

# The AI Playbook for Career Services & Workforce Development

 by Jessica Pierce

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# Career Connectors



Career Connectors is a 501c3 nonprofit organization dedicated to helping professionals navigate career transitions, find meaningful work, and build lasting connections. Founded by Jessica Pierce, Career Connectors has served thousands of job seekers by providing high-impact networking events, career coaching, and access to top employers. Our mission is to empower individuals with the tools and confidence needed to achieve their career goals.

## Jessica Pierce, Founder & CEO

Jessica is the author of this AI Handbook



Jessica Pierce is a nationally recognized workforce development leader, keynote speaker, and advocate for career services innovation. As the founder of Career Connectors, she has helped thousands of professionals transition into meaningful careers. Jessica is a thought leader in AI-driven job search strategies and regularly delivers keynotes and workshops on how career professionals can integrate AI into their services to improve outcomes for job seekers.

## Why We Created This Handbook

The job search process is evolving rapidly, with AI transforming how employers hire and how job seekers navigate the application process. Many career services professionals are now faced with helping job seekers understand AI-driven hiring tools, optimize résumés for Applicant Tracking Systems (ATS), and prepare for AI-assisted interviews. This handbook was created to provide career professionals with the knowledge and tools to:

- **Leverage AI to enhance career coaching** and employment services.
- **Help job seekers optimize applications** and professional profiles for AI screening.
- **Incorporate AI into job readiness programs** to improve job placement outcomes.
- **Develop AI-driven career resources** that align with hiring trends.

By integrating AI into career services, professionals can equip job seekers with cutting-edge strategies to compete in today's AI-powered job market.

# Understanding AI and Its Impact on Careers

Artificial Intelligence (AI) is transforming how we search for jobs, apply for positions, and connect with employers. Companies across industries are using AI to streamline hiring processes, improve efficiency, and enhance decision-making. As AI continues to reshape the job market, understanding how to use these tools effectively is essential for staying competitive.

## AI Tools for Job Seekers

Tool	Purpose	Website
ChatGPT	Generates résumé bullet points, cover letters, and interview responses	<a href="https://openai.com/chatgpt">https://openai.com/chatgpt</a>
Copilot	AI assistant for writing and brainstorming	<a href="https://copilot.microsoft.com">https://copilot.microsoft.com</a>
Gamma	AI-powered slide deck and presentation creator	<a href="https://gamma.app">https://gamma.app</a>
Jobscan	Analyzes résumés for ATS optimization	<a href="https://www.jobscan.co">https://www.jobscan.co</a>
LinkedIn AI Tools	AI-assisted networking and profile enhancement	<a href="https://linkedin.com">https://linkedin.com</a>

## Quick Start Guide

- Enhance Résumé Coaching:** Use AI to help clients optimize résumés for ATS systems.
- Improve LinkedIn Guidance:** AI tools can refine LinkedIn profiles and networking strategies.
- Boost Interview Preparation:** AI-driven mock interviews and STAR method coaching can help job seekers build confidence.
- Streamline Cover Letter Writing:** AI can generate customized cover letters based on job descriptions.
- Assist with Job Applications:** AI helps job seekers track applications and tailor responses.
- Support Salary Negotiation:** AI can draft negotiation scripts based on industry data.

# 1. Résumés

## How AI Helps Career Services Professionals with Résumé Coaching

A résumé is a job seeker's professional introduction to potential employers, summarizing their skills, experience, and accomplishments. AI enhances résumé coaching by optimizing résumés for Applicant Tracking Systems (ATS), refining bullet points to showcase measurable impact, and tailoring résumés for specific job descriptions.

## How to Use AI for Résumé Coaching

- Identify **ATS-friendly résumé formats** for different industries.
- Rewrite bullet points to **emphasize accomplishments and measurable results**.
- Extract **key skills and keywords** from job descriptions to optimize résumés.
- Generate résumé summaries tailored to different roles.
- Provide AI-assisted **feedback on structure, clarity, and tone**.

