

REENTRY PACKET

Your Customized Guide to Support your Successful Transition



National Web-based Reentry Resource Center

www.fairshake.net

This Reentry Packet has been customized for: ROP

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Keyboard Shortcuts - Usually the same on all computers... Macs have slight differences

Windows	Mac OS	Linux	Action
Ctrl + A	⌘ + A	Ctrl + A	Select all content
Ctrl + B	⌘ + B	Ctrl + B	Bold selected text
Ctrl + C	⌘ + C	Ctrl + C	Copy file or selected content
Ctrl + I	⌘ + I	Ctrl + I	Italicize selected text
Ctrl + P	⌘ + P	Ctrl + P	Print document
Ctrl + S	⌘ + S	Ctrl + S	Save current page or work
Ctrl + U	⌘ + I	Ctrl + U	Underline
Ctrl + V	⌘ + V	Ctrl + V	Paste file or content
Ctrl + X	⌘ + X	Ctrl + X	Cut file or content
Ctrl + Y	Shift + ⌘ + Y	Ctrl + Y	Redo, If you did an undo
Ctrl + Z	⌘ + Z	Ctrl + Z	Undo last action, can be done many times
Alt + Tab	⌘ + Tab	Alt + Tab	Shuffle through open programs
Tab	Tab	Tab	Use Tab as a quick way to move around forms
Shift + F3	⇧ + ⌘ + C	Shift + F3	Change selected text to all capital letters, first letter capital or all lowercase.

Email Warnings

1. Beware of SCAMS. Advice on Scams: Scambusters <http://www.scambusters.com/> gives information about how to avoid becoming a victim of identity theft, or of frauds such as pyramid selling, or money laundering scams. The Office of Fair Trading describes SCAMS as:









































Scheming Crafty Aggressive Malicious

Their advice is that "If it looks too good to be true it probably is!"

1. Nigerian "419" email fraud: These are emails from Africa offering to share huge sums of money with you if you let them use your bank to help them get their money out of the country. They ask for your bank account details and an administration fee. But it's a scam. If you comply and pay a small administration fee, then there'll be some complication and more money will be requested - again and again. The big money for you will never materialize. At worst you might get an invite to Africa where being held for ransom is a further threat.
2. Lotteries and Prize Draws: You may get emails saying you are a winner in an overseas lottery or prize draw and asking for your bank account details so that the cash can be transferred. You may also be asked to send money in order to claim your prize. These are scams.
3. Phishing: Many Internet fraudsters use a technique called "phishing" - sending out hoax emails, which look like they have come from your Bank or other online account such as Ebay Paypal. These often say that there has been a problem with unauthorized access to your account, or that you need to reconfirm your details for security reasons. Links in the email would take you to a page that could look like it belongs to your bank, where you will be asked to enter your passwords and personal information. If you followed these instructions and entered your details you would be enabling the fraudsters to access your accounts. It might be safer to use a search engine to find the web site of your bank than a link in an unverifiable email.

For more Fair Shake computer guides, tutorials and short-cuts visit our New To Computers page at:

www.fairshake.net/new-to-computers

 New – Create a new document like a blank sheet of paper.  Open – Open a saved project - something you already worked on.  Save – Save your progress on this project. We recommend you often save.	 Common style type – You can set common style types that you like and then add them to any selected text by choosing them from the drop down menu. Default/Normal would be common paragraph formatting while Heading1 or Heading2 might introduce sections or important paragraphs as their titles.
 New / Write – This is the button you use to start a new message. When you arrive in your email you are in the reading portion, use this button if you would like to create a new email.  Write	 Font – Fonts change the way your letters look. There are hundreds of fonts, most people choose from one of the fonts displayed in these icons because they are professional and are easy to read.
 Print – Start printing your document on the default printer.  Print Preview – View what your document will look like on paper and also view more printing options.	 Text Size – By selecting text and choosing a number within this list you can make your text larger or smaller.
 Cut – Remove selected object or text from the document and keep it ready to paste somewhere.  Copy – Copy selected object or text and keep it ready to paste somewhere.  Paste – Paste the most recent cut or copied object/text.  Copy Formatting – Highlight object or text with a desired format and click this button, then highlight some other object or text you want the format copied to.	 Left Alignment – Pushes all your lines of text as left as they will go.  Center Alignment – Puts the text within a line in the absolute middle.  Right Alignment – Pushes all your lines of text as right as they will go.  Justified Alignment – Spaces all the words within a line to fill the whole line.
 Undo – Undo the previous action. This can usually be done a few times.  Redo – Redo action previously undone. This can be done as many times as you used the Undo feature.	 Numbered List – Start a list or turn selected text into a list. When you press the enter / return key a number will appear in front of the next list item.  Bulleted List – Start a list or turn selected text into a list. When you press the enter/return key a number will appear in front of the next list item.
 Insert Hyperlink – Add a link to your document that will open in an internet browser. Be ready with the address (http://www.address.com), highlight what you want to link and press the button. Insert the link and click <i>ok</i> or <i>apply</i> . 	 Bold – Use the style Bold  Italics – Use the style <i>Italics</i>  Underline – Use the style <u>Underline</u> You can combine any or all of these styles.
 First Line Indent – Location to indent the first line within a paragraph.  Hanging Indent – Location to indent all lines within a paragraph after the first line while leaving the first line unaffected.	 Decrease Indent – Pull selected paragraph to the left.  Increase Indent – Push selected paragraph to the right.
 Spell Check – Check the document for spelling errors. If there is more than one button then you can use the second one to turn on / off the red line under misspelled words.	 Text Color – Change the color of selected text or text you are about to type.  Highlight Color – Change the color behind the selected text or text you are about to type.
 Attach Files - Sometimes you want to send another document or photo along with your message. Do this by clicking the attachment button and finding the file/image. 	 Find / Search - Use key words from within the subject or body of an email to find emails within your folders quickly. When you search you will get a list of emails that all contain the word(s) you entered. 
 Line Spacing – Increase or decrease the amount of space between lines.	 Add Photo / Image - Add an image to your message. Click the button and then locate your image.

Fair Shake Technology Tools

Do you need to learn to use a computer? How to navigate websites? Or just brush up on your skills?

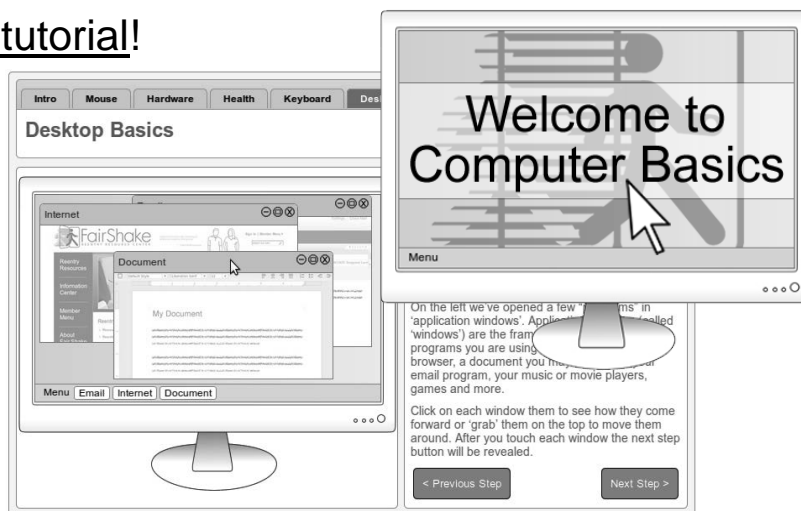
Check out our Computer Basics tutorial!

We cover these topics:

- Mouse
- Keyboard
- Hardware
- Computers and Your Health
- Desktop Environment

And you will learn these skills:

- Mouse Articulation
- Keyboard Hand Placement
- Creating Files and Folders
- Storing Data
- Healthy Computer Use



Ready to expand on the basics? We offer more information in these areas:

Using computers: Desktop, Program Menus, Recycle/Trash, Keyboard Short Cuts and Printer information.

