

# The Key

## The Avadon Group Newsletter

# Finding the Job of Your Dreams:

## A Unique Company Helps You Navigate Your Way

by Jane Falkner

Finding the job of your dreams, even finding any job these days, can be quite difficult. While there are some companies and agencies that offer help, far too often this assistance falls short. What can a job seeker or career-changer do? A unique agency, known as The Avadon Group, just may have the answer.

Our reporter, Jane Falkner, caught up with Avadon CEO and Founder, Norma Owen, to learn more about Avadon's mission and structure, but, more importantly, what this unique career foundations provider can do for you as you pursue your dream job.

**Q: Norma, please tell us, what is Avadon?**

*A: Jane, Avadon is a unique company that helps people find meaningful work by empowering them so they can help themselves.*

**Q: How does Avadon create this empowerment?**

*A: Rather than just teaching everyone the same concepts, we bring together a diverse team of independent and skilled experts who create unique solutions for each person by offering tailored, structured assistance.*

**Q: What are some of the skills The Avadon Group team**

**has and provides?**

*A: Our team members have skills ranging from teaching, writing and public speaking to high-powered sales and corporate management. Through mini-courses and one-on-one sessions with job seekers, our experts bring this understanding and experience to help job seekers gain skills they need to pursue and attain their dream careers.*

**Q: It sounds like a laudable goal, but maybe a lofty one. What is your success rate?**

*A: I'm glad you asked that. Our highly successful resume expert, Dick Hart, has been tracking Avadon participants for the past six months. What he found is that over 75 percent of students get a job interview within two weeks of taking his course.*

**Q: Okay, Avadon's success is real. But, what if I need more than just one course? What else does Avadon provide?**

*A: Avadon's origins are in workforce training and business development. Leadership, management and sales offerings are part of the foundation of our company. As such, we don't just offer one course, but a diverse series that provides a complete perspective on creating the template for*

*your career success. What we can teach you really depends on what your needs are.*

*This perspective also goes hand in hand with our understanding of what it takes to achieve business success. For example, a brand new offering of ours, the Avadon Approach Business Series™, is currently gaining a lot of attention. This unique series helps companies achieve what is called "The Triple Bottom Line," which is the ability to have goodwill with employees, the community and the environment.*

*It takes more than just planting seeds for a garden to grow; you also need to make sure the soil is prepared to accept those seeds.*

**Q: So, let's say I've just lost my job. What is the most important step I can take to find a new and better one?**

*A: Take the time to truly figure out where you shine, and then work on communicating this in a succinct way through networking, speaking and written communication — such as your resume and Dick Hart's Mini-Resume Business Card™. As Dick explains, "This card is a distinctive, positive networking tool with your performance results on one side and your qualifications*



*for the targeted job on the other side. There is nothing else like it."*

**Q: What trends do you see in the future in regards to the job market?**

*A: Creators, such as inventors and entrepreneurs, and those that provide support for creators, such as service-based businesses, will be in demand. Within the next two decades, there will also be contract-based work readily available, as 50 percent of businesses will access talent, as needed, on a project-by-project basis.*

**Q: How can I prepare myself for these changes?**

*A: Take time to learn who you are, find your best work environment and discover your passion. To help you do this, we've built a specific process into our well-known Career Latticing Series. What CLS teaches, and what we've*

discovered through research and study, is that in order to be successful and keep up with the knowledge demands of work today, you must enjoy what you do — almost to the point of work becoming play. That is the agility and dynamic nature you need to bring to your career and job focus.