## Example AI Prompts for Résumé Coaching

- *"Analyze this résumé and suggest improvements for ATS optimization."*
- *"Rewrite this bullet point to make it more results-driven: 'Managed a sales team.'"*
- *"Generate a résumé summary for an entry-level software engineer."*
- *"Compare two job descriptions and highlight the most critical keywords for a résumé."*
- *"Suggest a skills section for a cybersecurity professional based on industry trends."*

## Résumé Coaching Checklist

- ✓ Ensure résumés are **ATS-friendly** (no images, graphs, or fancy fonts).
- ✓ Use **action verbs and measurable results** in bullet points.
- ✓ Align résumés with **job descriptions** for keyword optimization.
- ✓ Encourage job seekers to **customize each résumé** for different applications.

## Interactive Activity: AI-Powered Résumé Workshop

**Step 1:** Select a job seeker's résumé and analyze it with AI.

**Step 2:** Compare AI-generated improvements with the original.

**Step 3:** Guide the job seeker in refining their résumé based on AI recommendations.

**Step 4:** Finalize the résumé and discuss strategies for continuous optimization.



# 2. AI for LinkedIn Optimization

LinkedIn is a professional networking platform that allows job seekers to showcase their expertise, connect with others, and find opportunities. AI can help career professionals guide job seekers in creating standout LinkedIn profiles by optimizing summaries, crafting engaging headlines, and generating personalized messages.

## How to Use AI for LinkedIn Optimization

- Generate a **compelling LinkedIn summary** tailored to a job seeker's industry and expertise.
- Create **networking messages and connection requests** for job seekers to engage with recruiters and professionals.
- Suggest **ideas for LinkedIn posts** that increase visibility and professional engagement.
- Identify **key industry-relevant keywords** to optimize LinkedIn profiles for recruiter searches.

## Example AI Prompts for LinkedIn Optimization

- *"Write a compelling LinkedIn summary for a project manager passionate about process improvement."*
- *"Suggest a LinkedIn headline that highlights my leadership skills and industry expertise."*
- *"Generate a networking message to connect with a hiring manager at [Company]."*
- *"Create a LinkedIn post sharing insights about career growth and job searching strategies."*

## LinkedIn Optimization Checklist

- ✓ Ensure job seekers have a **professional profile picture** and **customized headline**
- ✓ Use **industry-relevant keywords** in the summary and experience sections
- ✓ Engage regularly with **LinkedIn posts, comments, and networking messages**
- ✓ Customize **connection requests** and **follow-ups** for a personal touch
- ✓ Optimize the **skills and endorsements** section for recruiter searches

## Interactive Activity: AI-Powered LinkedIn Engagement Challenge

**Step 1:** Guide a job seeker to write a LinkedIn post about their career journey or industry insights.

**Step 2:** Use AI to generate the first draft and refine it for clarity and engagement.

**Step 3:** Assist the job seeker in personalizing the post with their unique experiences.

**Step 4:** Encourage the job seeker to post and engage with comments to expand their professional network.

# 3. Building Personalized AI Threads for Job Seekers

AI threads are structured conversations available on various AI platforms that help job seekers streamline their job search process. By maintaining dedicated AI threads for different tasks, job seekers can receive more personalized and effective guidance over time. As a career professional, you can guide job seekers on how to leverage AI threads for targeted career support.

## How AI Threads Enhance the Job Search Process

Encouraging job seekers to create structured AI threads ensures they receive tailored insights for different aspects of their job search. Consider advising them to:

- **Create a dedicated thread for résumé improvement** – AI can refine résumés, enhance keywords, and ensure compatibility with applicant tracking systems (ATS).
- **Maintain a separate thread for interview preparation** – AI can simulate interview scenarios, provide feedback, and suggest industry-specific questions.
- **Build a networking-focused AI conversation** – AI can generate LinkedIn messages, cold emails, and follow-up responses to expand professional connections.