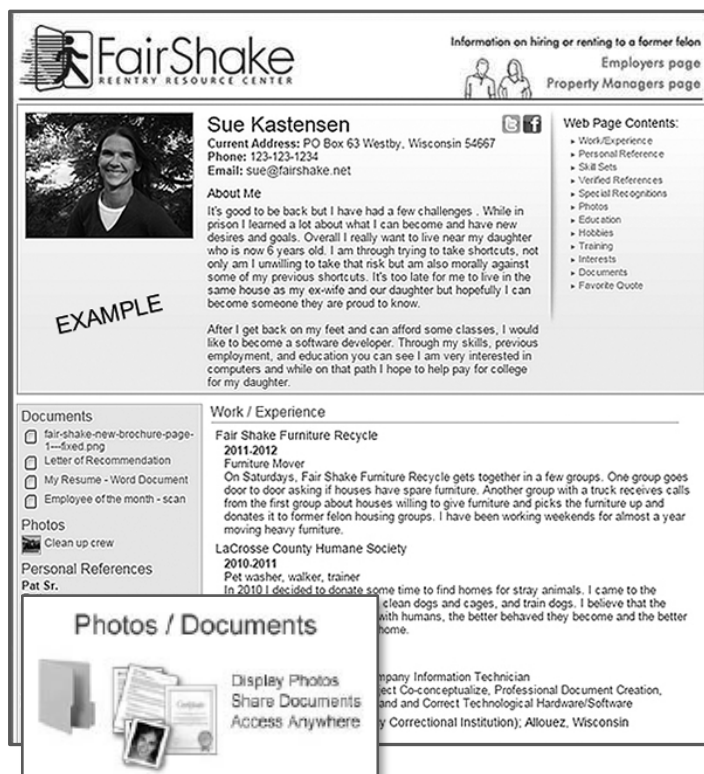
Internet / Storage:

Internet: Web Browsers, Internet Connection, Fair Shake Technical Tools

Storage: Hard Drive, Internet Storage, Flash Drive

Software: Software, Word Processor Programs (to write documents), Spreadsheet Editors (for making a calendar, schedule, budget), In The Cloud Programs, Email Software (including our Shake web mail)

Be Careful: Save Your Work, Internet, Downloading, Updating and Uploading



FREE Personal Web Page!

Personal Web Page: Your Personal Web Page is a comfortable environment to disclose the information you would like to share with people you permit to visit. Here you can introduce yourself, list your skills, your education and work history, show your photograph, link to your documents and provide relevant and important information not requested in many job applications.

- ✓ Members differentiate themselves from other applicants!
- ✓ Members share information easily. No need to carry documents; they can be located, downloaded and/or printed from the page.
- ✓ Shows dedication to reentry success and provides a place to demonstrate interest in taking a proactive approach by sharing skills, character traits, and intentions.

WHERE CAN WE LEARN HOW TO DRIVE A CELL PHONE?!

wikiHow



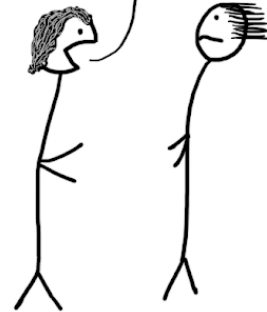
Search: How to Use a Cell Phone

Don't fall in the
"Rabbit Hole".
Use the search bar!

Search this site



I ENJOYED THAT ARTICLE
THANKS FOR SENDING



waitbutwhy.com

(When we write in ALL CAPS)

Looking for Guidance? How-To videos?
You might want to check out

SUPREME GURU TECH

www.youtube.com/c/SupremeGuru/videos

How-To Mania! She'll help you add apps of all kinds! Delete apps of all kinds! iPhone and Android! Plus how to email, change font size, find music, tips and tricks & lots more.

FAIR SHAKE ON YOUR PHONE

It's an application, but it's not an APP (That's right...you get info while we don't take your iinfo! ~ :)

Search for Fair Shake

www.fairshake.net

1

SEARCH

FairShake
.net

4

Discover
Resources
& Information!

2

Zoom In

Search
Through
Fair Shake

3

Search

State:

City or

Zip Code:

Within:

5 Miles

Search Resources

Reset

Computer and Internet Tips

Windows Short Cuts:

(work for PC's but not Mac's)

1. **CTRL+A** - Select all content
2. **CTRL+ B** – Bold
3. **CTRL+C** - Copy file or content
4. **CTRL+ I** – Italicize
5. **CTRL+ P** – Print
6. **CTRL + S** - A great “quick save” for a document or spreadsheet
7. **CTRL+ U** – Underline
8. **CTRL+ V** - Paste file or content
9. **CTRL+ X** - Cut file or content
10. **CTRL+ X** - Cut file or content
11. **CTRL+ Z** - Undo; like the ‘back’ arrow
12. **Windows Logo + D** - Minimizes all open windows and displays the desktop
13. **ALT+TAB** - Shuffle through open programs
14. **TAB** - Use tab as a quick way to move around forms (including username/password entries). It's quicker than the mouse!

Search Engine Quick Tips

Here are some of the more frequently used search engines available. They are quite different from each other, so take a little time to see the value of each one ~

[Ask.com](#), [Google](#), [Yahoo! Search](#), [Craigslist](#), [Monster.com](#), [Metacrawler](#), [WebCrawler](#), [AltaVista](#)

And here are some tips for quick and accurate searching:

- Use six to eight key words, preferably nouns.
- Most users submit only one or two key words per search, which is not enough for an effective query.
- Avoid verbs. Use modifiers if they help define your object more precisely, e.g. “feta cheese” rather than just “cheese.”
- Spell carefully, and try alternative spellings.
- “and” or “+” between key words means: “I want only documents that contain both or all words

Tips for Qualifying Internet Sources

Be sure to check:

1. Authority -- Who owns/operates the server/site? Where is it located?
2. Coverage -- Is the material relevant?
3. Objectivity and Accuracy -- How accurate, objective, balanced is the site?
4. Currency -- Is the information up to date?

Some of the clues you will find at the end of a URL are:

URL	STANDS FOR	URL	STANDS FOR
.org	Non-profit organization	.state .us	State or Local Government
.gov	Government (State, Federal, Local)	.edu	Educational (School or College)
.museum	Museum	.biz	Business
.info	Informational	.com	Commercial
.coop	Business Cooperative	.pro	Professional
.aero	Aviation	.net	Personal page from a private net provider
/users	Personal page from a private net provider	/members	Personal page from a private net provider
~name	Personal page from a private net provider	.name	An individual's web address

(~ is pronounced "tilde") (Warning: some non-profit groups are not harmless.)

Online surfing tips

Many of us have fallen prey to the mesmerizing internet... Searching and searching as questions and desires come faster than the answers. The internet is such a powerful tool we must use it with conscious caution and go 'controlled crazy'. Here are a few tips to maintain a thread of reality while you are searching and researching ~

1. **Surf when you have TIME to surf.** Getting caught in the Web is like walking by a TV and getting 'sucked in' only worse!
2. **Document where you started.** It's very easy to walk away from a computer after spending several hours following a myriad of leads only to find out you really don't have any useable information. If you are on a 'tangent', stay focused and write down other avenues to explore during another session.
3. **Keep track of time.**

Email Warnings

1. **Beware of SCAMS. Advice on Scams: Scambusters** <http://www.scambusters.com/> gives information about how to avoid becoming a victim of identity theft, or of frauds such as pyramid selling, or money laundering scams. The **Office of Fair Trading** describes SCAMS as:

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Their advice is that *"If it looks too good to be true it probably is!"*

1. **Nigerian "419" email fraud:** These are emails from Africa offering to share huge sums of money with you if you let them use your bank to help them get it out of the country. They ask for your bank account details and an administration fee. But it's a scam. If you comply and pay a small administration fee, then there'll be some complication and more money will be requested - again and again. The big money for you will never materialize. At worst you might get an invite to Africa where being held to ransom is a further threat.
2. **Lotteries and Prize Draws:** You may get emails saying you are a winner in an overseas lottery or prize draw and asking for your bank account details so that the cash can be transferred. You may also be asked to send money in order to claim your prize. These are scams.
3. **Phishing:** Many Internet fraudsters use a technique called "phishing" - sending out hoax emails, which look like they have come from your Bank or other online account such as Ebay Paypal. These often say that there has been a problem with unauthorized access to your account, or that you need to reconfirm your details for security reasons. Links in the email would take you to a page that could look like it belongs to your bank, where you will be asked to enter your passwords and personal information. If you followed these instructions and entered your details you would be enabling the fraudsters to access your accounts. It might be safer to use a search engine to find the web site of your bank than a link in an unverifiable email.

