



First Friday Forum: Career Coaching: Help in Choosing the “Right” Health Care Career

February 3, 2012 – 8:30 a.m. – 10:00 a.m.

Hope Network Education Center

775 36th Street SE

Grand Rapids, MI 49548

Coffee and networking starts at 8:00 a.m.

As we heard at January’s First Friday Forum, health care jobs will continue to grow at fast rate. This is especially careers demanding skills and talent that are driven by an aging and unhealthy population, and changes being made in the health care system. There will be shortages of qualified individuals for careers ranging from entry level jobs, such as home health aids or medical assistants, to skilled jobs, such as nurses or occupational therapists. Staffing needs will also extend beyond the “caring” occupations to the housekeeping, nutrition or information technology departments. In addition, health care jobs will require life long learning to adapt to changes in health care delivery.

With the continuing high demand, how do we make sure that the talent supply pipeline is most effective in meeting the demand? One of the most important ways is to make sure that individuals choosing health care careers make choices that are suited to the skills, talents and interests.

Combining individual assessment with career coaching is becoming a best practice to help individuals think through this important decision. Widespread use of the process can have many benefits, including: 1) fewer drop-outs from school with the accompanying wasted costs to the individual and the school, 2) greater job and career satisfaction from a well chosen career and 3) higher retention rates for the employer. The career coaching approach uses the results of ACT’s WorkKeys and Personal Skills Assessment tools and identification of the individual’s interests. A trained career coach guides the individual in his or her selection of a career and helps the person develop education and career plans.

Come hear about an initiative developed in West Michigan and supported by the Health Care Employers Council. Educators, employers, workforce developers, students and job seekers should attend to learn more about how this approach can help you.

Panelists:

Susan Blair, Owner, Career Calling, LLC

Eric Heller, Director, Workforce Strategies, Metrics Reporting, Inc.

Julie MacFarland, Team Leader for Employment Services, Saint Mary’s Health Care

RSVP by noon February 2, 2012

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Thanks to our sponsors!

Alliance for Health

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FIRST FRIDAY FORUM