## AI Threads Best Practices

Encourage job seekers to follow these best practices when using AI in their job search:

- Maintain **separate AI threads** for different job search activities (résumé writing, interviews, networking).
- Keep **previous AI responses** to ensure continuity and personalization.
- Regularly **refine AI-generated responses** to improve quality and effectiveness.
- Use AI **as a guide, but always personalize** the final output.

## Interactive Activity: Create Your First AI Thread

**Step 1:** Identify a job search goal (e.g., résumé writing, interview prep, networking).

**Step 2:** Start a new AI thread with clear context and prompts.

**Step 3:** Review AI-generated responses and refine them over time.

By implementing AI threads effectively, job seekers can take a structured, strategic approach to their job search—leading to better results and increased confidence.

# 4. AI for Crafting Powerful Accomplishment Statements

Accomplishment statements are key to helping job seekers stand out in résumés and interviews. These statements highlight a job seeker's impact, measurable results, and value to potential employers. AI can assist career professionals in guiding job seekers to create compelling accomplishment statements that align with industry expectations.

## How to Use AI for Accomplishment Statements

- **Brainstorm Key Achievements** – AI can help job seekers identify and articulate their most impactful career moments.
- **Expand Basic Statements** – AI can enhance clarity, add measurable results, and improve storytelling.
- **Align Accomplishments with Job Descriptions** – AI can tailor statements to highlight relevant skills and experience.
- **Ensure Clarity and Impact** – AI can refine wording to make accomplishments sound more compelling and results-driven.

## Example AI Prompts for Accomplishment Statements

- *"List three major accomplishments from my previous role in project management."*
- *"Refine this statement to include metrics: 'Improved team efficiency through new workflows.'"*
- *"Rewrite this accomplishment to sound more results-driven: 'Managed client relationships.'"*
- *"Write a PAR statement for increasing sales in a competitive market."*

## Accomplishment Statement Checklist

- ✓ Use **measurable results** (percentages, revenue growth, efficiency improvements).
- ✓ Ensure **each statement follows the PAR format** (Problem, Action, Result).
- ✓ Tailor **statements to job descriptions** to highlight relevant skills.
- ✓ Avoid **vague descriptions**—emphasize impact and tangible contributions.

## Interactive Activity: AI-Powered Accomplishment Statements

**Step 1:** Guide a job seeker to write a basic accomplishment statement.

**Step 2:** Use AI to refine and enhance the statement using the PAR method.

**Step 3:** Assist the job seeker in selecting the strongest AI-generated version.

**Step 4:** Help the job seeker integrate the finalized statement into their résumé.

# 5. AI for Cover Letters and Professional Communications

As a career services professional, you play a key role in helping job seekers create strong, professional communications that showcase their qualifications and build meaningful connections with employers. AI can assist you in guiding job seekers to craft personalized, polished, and impactful cover letters and messages that increase their chances of securing interviews.

## How to Use AI to Assist Job Seekers with Cover Letters and Communications

- **Generate an Initial Draft** – Help job seekers use AI to create well-written cover letters.
- **Personalize Content for Maximum Impact** – Show job seekers how to use AI to modify cover letters to emphasize leadership, achievements, and alignment with company values.
- **Enhance Tone and Professionalism** – Teach job seekers to refine AI-generated drafts to ensure confidence, engagement, and a polished tone.
- **Streamline Follow-Ups and Networking** – Demonstrate how AI can draft thank-you emails, follow-ups, and LinkedIn outreach messages that maintain professionalism and enthusiasm.

## Example AI Prompts to Use with Job Seekers

- *"Write a cover letter that highlights my experience in data analytics and problem-solving."*
- *"Modify this cover letter to emphasize my leadership experience in marketing."*
- *"Write a thank-you email after an interview for a product manager position."*
- *"Create a cover letter tailored for a graphic designer role at a tech startup."*

## Cover Letter and Professional Communication Checklist

- ✓ **Customize the introduction** to reflect enthusiasm for the company and role.
- ✓ **Highlight key skills and achievements** that align with the job description and industry standards.
- ✓ **Ensure professionalism and engagement** by refining AI-generated content for tone and clarity.
- ✓ **End with a strong call to action**, expressing interest in further discussion.