Internet Shopping Safety Tips

http://www.microsoft.com/protect/yourself/finances/shopping_us.msp

Write Your Business Plan!

This text is from the Small Business Administration website:

<https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan>

Traditional business plan format: When you write your business plan, you don't have to stick to the exact business plan outline, but it would be wise to use the sections that make the most sense for your business and your needs. Traditional business plans use some combination of these nine sections.

Executive summary: Briefly tell the reader what your company does and why it will be successful. Include your mission statement, your product or service, and basic information about your leadership team, employees, market and location. Include a brief financial summary and plans for growth, especially if you plan to ask for financing.

Company description: This is where you will share detailed information about your company. Be specific. Describe the problems your business solves. Describe the consumers, organizations, and businesses your company plans to serve. Explain your competitive advantages. Are there experts on your team? Have you found the perfect location for your store? Why are you so passionate about the product or service to see the project through to become a solvent business? This is the place to extol your strengths.

Market analysis You'll need a good understanding of your industry, what is in store for the future, and your target market. Competitive research will show you what other businesses are doing and what their strengths are. In your market research, look for trends and themes. What do your competitors do? Why does, or doesn't it work? Can you do it better?

Organization and management: Describe how your company will be structured, who will run it and how it will be managed. What is the legal structure of your business? A C corporation, S corporation, B corporation, a non-profit corporation? Will you have a partnership? If not, will you simply be a sole proprietor or possibly a limited liability company (LLC)? Consider all options before you file with the IRS or state regulators.

Use an organizational chart to lay out who's in charge of what. Describe the qualities each team member will bring to contribute to the success of your venture. Consider including resumes of key team members.

Service or product line: Describe what you sell or what service you offer. Explain how the product or

service benefits your customers and what the product lifecycle looks like. Share your plans for owning your intellectual property, like trademark, copyright or patent filings. If you're doing research and development for your service or product, explain it in detail.

Marketing and sales: There's no single way to approach a marketing strategy. Your strategy should include the reception for your audience and your advertising outlets. It should also include flexibility should your product, service or messaging need to change slightly. How will you attract and retain customers? Where and how will you sell your products or services? Be clear! You'll need to refer to this section later when you share your financial projections.

You'll refer to this section later when you make financial projections, so make sure to thoroughly describe your complete marketing and sales strategies.

Funding request: Your goal here is to clearly explain your funding needs for the next 5 years. How much will you need? What will you use it for? Demonstrate how your profits will keep your business fluid while you're able to pay off a loan. Or would you prefer to take on investors? Give a detailed description of how you'll use your funds. Specify if you need funds to buy equipment, materials, cover payroll or other specific bills. Include your strategy for paying off debt or selling the business.

Financial projections: Here you want to convince the reader that your business plan is stable, will remain solvent and will be a financial success. List the collateral you will put up against a loan. Provide a prospective financial outlook for the next five years. Include forecasted income statements, balance sheets, cash flow statements, and capital expenditure budgets. For the first year, be very specific. Use monthly projections if possible. Make sure to clearly explain your projections, and match them to your funding requests. This is a great place to use graphs and charts to tell the financial story of your business.

Appendix: Use your appendix to provide supporting documents or other materials were specially requested. Common items to include are credit histories, resumes, product pictures, letters of reference, licenses, permits, patents, legal documents, advertisements from competitors, trade news about your product, materials, or services, any contracts you may have now or which are on the table.

Tips for Writing a Business Plan



What is a business plan and why do I need one?

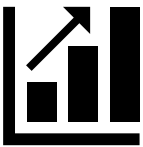
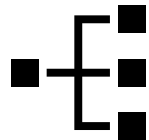
A business plan describes the strategy that the creators of an organization plan to follow as they build a new business...for instance, what steps will you take to start the business, and then what steps will you take to grow the business? The plan includes a description of the products or services that will be offered by the business, the customers, location, competitors, anticipated expenses, profit margin, plan to bring in employees, licensing or other special requirements and details specific to each industry, such as product shelf life and or cost of training staff. It should be written as a 3-to-5-year plan that includes short term and long-term goals. A business plan includes the mission statement and the vision for the organization. Use them to guide your structure and strategy. Business owners who need funding from another source to start the business – whether loans, grants or investors – will need a business plan to convince the grantors, lenders or investors that the business is a good investment.

A BUSINESS PLAN IS USUALLY REQUIRED TO OBTAIN FUNDING OR ATTRACT BUSINESS PARTNERS.

Is a business plan good for anything besides applying for funding?

Certainly. A business plan will guide you through the beginnings of your business. It will serve as a guide to get started, a measuring tool to keep you on track and a tool box notice problems and address them when they arise.

A business plan helps you monitor your cash flow, time and production rate to help you capture all of the aspect of creating your goods or services. It can be helpful in securing employees so you can attract a team that clearly sees and embraces your vision. It also provides a vision for potential partners or complementary business relationships, which can grow your business, or improve the environment for your business category.



If you can, incorporate graphs, charts, and visual displays of research, statistics and projections. They help readers stay engaged and visual descriptions appeal to different learning styles. They can also provide quick references.

Be prepared to make changes as the business develops!

Business Plan Basics:

- 1. Executive summary**
- 2. Company description**
- 3. Market analysis**
- 4. Organization and management**
- 5. Describe your services or products**
- 6. Marketing and sales goals**
- 7. Request funding**
- 8. Financial projections**
- 9. Appendix**



Your Name
Milwaukee, WI
Your email
111-222-3333

**EXAMPLE of a
Letter of Explanation**

Re: Letter of Explanation

Insert Date Here.

Dear Sir or Madam,

The things I value most are honesty, integrity and directness. Therefore, in anticipation of the criminal background check, you will find that in October of 2006 I was convicted of the offense of Armed Robbery - Use of Force. I served 24 months in prison for my crime. Upon release in 2008, I unfortunately, returned to the same negative influences and the same circle of negative associations and as a result, I re-offended in 2009. The charge was again, Armed Robbery this time as a Party to a Crime. I know that what I did was wrong. It was a result of poor decision making on my part and it hurt a lot of people. I've learned a great lesson and won't repeat those past mistakes.

While incarcerated, I completed my HSED through the Warren Young School. In addition, after a period of careful self-examination, I began working on ME. I successfully completed coursework in **Walking the Line - the Vow to Succeed Program, Cognitive Intervention Phases I and II, and Re-Entry bridge to Success programs**. I then continued my education, gaining **certifications in Telecommunications Technologies as a Network Cabling Specialist in Copper Based Systems**. Since my release I have done some full time work as laborer in a tannery and volunteered my time at my 11 year old son's school. However, I am looking forward to getting back to work full-time in the field of Telecommunications as an installer so I may further demonstrate the changes in my life and be a responsible member of society.

I can understand why you may be hesitant to hire someone with my background. However, I am eligible for **The Fidelity Bonding Program which can insure you for up to \$25,000** against any act of dishonesty on my part. Additionally, when you hire me, you will be eligible for **Work Opportunity Tax Credits to save you up to \$9,000 this year**. I will be happy to provide you more information about those programs during our interview. Lastly, I recently successfully completed the **Pipeline to Employment Training Program for Former Offenders** sponsored by the **State of Wisconsin Department of Workforce Development** and I can provide a letter of recommendation from them at your request.

I am eager to pursue this or other opportunities with your company because I am confident my skills and experiences will dovetail with the needs of your business.

Thank you for your time and consideration.

Sincerely,

Your name here

Created by Maurice Sprewer Employment & Training Specialist / Reentry Coordinator
DWD / Job Service 4201 N. 27th Street Suite 602 Milwaukee, WI 53216

ELDER SUPPORT

This page is just a sample of resources on our constantly updated webpage: www.fairshake.com/elders

Elders (65 years old and older) make up the fastest growing age segment of the US population. This population will be targeted for support programs, transportation, activities and various types of living accommodations, and they will all change and expand along with the elders. And just like Fair Shake's web-page for Elder Support. We hope you will help us learn about other free resources. We can add them to our webpage so that everyone can benefit from them!

