

# Fine Tuning Your Career, Team and Leadership Development



MICHELLE A. RIKLAN

Michelle A. Riklan's career services background specializes in personal career marketing, outplacement and soft skills training leading to the enhancement in hospitality professionals' personal career development. Her programs are designed to strengthen and enhance an organization's Team.

## Career Marketing Material Development

- **Competitive and Compelling Resumes:** We craft targeted, keyword-rich resumes that showcase employees' accomplishments and experience. Michelle is an award winning and internationally recognized executive resume writer. The first draft you receive requires slight adjustments and collaboration to finalize and send out for opportunities. It will be competitive, compelling, and effective. We conduct an initial consultation and provide a detailed intake form for strategy and planning purposes.
- **LinkedIn Profile Development:** LinkedIn profiles should be congruent with your resume but written in the more narrative, story-telling style that works best on LinkedIn. It should also be keyword-optimized to give you the best chance of being found for appropriate searches. We develop profiles in a format that the employee can easily copy and update into his/her existing profile. We also provide guidance for setting up first time LinkedIn accounts and educate employees on LinkedIn's benefits and how to use it to the job seeker's advantage.
- **Cover Letters:** We customize supporting documents in a way that is consistent to the format and brand of the other job search materials, yet easy to manipulate for each unique scenario.

## Outplacement

- While a layoff is not personal, KK&W is. We provide the attention that is needed to help affected employees turn an unfortunate scenario into positive opportunities.
- We offer onsite and offsite assistance, and provide the attention that is needed.

## Coaching

- We provide career coaching services through face-to-face and technological avenues to support individuals in their career goals.

## Powerful Presentation Skills: Find Your Voice.

- Professional, informative presentations ensure your audience is engaged, and your message is effectively communicated.

## Interview Preparation

- Helping you, "Put Your Best Foot Forward".

## Speaking Topics, Education, and Workshops

- **LinkedIn:** Optimize Your Profile.
- **Resumes:** Showcase Your Unique Value.
- **Personal Career Marketing:** On paper, On-line, and In-person.
- **Dress For Success**

## Team Development Workshops

- **DiSC:** Manage Your Workplace Communication. DiSC provides end-to-end learning experiences that have an immediate and lasting impact on the performance of people and the cultures of organizations.
- **Team Development 101:** Creating, Supporting, and Sustaining a Winning Team.
- **Who says there is no "I" in Team? Hint: It is ALL about the "I".**

## Team Up Programs: Work Together. Play Together. Come Together.

Team building programs are a powerful way to engage your employees, build company morale, and encourage cooperation while giving back to the community. These also work well for chapters, Boards and member events. Team Up with some of our most popular options:

- **Get the Wheels Turning:** Team members put their heads together in this challenging, energetic and fun bike building charity event.
- **Putt for a Purpose:** Using non-perishable food items, teams brainstorm to create individual golf holes that when completed, comprise a multi-hole mini-golf course. The competition begins when each team vies for the title of Putt for a Purpose Champion. All food items are then donated to local food banks.
- **Crime in the Club House:** Team members collaborate and use their problem-solving skills to unravel this murder mystery. By collecting clues and interacting with one another, they work together to figure out whodunit.

## Leadership Development

- **It's Okay to Be the Boss!** In this workshop, participants learn:
  - Importance of being a strong, highly engaged manager
  - Common obstacles managers face and how to control or work around them
  - Eight back-to basic techniques for helping employees succeed
  - How to develop action plans for applying the eight techniques to be a great boss

Please contact Michelle A. Riklan at (908) 415-4825 or at [michelle@kkandw.com](mailto:michelle@kkandw.com) to schedule a session for your organization.

# Michelle A. Riklan, ACRW, CPRW, CEIC, CJSS

## CAREER STRATEGIST, CONSULTING & SEARCH EXECUTIVE



Michelle A. Riklan has built a successful career management firm, Riklan Resources, that specializes in personal career marketing, outplacement, and soft skills training. For over 25 years, Michelle has leveraged her skills as a Human Resources Executive, Executive Recruiter, Career Marketing Strategist, Trainer, and Speaker to serve individuals and companies across multiple industries. She is no stranger to the hospitality industry as her early career through college significantly exposed her to front of house restaurant operations, and she has worked with hundreds of managers in the industry, helping them to refine their skills and presentation of credentials.

Michelle was introduced to the Club Management Association of America (CMAA) many years ago and was their resume writer for more than 8 years, offering her time during annual conferences to assist their members and students. She has been a speaker at several CMAA conferences and continues to be a requested speaker for chapter education meetings. Over the years, Michelle has assisted and built strong relationships with many industry professionals.

Michelle has a Master's degree in Speech and Interpersonal Communication, is an Academy Certified Resume Writer, Certified Professional Resume Writer, Certified Employment Interview Consultant, Certified Job Search Strategist, and a Certified DiSC Trainer.

Michelle is a member of Society of Human Resource Management (SHRM), Association of Talent Development (ATD, formerly ASTD), Career Directors International (CDI), Career Thought Leaders PARW/CC, and the National Resume Writer's Association.



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Specializing in GM/COO, CEO, Assistant General Manager/Clubhouse Manager, Director of Food and Beverage, Executive Chef, Director of Golf/Head Golf Professional, Golf Course Superintendent/Director of Agronomy, Director of Tennis/Director of Racquets, Fitness & Wellness Director, Chief Financial Officer/Controller, Membership and Marketing Director Searches, and Consulting Services for Private, Resort and Developer Owned Properties, Clubs and Communities as well as Senior Living Communities and Property Owners Associations.

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