

PRESS RELEASE
H&H Consulting Launches Career SWOT Assessment Program
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Atlanta, GA - H&H Consulting is launching a unique, “one-of-a-kind” program for healthcare professionals. The new Career SWOT Assessment program is designed for individuals who want to assess their current competitive positioning in the career marketplace and identify opportunities to enhance their overall offering to advance their careers.

With no review or revitalization, careers can become obsolete in 24 months. The Career SWOT Assessment helps professionals analyze their careers and develop personal plans of action to continuously advance.

Our Objectives:

The objectives of the Career SWOT Assessment program include:

- To create a road map to manage a career to the next step.
- To objectively assess professional positioning in a career marketplace.
- To improve value of offerings within a career field.
- To proactively prepare for voluntary or involuntary job transitions.

Our Approach:

The Career SWOT Assessment program serves professionals who may or may not have a corporate sponsorship program. Through discussion and retrieval of information that the client provides, H&H Consulting attempts to identify risk factors that may contribute to career challenges, as well as top issues that may constrain career paths.

Discussion topics may include:

- Networking and connectivity
- Value to the organization and metrics
- Differentiation in the job market
- Brand - personal
- Organization Challenges
- Continuing Education and staying up to date
- Current business relationships
- Career goals
- If appropriate, Encore Career pathway
- Resume rewrite to always have a current document
- A telephone consultation is included to develop further information.

~ More ~

The Final Client Report:

The Career SWOT Assessment provides clients with indispensable career advice and practical, actionable information that may be applied and implemented.

A five section report is generated that incorporates the information and career directions gathered from the professional. Through consolidation, the single report delivers specific actions may then be applied.

Section III of the report will be the SWOT - **S**trengths, **W**eakness, **O**pportunity, and **T**hreats. Career management recommendations and suggested marketing strategies are included for consideration.

About H&H Consulting:

H&H Consulting is a leader in executive Career Transition and Career Coaching services for the Healthcare industry. Founded in 2001 by J. Craig Honaman, H&H Consulting has helped hundreds of healthcare professionals plan, manage, and advance their careers. One's career health is as important as one's personal health. A healthy approach can contribute to the management and success of one's career over a lifetime.

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