But before we list resources, here are some benefits of a 'gift exchange' with the elders in your life:

Gifts that elders can give to us: SLOWING DOWN. LIVE IN THE NOW. LISTENING SKILLS. HEALTH BENEFITS! REFLECTION SKILLS (How will we want to be treated when we need help?)

Gifts that we can give to elders: CARE. ATTENTION. NOTICING. LISTENING. DEFENDING THEIR DIGNITY, SELF-HOOD & AGENCY

Senior Employment These are federal programs; states have elder employment programs, too.



U.S. DEPARTMENT OF LABOR

Senior Community Service Employment Program

Provides training for low-income, unemployed seniors.
<https://www.dol.gov/agencies/eta/seniors>



careeronestop

your source for career exploration

Older Worker Program Finder

Find employment services for low-income, unemployed seniors.
<https://www.careeronestop.org/LocalHelp/EmploymentAndTraining/find-older-worker-programs.aspx>

Senior Volunteer Opportunities

Millions of elders (65 and older) volunteer every year.



AmeriCorps

AmeriCorps Seniors

americorps.gov/serve/americorps-seniors
They offer many ways you can help others.
Discover the program that's right for you!

Social Security Administration

ssa.gov

Office of Public Inquiries and Communications Support
1100 West High Rise
6401 Security Blvd.
Baltimore, MD 21235



Eldercare Locator

eldercare.acl.gov 1-800-677-1116

The U.S. Administration on Aging connects you to services for older adults and their families.

Family Caregiver Alliance

caregiver.org 800.445.8106

We're here to help you. All resources are free, and assistance through CareNav is free, secure, and private.



**Family
Caregiver
Alliance®**

CARING FOR ELDERS WHO NEED EXTRA CARE

Elders are a crucial segment of our community. They have much to teach us and many gifts to share. The elders of today were our caregivers when we were not able to take care of ourselves. They did not charge us for their efforts, and asked for nothing. Wouldn't it be nice to return the favor?

I realize this is not possible in many scenarios. I lived through one myself. But I know that with creativity and willingness, opportunities sometimes arise and we can simply share time with the elders in our life, even when they are getting support in a facility. Care-givers in facilities can do a lot, but they are often quite busy, and cannot slow down to share time to through a magazine, or sing, or go for a stroll.

According to the National Institute on Aging, 1/3 of all adults age 85 and older may have some form of dementia. There are several forms of dementia; Alzheimer's is just one type. Dementia is diagnosed when we reach a specific point in the forgetfulness spectrum. As of this writing, I'm 58 years old. I forget things all the time...like why I walked into a room, or what day it is, and many simple regularly-used words. We ALL, on occasion, forget, get confused, and even need help knowing what day it is. What we want, when we forget, is generosity and kindness from those around us. People with a dementia diagnosis want the same thing. Some nice gifts that we can offer them include:

**ACCEPTANCE * AGENCY * IDENTITY * LISTENING * NOTICING * EYE CONTACT * MUSIC
CARE * CHOICE between two things * OUTDOORS * NICELY SCENTED SOAP * SOFT TOWELS**



Validation Training Institute, Inc. <https://vfvalidation.org/>
P.O. Box 871 Pleasant Hill, OR 97455

Validation can help you improve and integrate new communication skills, gain competence and confidence in dealing with difficult situations. You will have less stress and frustration, and more joy.

Fair Shake Book Recommendation:

Dignity for Deeply Forgetful People by Stephen G. Post How Caregivers Can Meet the Challenges of Alzheimer's Disease

Learn to notice and appreciate expressions of continuing self-identity and include deeply forgetful people in your vision of a shared humanity! Drawing from years of experience, author Stephen Post challenges us to set aside 'hypercognitive biases' to learn from 'differently abled' people. He inspires us to deliberate about inalienable dignity, autonomy, identity, worth and authenticity. Post stresses the continuity of selfhood in persons (not patients, not victims, not disposable objects) experiencing the increasing challenges of cognitive decline. He argues for a deeper dignity grounded in consciousness, emotional presence, creativity, interdependence, music, and a self that is not "gone" but "differently abled."



Music can support mind and heart:

Music is deeply rooted in conscious and unconscious areas of our brain. Music can awaken the rich trove of memories that are associated with familiar songs or beloved pieces. Help the elders in your life connect to joy through music! You can sing, play favorite songs, play the soundtrack to musicals, leave the classical or jazz music station on all day.

Other ways to engage:

Art, Crafts, Gardening, Cooking / Eating, Looking Through Picture Books. These are all great activities for living in the present moment, and also for triggering good memories.

Culture Shock!

Most of the information Fair Shake shares is for everyone to read, because everyone plays an important role is creating opportunities for success after incarceration. This document has been created to increase generosity and understanding between the people who are coming home from prison and the people who have not experienced prison. Whether family, co-workers, neighbors, or friends, it's important to try to think about how hard it must be to 'hit the ground running' after living in such a stark and controlled environment, while gadgets, lingo, and trends are mutating quickly and constantly.

In many aspects, life in prison functions in opposite ways to life outside of prison.

Although we cannot grasp what prison culture is like, if we can imagine living for several years on a confined piece of land surrounded by fences while living, working and eating in cement buildings, we begin to scratch the surface of a very different daily life. Inside prisons (and outside of administrator's offices) we find few, if any, potted plants, curtains, pictures on the walls, or carpets on the floors to provide a little comfort and absorb sound. Sleeping quarters are often very small, sometimes made smaller by the addition of a toilet, a sink and possibly another person. Other sleeping spaces can include large dormitories filled with dozens of bunk

beds and little or no privacy or quiet. People in prison do things in large groups frequently, like dining and going to work, while everyone in prison is living within their own unique story, too, which may include difficult news from the doctor, a lawyer, or family and friends, at any time. Oftentimes people must bear their hard news alone.

Prisons have unique cultures, which can vary a great deal: over the years, within one institution, between institutions, and amidst the types of institutions (federal / state; or security levels). Not only do the people change, but also the philosophy and directive of "corrections".

We all become acculturated or "institutionalized" to places where we spend a lot of time: where we work, go to school, our neighborhood, etc. When we return home after spending time in another culture, our own customs can feel a little strange. We can adjust to a wide variety of conditions over time and even assume new cultural norms without consciously deciding to do so. Just as we need time to adjust to a new neighborhood or job, people coming home need time, generosity and understanding to adjust, too.

We have power! We can build relationships, trust and understanding by reducing expectations and projections; and by increasing listening and care.

Consider just a small sample of cultural and lifestyle differences:

Persona

IN PRISON: Survival in some prisons may require a tough appearance. Gentleness and kindness may be perceived to be weak, leading to a person being taken advantage of mentally, physically, or both. Maintaining a stoic exterior, keeping thoughts to one's self can be useful in prison.

OUT OF PRISON: Friendliness, smiles, and engaging conversations can show others we are open to interaction. These sociable attributes are critical for success many jobs.

Trust

IN PRISON: Trust is hard to give and hard to gain. Concealment of emotions is important in many circumstances but it can make trust more difficult to attain.

OUT OF PRISON: One of our most treasured character traits is honesty. Trust is an important element in any relationship; whether with family, friends, or work-related. We work hard to build long- lasting relationships. It is within these deeper relationships that we can learn more about ourselves.

Choices

IN PRISON: In addition to having an established schedule in prison, incarcerated people have few choices about where to go, what to wear, what colors they would like to see on the walls, or what they would like to eat for breakfast.

OUT OF PRISON: We constantly make decisions. Life moves at a brisk pace with frequent changes. We're constantly adjusting our plans, and re-prioritizing our goals to accommodate others and still keep time for ourselves. Lots of choice!

Gizmos

IN PRISON: There are few gizmos. One gizmo is the music player. For twice the cost that unincarcerated people pay for a single song, an incarcerated person – who often earns about 1/100th of what they would earn outside of prison – can add a song to their MP3 player. Another gizmo is the 'public computer', which offers email and news within the institution. The most advanced gizmos are the tablets, which may or may not be free to the user. They offer email, music and movie services that generally come with a cost, and may include free services, too, such as books from Project Gutenberg, prison and education programming, or even Fair Shake's free software.

