

EXPERT CONTRIBUTOR

OFFERING CLEAR WORKFORCE VISION IN 2020



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Communications Manager



With the flip of a page on the calendar – or drop of the bedazzled ball – we bid the old year adieu and welcome 2020.

The New Year is, as always, an opportunity for a fresh start, to turn things around, to make a 180.

In many ways, CareerSource Citrus Levy Marion can help with some pretty important New Year's Resolutions.

Have you vowed to quit smoking? We have free Tobacco Cessation programs at all our career centers.

Sure, kicking the habit has proven health and financial benefits, but did you know that, as more and more businesses become tobacco free, doing so yourself may improve your

job prospects as well? It's true: smokers not only remain unemployed longer than nonsmokers, but they may earn less than nonsmokers if hired.

I'm not just talking about smoking on the job, but any use of tobacco. Not only are businesses increasingly testing to see if you have nicotine in your body, but more are testing to measure your tobacco habits. Such tests can tell whether you're an active smoker or have recently quit. That's important because some businesses want to ensure you've been tobacco free for at least 12 months.

We have teamed up with Tobacco Free Florida to support tobacco users' efforts to quit. We can provide referral assistance to free services that include, but aren't limited to, one-on-one counseling as well as tobacco cessation products. Visit our Career Center in Lecanto or call 352-249-3278 or 800-434-JOBS to get started.

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Now that you're breathing easier, it may well be the perfect time to get a new job or make a career move. If that's on your New Year's to-do list, look no further.

Our services are free for any candidate, whether entering the workforce for the first time, an existing professional, re-entering the workforce, a military veteran, or simply looking to enhance skills for better earning power.

Last year, we assisted 13,200 job seekers, including more than 900 US veterans. We found jobs for more than 2,500 and provided scholarships, training, and other support for others.

Fee-free staff-assisted services include one-on-one counseling with candidates to identify skills, abilities and interests; update resumes; fine-tune interview skills, and make job referrals.

Career assessments, workshops, and training opportunities are also available through our three CareerSource CLM career centers, our mobile resource units and our affiliate Talent Center in partnership with the College of Central Florida.

For businesses ready to turn things around in the new year – and I'm talking about making a 180-degree change -- Our 180 Skills Training gives you the opportunity to upskill staff you've identified for advancement, sometimes in areas they never thought of pursuing.

Not only do you fill your important positions, but you can earn a great reputation for promoting from within – something that

makes businesses very attractive to prospective hires.

Of course, you also win because your existing employees are already familiar with your company and corporate culture. Plus, stair-stepping staff into upper-level positions works well in an economy where it is often difficult to find new employees with the skills you need.

The 180 Skills program is a leader in manufacturing and related field knowledge. With more than 700 courses like aerospace, Six Sigma, automation, CNC, and industrial maintenance, it is a great way to test competencies among new or existing employees. There are also courses to help brush up on customer service, time management, and communication, which, of course, apply to just about any job available. To learn more, call our Business Development Team at 800-746-9950.

These are just a few of the ways CareerSource CLM can help you stay focused in 2020. You can also learn more by visiting our website at careersourceclm.com.

Laura Byrnes, APR, CPRC, communications manager at CareerSource Citrus Levy Marion, is Accredited in Public Relations, a Certified Public Relations Counselor and a Florida Certified Workforce Professional. She would love to hear from you and learn what kind of information you'd like to see each month. Please contact her at (352) 291-9559, (800) 434-5627, ext. 1234 or lbyrnes@careersourceclm.com.

**NEW YEAR?
NEW SOLUTIONS**

Let us help you see clearly in 2020 when it comes to workforce solutions that work for you. Our trained HR professionals can connect you with the qualified, skilled candidates you need to hire for your business to succeed. CareerSource Citrus Levy Marion and our affiliate Talent Center can assist with recruiting, hiring, and training – all at no charge – helping you make 2020 your best year yet!

TALENT CENTER |

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CareerSource Citrus Levy Marion and the Talent Center, its affiliate in partnership with the College of Central Florida, are equal opportunity employers/programs. Auxiliary aids and services are available upon request to persons with disabilities and in Spanish. Phone numbers may be reached using TTY/TDD equipment via Florida Relay at 711. For accommodations, please call 800-434-5627, ext. 7878 or 844-364-9859, ext. 7879. Proud partners of the American Job Center network and members of CareerSource Florida.

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