

FOR IMMEDIATE RELEASE

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Business Performance P/L Announces New Career Management Product

Business consulting firm Business Performance P/L this week announced the release of a new career transition tool kit designed to assist organizations effectively manage employee career expectations and progress their careers.

December 01, 2006, Melbourne, Australia – With the worsening skills shortage and an escalating war for talent, Business Performance P/L has released a new product that is designed to assist organizations retain and develop their employees. The Career Enrichment Tool Kit is a comprehensive resource that can be rolled out as part of an internal program or used by employees on their own.

The author, Pamela Frost, is a management coach, organizational development consultant and career transition specialist. She has worked with all kinds of organizations, conducting career transition programs and helping them put in place career development structures. Pamela said today, “What I find most organizations need are clarity of career direction and tools and resources to help people plan their next career steps. My Career Enrichment Tool Kit helps organizations and individuals move forward by providing a structured process for them to plan the next step. This motivates and inspires them to feel they are moving forward in their career”.

Vicki Heath, the Director of Business Performance P/L, added, “We are especially pleased to add the Career Enrichment Tool Kit to our growing product lineup. It is a powerful tool in an organization’s kit for engaging and retaining their best employees and helping those who do not want to be there to move on.”

Frost went on to explain: “Career management is a joint responsibility between the employer and employee. The Career Enrichment Tool Kit is a resource that enables an organization’s employees to plan and manage their own careers. It contains an abundance of information, exercises and templates to guide them in their decision-making and expand their awareness of what they need to do to make their next career change and to plan their development needs.

The Tool Kit uses a 7-Step Career Development Model. The Preparation phase includes the steps that allow employees to clarify their career direction, conduct initial job market research, identify target organizations, adjust their job resume, brief their referees, and gain a positive mindset. The steps in the Action phase then help them to access the visible and the hidden job markets, develop and utilize networks, tailor marketing letters and job applications, manage recruiters, prepare for job interviews and celebrate achievements. All this is done through a series of self-paced research, goal-setting and action planning exercises.”

The Career Enrichment Tool Kit is supplied as an electronic workbook that can be downloaded directly from the web. The eBook is a standalone cross-platform Adobe Acrobat PDF file that is readable on Microsoft Windows and Macintosh computers. Viewing the new eBook simply requires a copy of the Adobe Acrobat Reader, which is available as a free download from the Adobe website. The Tool Kit is available for purchase from the Business Performance P/L website at www.businessperform.com

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ABOUT PAMELA FROST:

Pamela Frost has 15 years' experience in organizational development, leadership development and career transition. She held the position of National Learning and Development Manager for Telstra Mobiles and prior to that served as the Career Development Manager for the University of Wollongong.

She specializes in career development and enrichment, and employee engagement. Working primarily with executives and groups to explore their career development aspirations and potential pathways, she helps them build the skills, confidence and courage they need to take the steps to improve vitality, work-life balance and personal effectiveness.

She is an accredited practitioner in a range of human performance tools and models and holds undergraduate qualifications in economics and law. Her post-graduate achievements include a Master of Commerce in Human Resource Management and a Master of Entrepreneurship and Innovation.

ABOUT BUSINESS PERFORMANCE PTY LTD:

Established in 2003, Business Performance Pty Ltd specializes in developing and supplying a range of business software products to a worldwide customer base. Products include a range of tools, templates and guides and cover a variety of business areas, including career management, project management, change management, employee engagement and training and development. All products can be purchased online from the Business Performance Pty Ltd website at www.businessperform.com

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