OUT OF PRISON: Gizmos, such as phones, tablets and laptops are ubiquitous. The devices demand attention which many of us eagerly provide. They offer non-stop distractions from 'real life' in the form of videos (many of which people make and post themselves), TV, social media, email, music and radio. Gizmos are also able to offer two-way communication through text, voice or video options.

Social Media

IN PRISON: People watching TV together, people reading the same article and then talking about it, and even teleconferencing visits with family or friends are pretty much the extent of social media.

OUT OF PRISON: Social media is on almost every gizmo, and the pressure to join facebook, twitter, instagram and linkedin is great.

Many of us claim social media is 'pro-social' and boosts our awareness of current events and their meaning, but it has been tied to anxiety, depression and suicide.

Quiet Time

IN PRISON: Prisons are noisy places. They offer few quiet places or opportunities for time alone. The buildings are made of concrete and offer few furnishings to reduce noise. When people get upset, they may become loud. Many incarcerated people keep earplugs with them at all times.

OUT OF PRISON: Life is very busy and we are constantly interacting; the gizmos make sure of that. We have to be strong and determined to carve out time to be alone...to reflect on our day, our perspective, and life, or to sit quietly and listen. Quiet time can be rejuvenating and reaffirming.

Care-giving

IN PRISON: Incarcerated people are not able to provide daily, in-person physical or emotional care for children, partners, parents, or pets.

OUT OF PRISON: Caring for others is constantly affirming, taxing, challenging, and invigorating! We need to be needed, and we feel good supporting those we care about. Caring for others enhances our health!

Humanness

IN PRISON: Incarcerated people may be referred to as "offender", inmate, or by their last name or ID number.

OUT OF PRISON: We can insist upon being treated with respect.

Physical Contact

IN PRISON: Affectionate touch is brief and has been limited to family and close friends when they visit. Since COVID began, many visits have been replaced with teleconferencing.

OUT OF PRISON: Handshakes, hugs, back-patting, and other signs of affection are welcome and encouraged among relatives, friends, teammates and colleagues.

Information

IN PRISON: Incarcerated people can access a limited amount of information through magazines, newspapers, television, radio, and letters. But a person can think, weigh options, and philosophize with others, and without a gizmo buzzing at them constantly.

OUT OF PRISON: We are overloaded with information, misinformation and disinformation, with very few tools to differentiate one from another and very little desire to hear things from outside of our bubble. Online, we have limitless reinforcements for our beliefs.

Patience

IN PRISON: Incarcerated people must ask for - and wait for - assistance, services, and professional help including doctor visits, rides to see specialists, meetings with administrators, phone calls, and daily meals.

OUT OF PRISON: We are impatient. We want 'urgent care' and we can get medical help immediately, if necessary. We arrange meetings according to our schedule and we can spontaneously do things.

Consider these similarities, too!

- In prison, people continue to love children, partners, parents, grandparents, sisters, brothers, other relatives, friends, colleagues, clergy, advocates, etc.
- We all appreciate humor and many of us support our favorite sports people / teams
- We all feel sad, scared, excited, angry, caring, anxious, blue and vulnerable at times.
- We are all concerned about safety, security, and the future.
- We all need - and deserve - feelings of self-worth, agency, dignity and belonging.

Transition Tips

Reentry can be both exciting and frustrating! Our attitude toward release from prison is that it should be a simple matter of getting resettled, resuming routines, and reestablishing your relationships; but reality proves there is much more to it than that. Here is a list of tips to consider that can help you go through the transition process:

1. **Mentally prepare for the adjustment process.** Be prepared for anything... especially the most challenging things like rejection, depression, anger and disappointment. Also, be prepared for things to be NOT as you expect them to be.
2. **Give yourself permission to ease into the transition.** Allow yourself the space and time to acclimate to your new environment. Don't worry if it takes you a little while to get used to things again. You'll need time to reflect upon what is going on around you.
3. **Understand that the familiar will seem different.** You have changed; home has changed. You will see familiar people, places, and behaviors from new perspectives.
4. **Expect to do some 'cultural catching up'.** Clothes, trends, language, and more have changed!
5. **Reserve judgments.** Reserve all judgments of others, but especially negative judgments; just as you would like to have others reserve judgments of you. Resist the impulse to make snap decisions.
6. **Expect mood swings.** It is entirely possible for you to feel ecstatic one moment and completely defeated a short time later. It's okay; it is a part of the process.
7. **Allow sufficient time for reflection and self-analysis.** Your most valid and valuable analysis of an event is likely to take place after allowing time for reflection. Consider your core values and determine how you can live within them.
8. **Respond to inquiries thoughtfully and carefully.** Prepare to greet surprise questions with a calm, thoughtful approach. If you find yourself being overly defensive or aggressive, take a deep breath and relax.
9. **Seek support networks.** Don't isolate yourself! There are people who want to help you through your transition. You will find them if you look...
10. **Volunteer.** A great way to connect to community, build references and network with people and possibilities is to volunteer.

To prepare yourself for upcoming challenges, it is safe to expect the following:

- You will have to prove yourself (over and over and over).
- People will make many assumptions about who you are now.
- You will be different than when you left; your family and friends will be different, too!
- People will expect a lot from you.
- The way you'd hoped things would be will be different from the way they are.
- You will feel down or depressed after the initial return 'honeymoon' period. Please refer to our Culture Shock! page for further transition considerations.

Relationships – Proceed With Caution

The Mental Health Foundation defines relationships as ‘the way in which two or more people are connected, or the state of being connected’. Relationships include the intimate relationships we have with our partners, ties that we form with our parents, siblings and grandparents; and the bonds that we form socially with our friends, work colleagues, teachers, healthcare professionals and community.

If you don't trust people, people will not trust you. – Lao Tzu

You don't see things as they are. You see them as you are. – Talmud

More from the Mental Health Foundation:

Relationships are one of the most important aspects of our lives, yet we can often forget just how crucial our connections with other people are for our physical and mental health and wellbeing. People who are more socially connected to family, friends, or their community are happier, physically healthier and live longer, with fewer mental health problems than people who are less well connected.

It's not the number of friends you have, and it's not whether or not you're in a committed relationship; it's the quality of your close relationships that matters. Living in conflict or within a toxic relationship is more damaging than being alone. As a society and as individuals, we must invest in building and maintaining good relationships and tackling the barriers to forming them.

Having close, positive relationships can give us a purpose and sense of belonging. Loneliness and isolation remain the key predictors for poor psychological and physical health. Having a lack of good relationships and long-term feelings of loneliness have been shown by a range of studies to be associated with higher rates of mortality, poor physical health outcomes and lower life satisfaction. In seeking to combat loneliness and isolation, however, we need to be aware that poor-quality relationships can be toxic and worse for our mental health than being alone. Research shows that people in unhappy or negative relationships have significantly worse outcomes than those who are isolated or have no relationships.

Longer working hours, money problems and less time to spend with family have been reported as some of the most important stress factors for relationships. Having few close relationships has been linked to higher rates of depression and stress in older adults.

Engaging in community helps us feel connected, supported and gives us a sense of belonging. Involvement in local activities, such as volunteering or playing sports as part of a team, has been shown to improve mental health and wellbeing.

When it comes to keeping physically well, we recognize that exercise and eating well require commitment and dedication. We need to adopt a similar approach to building and maintaining good relationships! For many of us, our approach to building and maintaining relationships is passive – it is something we do subconsciously and without deliberate effort. We often overlook that it requires an investment of time to maintain good relationships.

Five things we can do to build our feelings of connection:

1. Put more time aside to connect with friends and family.
2. Try to be present in the moment and be there for your loved ones.
3. Actively listen to what others are saying and concentrate on their needs in that moment.
4. Share how you are feeling, honestly, and allow yourself to be listened to and supported.
5. Foster healthy relationships: being around positive people can increase our mental and our physical health!

Tips for building relationships and learning to trust:

- Be honest with yourself. If you are honest with yourself, you can be honest with other people
- Express your concerns
- Go slowly! Do not idealize the situation; consider the relationship clearly and thoughtfully
- Build trust step by step. Start trusting each other in small matters
- Trust is a perception of honesty; competence and value similarly are essential
- We creatively build our reality through social interaction using social structure as our guiding behavior
- Remember: The judgments we make about others depend not only on their behavior but on our interpretation of the social situation

Love and Relationships

Regardless of how old we are, if we can think, we have thought about love. We know the definition is very broad, but we often allow ourselves to be duped into thinking "love" means "romantic relationship". Love certainly includes romantic relationships, but it is really so much more.

