secure."

But how can you make your current position more secure during a recession? Is it possible to recession-proof your career?

And how can coaches help you survive a recession?

Our panel of experts address these questions and more.

Highlights of the show include:

- A discussion of the indicators and trends that indicate our economy is in recession.
- Why it's important to not let fear and self doubt consume you during a recession.
- How to successfully market yourself during a recession.
- Strategies to help you "stay on the island" in the workplace during a recession.
- Why skills like relationship management and networking become even more important during a recession.
- How coaches can guide and motivate people during a recession, as well as help them retain and find jobs.

For more information on **Insight on Coaching**, feel free to contact Tom directly at tfloyd@ieconsulting.biz

Listen to the show

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"THE 2001 RECESSION WAS A BRIEF, QUICK DROP, AND THEN WE TURNED BACK UP. BUT THIS HAS BEEN A SLOW KIND OF WINDING DOWN OF THE ECONOMY. IT DOES SEEM AS THOUGH THE SLOWNESS WITH WHICH WE'VE MOVED INTO THIS RECESSION TYPE OF CONDITION IS INDICATIVE OF THE WAY WE'LL COME OUT AS WELL, WHICH IS SLOWLY AND NOT WITH THE KIND OF STRENGTH WE'D LIKE."

JOHN CHALLENGER

"THE COMPANIES I'VE SEEN ADAPT AND "SWIM WHERE THE FISH ARE," ARE THOSE WHO HAVE RE-FOCUSED WHAT THEIR CAPABILITIES ARE AND AS A RESULT, ARE GOING AFTER DIFFERENT MARKETS. THEY ARE ACTUALLY USING THEIR TRANSFERABLE SKILLS. I'M SEEING SOME COMPANIES THRIVE. I'M SEEING COMPANIES IN THE SMALL AND MEDIUM ENTERPRISE SECTORS THAT HAVE GONE WELL INTO DOUBLE DIGIT GROWTH."

KRISHNA DE

"THE GREATEST BENEFIT A COACH CAN BRING IS TO HELP JOB SEEKERS CHANGE THEIR MINDSET. IT'S THE COACH'S RESPONSIBILITY TO HELP YOU REALIZE YOU NOW HAVE TO PROACTIVELY MANAGE YOUR CAREER. FOR EXAMPLE IN TERMS OF CHANGING YOUR MINDSET, WHILE TYPICAL 9 TO 5 JOBS MAY BE DISAPPEARING RIGHT NOW, CONSULTING AND CONTRACTUAL OPPORTUNITIES ARE ON THE RISE."

WENDY ENELOW

"REGARDLESS OF WHETHER WE ARE IN A RECESSION OR NOT, PEOPLE ARE ACTING LIKE WE'RE IN A RECESSION. THE JOB SEEKERS I'M SEEING ARE CURLING UP IN A BALL AND THAT IS THE MOST DANGEROUS EFFECT ON AN INDIVIDUAL BASIS THAT I'M SEEING. A LOT OF PEOPLE FEEL ALMOST LIKE THEY'VE GOT NOTHING LEFT TO LOSE BECAUSE THEY'VE TRIED EVERYTHING. BUT WHEN WE LOOK AT WHAT THEY'VE TRIED, THEY'RE NOT ACTUALLY RUNNING A GOOD JOB SEARCH CAMPAIGN."

AMY LINDGREN

"THE UNEMPLOYMENT STORIES DON'T TELL THE WHOLE STORY. THERE ARE MANY PEOPLE TAKING JOBS FOR A LOT LESS MONEY. FOR EXAMPLE, EVEN THOUGH THE TECHNOLOGY SECTOR IS STILL TRYING TO FILL JOBS, THEY'RE TRYING TO FILL THEM CHEAPER WITH BETTER TALENT. THEY'RE NOT NECESSARILY LOOKING TO THE COLLEGE PERSON WHO NEEDS TRAINED. THEY'RE LOOKING TO HIRE THE PERSON WITH BETTER EXPERIENCE WHO IS MORE APT TO TAKE A LOWER SALARY BECAUSE OF THE ECONOMY."

RICH MILGRAM