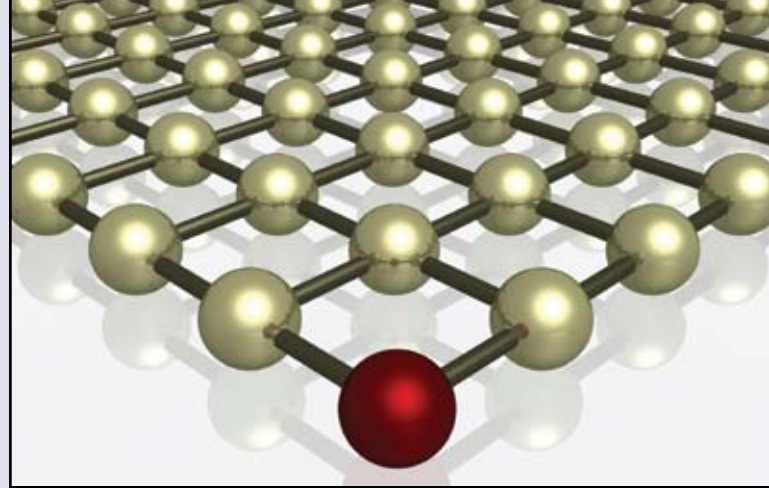
**Q: Okay, I'm convinced. How do I contact Avadon?**

**A:** Outside of business hours, you can visit our website at [www.AvadonGroup.com](http://www.AvadonGroup.com) and check out our latest community offerings under **Courses**. If you have a detailed inquiry, you can reach us via email at [success@AvadonGroup.com](mailto:success@AvadonGroup.com).

Avadon founder and CEO, Norma Owen, has a passion to help others, particularly single parents. At age 19, she successfully worked her way into

the management of a family-owned wholesale distribution company. It was through helping that company grow that she developed many of the management and employee development practices on which The Avadon Group is founded. Now the mother of three and grandmother of four, she has been married for 23 years to Robert Owen. Norma is also an avid reader and futurist, and has spent many years tracking employment trends and practices.

Jane Falkner, a single mother of two, is a literacy coach and reading specialist who works with learners of all ages. She is also a former award-winning sports reporter and editor, and has worked in public relations and grant writing for a number of years.



### What in the World is Latticing?

*It wasn't that long ago, when you went to work, the expectation was there would be ample opportunity to move up in the company and stay 10 or 20 years, or even retire there. This was termed "moving up the corporate ladder." The ladder was the key visual word. You went straight up, if all went well.*

*With the influence of the Internet, and work moving across the globe, change is so rapid that a steady, long-term climb is now very rare. As work began to change, a new pattern emerged early in the 21st century. You may start with one company, then skip to another to move up. You might even take a slide backward in order to move forward again on a slightly different workpath. The pattern now looks more like a lattice, an open framework made of strips of work experience overlaid like pieces of wood in a crisscross pattern.*

*The Career Latticing Series (CLS) from The Avadon Group takes this new pattern of work into account, giving you the tools to navigate a near straight line through, so you end up at the top of the lattice, and your goals are not lost in a potential maze... It is a whole different kind of work experience.*



### The Grad Key

*In each issue of The Key, we talk to one Career Latticing Series (CLS) graduate to find out what the key was for them in undertaking our classes. We invite all our students to share their stories and let us know what made CLS of value to them. Please email us at [info@AvadonGroup.com](mailto:info@AvadonGroup.com).*

*In this issue, we talk to Louanne Mobley of Clayton, N.C., who was inspired enough by the first third of our series to undertake a new path for her life.*

*"The first two classes I took with the Avadon CLS made such a difference in my life that I am changing careers and going back to school full time. I can't thank you enough for the opportunity to find a path that is getting me very excited. Unfortunately, I will not be attending the remain-*

*der of the courses I have signed up for, but once I finish the degree to become an occupational therapist assistant, I hope these classes will still be offered, because they were invaluable in helping me see a truer path for my career. Thank you again."*

*— Louanne Mobley*

### Upcoming Events

If you haven't visited the **Courses** or **News** section of the Avadon Group website, please take a moment to go to [www.AvadonGroup.com](http://www.AvadonGroup.com) and check out our course

listings, events and news items. Downloadable course schedule PDFs for our Career Latticing Series live events, held at our various North Carolina community, college and university locations, are

available there.

Also, coming soon, be on the lookout for the launch of our new Calendar, which will provide an even easier way to stay on top of class, seminar and event dates.

You'll also soon be able to pre-register for the CLS program that best fits your schedule, as well as find all kinds of information and guides to help you with your Latticing Discovery path.