Almost everyone wants:

- To feel valued / valuable.
- To love and feel loved.
- To feel safe.
- To make sense of our life.
- To share joys and sorrows with close friends or family.

Why do we lie?

- To look good. We choose to present an image of ourselves as attractive and desirable. We are afraid to share information that may make us look bad.
- To avoid unpleasantness. We conceal information that we believe may cause conflict. We go to great lengths to create false, superficial harmony. We get to know ourselves and each other better as we reveal and negotiate our differences.
- To avoid hurting feelings. We don't want to upset people by saying something that might hurt or make them angry.

Detecting lies can be difficult. Scrutinize three elements: voice, body language, and facial expression. Other possible signs of loss of trust: withholding information, mixed messages, refusing to negotiate.

Basic Sociological and Relationship Concepts

Uncertainty Reduction Theory:

Uncertainty is unpleasant and therefore motivational; people communicate to reduce it.

Strangers, upon meeting, go through certain steps and checkpoints in order to reduce uncertainty about each other and form an idea of whether one likes or dislikes the other. The contents of the exchanges are often demographic and transactional. Where are you from? Do you have any pets? Demographic information is obtained: sex, age, economic, or social status.

When the new acquaintances are ready to get to know each other better, they begin to explore the attitudes and beliefs of the other by asking questions about values, morals, and personal issues. They feel less constrained by rules and norms and tend to communicate more freely with each other. One factor which reduces uncertainty between communicators is the degree of similarity individuals perceive in each other (in background, attitudes, and appearance).

Three basic ways people seek information about another person:

- Passive – observation only, no contact
- Active – ask others about the person in question
- Interactive – communicate directly with the person

The primary determinant of individual behavior is the social situation in which that behavior occurs. Social roles, competition, or the mere presence of others can profoundly influence how we behave. We usually adapt our behavior to the demands of the social situation, and in ambiguous situations we take our cues from the behavior of others.

Terms

Social Construction of Reality: Refers to the process by which individuals build reality through social interaction. While statuses and roles structure our lives, we shape our patterns of interaction with others. People build reality from the surrounding culture. Therefore, perceptions of reality vary both within a single society and among societies the world over.

Social Norms: "Unwritten rules." Adjustment to a group typically involves discovering its social norms. Two ways: Noticing uniformities and observing negative consequences.

Social Reality: Subjective interpretations of other people and of our relationships. Social Reality determines whom we find attractive, whom we find threatening, whom we seek out and whom we avoid. The judgments we make about others depend not only on their behavior but on our interpretations of the social situation.

Principle of Proximity: Frequent contact best predicts our closest relationships.

Self-Disclosure: Sends signals of trust. "Here is a piece of information that I want you to know about me, and I trust you not to hurt me with it."

Nonverbal Communication: This concept refers to communication using, not speech, but body movements, gestures, and facial expressions. Types of body language – smiles, eye contact, and hand movements. Most nonverbal communication is culture-specific. Three ways in which emotional life differs cross-culturally include: (1) what triggers an emotion, (2) how people display emotions according to the norms of culture, and (3) how people cope with emotions.

Similarity: People usually find it more rewarding to strike up a friendship with someone who shares their attitudes, interests, values, and experiences. If we have just discovered that we share tastes in music, politics, and attitudes toward education, we will probably hit it off because we have, in effect, exchanged compliments that reward each other for our tastes and attitudes. Most people find marriage partners of the same age, race, social status, attitudes, and values.

Terms Continued...

Expectancy-Value Theory: People usually decide whether to pursue a relationship by weighing the value they see in another person against their expectation of success in the relationship (Will the other person be attracted to me?). People with low opinions of themselves tend to establish relationships with people who share their views, that is, with people who devalue them. On the other hand, individuals who appear to be extremely competent can be intimidating; we fear they will reject our approaches. When highly competent individuals commit minor blunders, however, we like them better.

Cognitive Dissonance Theory: Mental adjustments that account for people who voluntarily undergo unpleasant experiences. When people's cognitions and actions are in conflict (dissonance) they often reduce the conflict by changing their thinking (cognition) to fit their behavior. This explains why smokers rationalize their habit.

Becoming an Ex: This experience is common to most people in modern society. Unlike individuals in earlier cultures who usually spent their entire lives in one career, one marriage, one religion, or one geographic locality; people living in today's world tend to move in and out of many roles in the course of a lifetime. It's hard to shake former roles, however, so the 'ex' must repeatedly demonstrate the behaviors of the new roles they are in.

Cooperation can change people: Working with diverse people we learn all people are just people, not objects to be hated and/or loved for their perceived and distant media or culture-derived social value. We share a small country and a small planet! We are mutually interdependent on each other. Whether we recognize this or not, we have a working relationship based on shared goals.

Power of the Situation: Can have a strong influence! What happens when you put good people in an evil place? Check out this simulation study of the psychology of imprisonment, called the Stanford Prison Experiment, conducted in 1971:
<http://www.prisonexp.org/>

Discrimination: A negative behavior, an action taken against an individual as a result of her or his group membership.

The source of discrimination and prejudice that is perhaps the most pervasive is an unthinking tendency to maintain conditions the way they are:

- Even when those conditions involve unfair assumptions prejudices and customs. If similarity breeds liking, then dissimilarity can breed disdain.
- Find commonalities! Social distance can make it easier to treat members of an 'out-group' with contempt.

Fundamental Attribution Error: We tend to attribute other peoples actions and misfortunes to their personal traits rather than to situational forces. This helps explain why we often hear attribution of laziness or low intelligence to people who aren't wildly financially successful.

For ourselves, however, we attribute our success to internal factors, such as motivation, talent or skill. We attribute our failures to external factors beyond our control, called a self-serving bias; probably rooted in the need for self-esteem due to social pressures to excel.

Prejudice: A negative attitude toward an individual based solely on his or her membership in a particular group. Prejudiced attitudes serve as filters that influence the way others are perceived and treated. Discrimination is a negative behavior, an action taken against an individual as a result of her or his group membership.

Handling Frustration

Dealing with frustration

Life is full of frustrations. From the minor irritations of losing your car keys to the major anxieties of continued failure towards a goal, frustration is not a pleasant emotion in any magnitude. Because of the unpleasantness of this emotion, people will often avoid anything that might lead to it. Unfortunately, many of the things we truly want to experience such as triumph, joy, victory and purpose require a great deal of frustration. Being able to manage frustration allows us to remain happy and positive even in trying circumstances.

In order to successfully manage frustration, you need to first understand what causes it. Frustration is simply caused whenever the results you are experiencing do not seem to fit the effort and action you are applying. Usually frustration is caused by a narrow focus on a problem that isn't resolving itself as you had hoped. This is a very simple concept, but it is an important step to solving frustrating problems.

Frustration is Energy Consuming

Our energy as human beings is our primary currency we use to do anything. Physical, mental, emotional and spiritual energies all fuel discipline, creativity, courage and motivation. Anthony Robbins includes energy as the first key to success in any area of life. Stress in excessive doses is a negative emotional state that weakens the immune system and raises blood pressure as the direct result from a lack of energy. When we run out of energy we become useless.

Frustrating problems are incredibly energy consuming. Because these problems consume our energy in such great quantities, we need to be extremely careful that we don't try to keep running with an empty energy reserve. When this happens we burnout and require a long time to recover. The initial reaction of most people is to work harder when they encounter frustration. Although the intention to work harder makes sense, it often results in trying to spend more energy than we have available.

Why are frustrating problems more energy consuming than normal tasks? The answer to this is relatively simple. Because your action is not producing the results you expect, your brain naturally goes into full gear, rapidly consuming mental energy to solve the problem at hand. In this time it is very easy to run out of energy. When your energy stores are depleted this is when you become irritable, tired, stressed and sometimes even angry.

To get a little perspective on your issue, try broadening your focus from your current problem outwards. Try thinking about how the problem looks when you view it from a few weeks, a year, or ten years from now or compared to your lifetime?

Go outside and look up at the sky. Viewing the incredible expanse of space and time will ultimately make your problems look very small indeed.

Getting perspective when you are frustrated isn't a particularly difficult practice; the difficulty is in remembering to do it. It will be difficult to do this at first, but after diligent practice it will become a habit and happen automatically.

Nobody likes to feel frustrated. Unfortunately, frustrations are part of life. Learn to manage your frustrations so they don't leave you stressed, burned-out or depressed. Take breaks from your frustrations to recover your mental and creative energies. Reward your actions, not just your results and remember to gain a little perspective when you begin to feel overwhelmed. Don't let your frustrations prevent you from setting goals and living your life to the maximum.

Thank you Scott Young! Find more about this information here:
<http://www.scotthyoung.com/blog/2006/06/10/dealing-with-frustration/>

Clothing - Interview and Career Clothing

5580 Peterson Lane, Suite 155
Dallas, Texas 75240
972.392.9770

The mission of Dress for Success is to empower women to achieve economic independence by providing a network of support, professional attire and the development tools to help women thrive in work and in life.

<https://dallas.dressforsuccess.org/>

Employment - Employment Services

1005 W Jefferson Blvd, Suite 101
Dallas TX 75208
Phone: 214-941-0504
<http://www.selectstaffing.com/SelectStaffing/main.cfm?nlvl=1>

Reentry Resource - Programs

Women participating in the New Beginning Program must commit to two years of training while they are on parole, during which time 2000 Roses expects the participants to hold jobs, learn how to maintain a bank account, keep a budget, complete their GED, as needed, learn three different job skills and contribute to the upkeep of the residence.

2000 Roses Foundation, Inc.
P.O. Box 227015
Dallas, TX 75222-7015
Phone: (214) 941-1333

<http://2000roses.org/>

Clothing - Thrift Store

13331 Preston Road, Suite 1094
Dallas, TX 75240

Mailing Address:
P.O. Box 702107
Dallas, TX 75370

972.392.9770

972.392.9075

dallas@dressforsuccess.org

<http://www.dressforsuccess.org/affiliate.aspx?sisid=112&pageid=1>

Food - Food Pantry

1331 Baywood St
Dallas, TX 75217
(214) 505-1928

The mission of the Pleasant Grove Food Pantry is to passionately pursue a hunger-free community in Pleasant Grove and the surrounding areas.

<https://www.pleasantgrovefoodpantry.org/>

Resume Guide

A good resume will open the door for an interview. But do you need a resume? Some employers prefer a resume and others require an application form. That depends on the kind of job you're applying for.

RESUME REQUIRED

- Professional, technical, administrative and managerial jobs.
- Sales positions.
- Secretarial, clerical, and other office jobs.

RESUME SOMETIMES REQUIRED

Professional positions: Baker, Hotel Clerk, Electrician, Drafter, Welder

RESUME NOT REQUIRED

Unskilled, quick turnover jobs: Fast Food Server, Laborers, Machine Loader, Cannery Worker

The Rockport Institute has generously donated the resume guide below. It is a shortened version of their full resume guide ***How to Write a Masterpiece of a Resume*** which can be found here:

<http://www.rockportinstitute.com/resumes>

WRITE A RESUME THAT GENERATES RESULTS

Before you begin, ask yourself: Why do you have a resume in the first place? What is it supposed to do for you? How can you differentiate yourself from hundreds of other applicants with qualified resumes? The prospective employer has the overwhelming task of looking over many resumes to find the special person that is right for the position and a great fit for the culture of the company. You are facing a great deal of competition.

The resume is a tool with one specific purpose: to win an interview. If it doesn't, it isn't an effective resume. A resume is an advertisement; nothing more, nothing less. A great resume doesn't just tell them what you have done but makes the same assertion that all good ads do: If you buy this product, you will get these specific, direct benefits. It presents you in the best light. It convinces the employer that you have what it takes to be successful in this new position or career.

Other reasons to have a resume:

- To pass the employer's screening process (requisite educational level, number years' experience, etc.), to give basic facts which might favorably influence the employer
- To establish yourself as a professional person with high standards and excellent writing skills, based on the fact that your resume is so well done (clear, well-organized, well-written, well-designed, of the highest professional grades of printing and paper).
- To use as a covering piece or addendum to another form of job application
- To put in an employer's personnel files. (which they may check out later for other openings)
- To help you clarify your direction, qualifications, and strengths, boost your confidence, or to start the process of committing to a job or career change.

It is a mistake to think of your resume as your work history, a personal statement or some sort of self expression. Sure, most of the content of any resume is focused on your job history. But write from the intention to create interest, to persuade the employer to call you. If you write with that goal, your final product will be very different than if you write it just to catalog your job history.

Most resumes are quickly scanned, rather than read. Ten to twenty seconds is all the time you have to persuade a prospective employer to read further and the decision to interview a candidate is usually based on an overall first impression of the resume, a quick screening that so impresses the reader and convinces them of the candidate's qualifications that an interview results. The top half of the first page of your resume will either make you or break you. You hope it will have the same result as a well-written ad: to get the reader to respond. You are selling a product in which you have a large personal investment: you.

The person who is doing the hiring often cares deeply how well the job will be done. You need to write your resume to appeal directly to them. Ask yourself: What does the employer really want? What special abilities would this person have? What would set a truly exceptional candidate apart from a merely good one? How can I demonstrate that I am the perfect candidate? Put yourself in their shoes.

Loosen up your thinking enough so that you will be able to see some new connections between what you have done and what the employer is looking for. You need not confine yourself to work-related accomplishments! Use your entire life as evidence of your character, skills and talents. If Sunday school or your former gang are the only places you have had a chance to demonstrate your special gifts for leadership, fine. What are the talents you have to offer the prospective employer? A great resume has two sections. In the first, you make assertions about your abilities, qualities and achievements. You write powerful, but honest, advertising copy that makes the reader immediately perk up and realize that you are someone special.

The second section, the evidence section, is where you back up your assertions with evidence that you actually did what you said you did. This is where you list and describe the jobs you have held, your education, etc. This is all the stuff you are obliged to include.

Most resumes are just the evidence section, with no assertions. The 'juice' is in the assertions section. When a prospective employer finishes reading your resume, you want them to reach for the phone to invite you in to interview. The resumes you have written in the past have probably been a gallant effort to inform the reader. You don't want them informed. You want them interested and excited.

THE OBJECTIVE SECTION

Ideally, your resume should be pointed toward conveying why you are the perfect candidate for one specific job or job title. Good advertising is directed toward a very specific target audience.

Targeting your resume requires that you be absolutely clear about your career direction—or at least that you appear to be clear. You would be wise to use this time of change to design your future career so you have a clear target that will meet your goals and be personally fulfilling. With a nonexistent, vague or overly broad objective, the first statement you make to a prospective employer says you are not sure this is the job for you.

Imagine the position of a software manufacturer looking at a sea of resumes. They all look so much alike until they come across a resume in the pile that starts with the following: "OBJECTIVE - a software sales position in an organization seeking an extraordinary record of generating new accounts, exceeding sales targets and enthusiastic customer relations". They are immediately interested! This first sentence conveys some very important and powerful messages: "I want exactly the job you are offering. I am a superior candidate because I recognize the qualities that are most important to you, and I have them. I want to make a contribution to your company." This works well because the employer is smart enough to know that

someone who wants to do exactly what they are offering will be much more likely to succeed than someone who doesn't. And that person will probably be a lot more pleasant to work with as well.

Secondly, this candidate has done a good job of establishing why they are the perfect candidate in their first sentence. They have thought about what qualities would make a candidate stand out. They have started communicating that they are that person immediately. What's more, they are communicating from the point of view of making a contribution to the employer.

Here's how to write your objective. First of all, decide on a specific job title for your objective. Go back to your list of answers to the question "How can I demonstrate that I am the perfect candidate?" What are the two or three qualities, abilities or achievements that would make a candidate stand out as truly exceptional for that specific job? Having an objective statement that really sizzles is highly effective. And it's simple to do. One format is:

OBJECTIVE: An xxx position in an organization where yyy and zzz would be needed (or, in an organization seeking yyy and zzz).

Xxx is the name of the position you are applying for. Yyy and zzz are the most compelling qualities, abilities or achievements that will really make you stand out above the crowd of applicants.

If you are applying for several different positions, you should adapt your resume to each one. Have an objective that is perfectly matched with the job you are applying for. Remember, you are writing advertising copy, not your life story.

If you have a limited work history, you want the employer to immediately focus on where you are going, rather than where you have been.

Examples of an Objective section:

OBJECTIVE: An entry-level position in the hospitality industry where a background in advertising and public relations would be needed.

OBJECTIVE: A position teaching English as a second language where a special ability to motivate and communicate effectively with students would be needed.

THE SUMMARY OF QUALIFICATIONS

The "Summary of Qualifications" consists of several concise statements that focus the reader's attention on the most important qualities, achievements and abilities you have to offer. Those qualities should be the most compelling demonstrations of why they should hire you instead of the other candidates.

This may be the only section fully read by the employer, so it should be very strong and convincing. Include professional characteristics (extremely energetic, a gift for solving complex problems in a fast-paced environment, exceptional interpersonal skills, committed to excellence, etc.) helpful in winning the interview.

How should you write to write a Summary of Qualifications? Look for the qualities the employer will care about most. Then look at what you wrote about why you are the perfect person to fill their need. Pick your qualities that best demonstrate why they should hire you. Assemble it into your Summary section.

The most common ingredients of a well-written Summary are as follows. Do not use all these ingredients in one Summary - use the ones that highlight you best.

- A short phrase describing your profession
- Followed by a statement of broad or specialized expertise
- Followed by two or three additional statements related to any of the following:
 - o breadth or depth of skills
 - o unique mix of skills
 - o range of environments in which you have experience
 - o a special or well-documented accomplishment
 - o a history of awards, promotions, or superior performance commendations
- One or more professional or appropriate personal characteristics
- A sentence describing professional objective or interest.

Notice that the examples below show how to include your objective in the Summary section. If you are making a career change, your Summary section should show how what you have done in the past prepares you to do what you seek to do in the future.

A few examples of Summary sections:

- Highly motivated, creative and versatile real estate executive with seven years of experience in development and construction. Especially skilled at building effective, productive working relationships with clients and staff. Excellent management, negotiation and public relations skills. Seeking a challenging management position in the real estate field that offers extensive contact with the public.
- Health Care Professional experienced in management, program development and policy making in the United States as well as in several developing countries. A talent for analyzing problems, developing and simplifying procedures, and finding innovative solutions. Proven ability to motivate and work effectively with persons from other cultures and all walks of life. Skilled in working within a foreign environment with limited resources.
- Performing artist with a rich baritone voice and unusual range, specializing in classical, spiritual, gospel and rap music. Featured soloist for two nationally televised events. Accomplished pianist. Extensive performance experience includes television, concert tours and club acts. Available for commercial recording and live performances.

SKILLS AND ACCOMPLISHMENTS

In this final part of the assertions section of your resume, you do exactly what you did in the previous section, except that you go into more detail.

In the summary, you focused on your most special highlights. Now you tell the rest of the best of your story. Let them know what results you produced, what happened as a result of your efforts, what you are especially gifted or experienced at doing. Flesh out the most important highlights in your summary.

Here are a few ways you could structure your "Skills and Accomplishments" section:

SELECTED SKILLS AND ACCOMPLISHMENTS

- Raised \$1900 in 21 days in canvassing and advocacy on environmental, health and consumer issues.
- Conducted legal research for four Assistant U.S. Attorneys, for the U.S. Attorney's office
- Coordinated Board of Directors and Community Advisory Board of community mental health center. Later commended as "the best thing that ever happened to that job."

FUNCTIONAL RESUME FORMAT

The functional resume highlights your major skills and accomplishments. It helps the reader see clearly what you can do for them. It helps target the resume into a new direction by lifting up from all past jobs the key skills and qualifications to help prove you will be successful. The functional resume is a must for career changers and for those returning to the job market.

THE EVIDENCE SECTION - YOUR WORK HISTORY, EDUCATION, ETC.

Most resumes are not much more than a collection of "evidence," various facts about your past. By evidence, we mean all the mandatory information you must include on your resume: work history with descriptions, dates, education, affiliations, list of software mastered, etc. If you put this toward the top of your resume, anyone reading it will feel like they are reading an income tax form.

EXPERIENCE

List jobs in reverse chronological order. Don't go into detail on the jobs early in your career; focus on the most recent and/or relevant jobs. (Summarize a number of the earliest jobs in one line or very short paragraph. Put dates in italics at the end of the job; don't include months, unless the job was held less than a year. Include military service, internships, and major volunteer roles if desired! Because the section is labeled "Experience," it does not need to mean that you were paid.

EDUCATION

List education in reverse chronological order, degrees or licenses first, followed by certificates and advanced training. Set degrees apart so they are easily seen. Put in boldface whatever will be most impressive. Don't include any details about college except your major and distinctions or awards you have won.

- Do include advanced training, but be selective with the information.
- If you are working on an uncompleted degree, include the degree and afterwards, in parentheses, the expected date of completion.
- If you didn't finish college, start with a phrase describing the field studied, then the school, then the dates (the fact that there was no degree may be missed).

Other headings might be "Education and Training" or "Education and Licenses".

And then add your Awards, Civic and Community Recognition and Comments from Supervisors.

PERSONAL INTERESTS

Only list these if your personal interests indicate a skill or knowledge that is related to the goal, such as photography for someone in public relations, or carpentry and wood-working for someone in construction management. This section can create common ground in an interview.

REFERENCES

You may put "References available upon request" at the end of your resume, if you wish. This is a standard close (centered at bottom in italics), but is not necessary. You can bring a separate sheet of references to the interview, to be given to the employer upon request.

A FEW GUIDELINES FOR A BETTER PRESENTATION

The resume is visually enticing, a work of art. Simple clean structure. Very easy to read. Symmetrical. Balanced. Uncrowded. As much white space between sections of writing as possible; sections of writing that are no longer than six lines, and shorter if possible.

There are absolutely no errors. No typographical errors. No spelling errors. No grammar, syntax, or punctuation errors. No errors of fact.

All the basic, expected information is included. A resume must have the following key information: your name, address, phone number, and your email address at the top of the first page, a listing of jobs held, in reverse chronological order, educational degrees, in reverse chronological order.

Jobs listed include a title, the name of the firm, the city and state of the firm, and the years employed. Jobs earlier in a career can be summarized and extra part-time jobs can be omitted. If no educational degrees have been completed, it is still expected to include some mention of education (professional study or training, partial study toward a degree, etc.) acquired after high school.

It is targeted. First you should get clear what your job goal is, what the ideal position would be. Then you should figure out what key skills, areas of expertise or body of experience the employer will be looking for in the candidate. Gear the resume structure and content around this target, proving these key qualifications.

Strengths are highlighted / weaknesses de-emphasized. Focus on whatever is strongest and most impressive. Make careful and strategic choices as to how to organize, order, and convey your skills and background.

Use power words. For every skill, accomplishment, or job described, use the most active impressive verb you can think of (which is also accurate). Begin the sentence with this verb, except when you must vary the sentence structure to avoid repetitious writing.

Show you are results-oriented. Wherever possible, prove that you have the desired qualifications through clear strong statement of accomplishments

Writing is concise and to the point. Keep sentences as short and direct as possible.

Make it look great. Use a laser printer or an ink jet printer that produces high-quality results. A laser is best because the ink won't run if it gets wet. It should look typeset. Use a standard conservative typeface (font) in 11 or 12 point. Use off-white, ivory or bright white 8 1/2 x 11-inch paper, in the highest quality affordable. Use absolutely clean paper without smudges, without staples and with a generous border.

Shorter is usually better. Your resume should be just long enough to keep the reader's interest, and create psychological excitement that leads prospective employers to pick up the phone and call you.

Telephone number that will be answered. Be sure the phone number on the resume will, without exception, be answered by a person or an answering machine Monday through Friday 8-5pm.

WHAT NOT TO PUT ON A RESUME

- The word "Resume" at the top of the resume
- Fluffy rambling "objective" statements
- Salary information
- Full addresses of former employers or names of supervisors
- Reasons for leaving jobs
- References