## Interactive Activity: AI-Enhanced Cover Letter Writing

**Step 1:** Guide the job seeker in using AI to generate a basic cover letter draft.

**Step 2:** Assist in editing the letter to include personal touches and specific company references.

**Step 3:** Use AI to refine the final version, ensuring clarity, confidence, and professionalism.

**Step 4:** Teach job seekers to save and adapt their cover letter as a customizable template.



# 6. AI for Career Branding

Career branding is essential for job seekers to establish a professional identity that highlights their unique skills, experiences, and value in the job market. As a career services professional, you can guide job seekers in using AI to develop a consistent and compelling career brand across résumés, LinkedIn profiles, and networking interactions.

## How to Use AI for Career Branding

- **Generate a Personal Branding Statement** – AI can help job seekers craft statements that highlight their expertise and value.
- **Identify and Refine Professional Strengths** – AI can analyze résumés and LinkedIn profiles to pinpoint key strengths.
- **Develop a Professional Bio** – AI can create bios tailored to specific industries and career goals.
- **Ensure Consistency in Tone and Messaging** – AI can help align branding across résumés, cover letters, and online profiles.

## Example AI Prompts for Career Branding

- *"Create a personal branding statement for a project manager in agile methodologies."*
- *"Analyze my résumé and suggest my top three professional strengths."*
- *"Write a professional bio that highlights my leadership and technical expertise in cybersecurity."*
- *"Suggest improvements to align my LinkedIn headline with my personal brand."*
- *"Help me create a tagline that communicates my expertise in digital marketing and analytics."*

## Career Branding Checklist

- ✓ **Define a unique value proposition** – Clearly articulate what sets the job seeker apart.
- ✓ **Ensure consistency across all platforms** – Align messaging on résumés, LinkedIn, and portfolios.
- ✓ **Share industry-relevant content regularly** – Encourage job seekers to showcase leadership.
- ✓ **Engage in professional communities** – Build a strong network online and in-person.
- ✓ **Continuously update branding** – Reflect new skills, achievements, and career growth.

## Interactive Activity: AI-Powered Career Branding

**Step 1:** Use AI to generate a personal branding statement.

**Step 2:** Refine it to reflect the job seeker's authentic professional voice.

**Step 3:** Update LinkedIn and other professional platforms with the finalized version.

**Step 4:** Develop a content calendar to regularly share relevant insights or achievements.

# 7. Guiding Job Seekers with AI for Networking Strategies

Networking is one of the most powerful tools job seekers can use to discover new opportunities and build professional relationships. As a career services professional, you can guide job seekers in leveraging AI to craft personalized outreach messages, follow-up emails, and strategic networking approaches that expand their career prospects.

## How to Use AI to Assist Job Seekers with Networking

- **Draft Personalized Outreach Messages** – Help job seekers use AI to create professional LinkedIn connection requests and networking emails.
- **Create Conversation Starters for Networking Events** – Show job seekers how AI can generate industry-specific icebreakers to help them confidently engage in networking events.
- **Follow Up After Networking Interactions** – Use AI to assist job seekers in crafting professional and effective follow-up emails after meetings, events, or informational interviews.
- **Strengthen and Maintain Professional Relationships** – Teach job seekers to use AI to compose personalized messages for reconnecting with past colleagues, mentors, and industry contacts.

## Example AI Prompts to Use with Job Seekers

- *"Write a LinkedIn message introducing myself to a recruiter at Google."*
- *"Help me craft a follow-up email after attending a virtual career fair."*
- *"Generate a cold email template to introduce myself to a senior engineer at [Company]."*
- *"Provide three examples of conversation starters for a tech networking event."*

## Networking Best Practices Checklist

- ✓ **Identify key contacts and target companies** to help job seekers focus their networking efforts.
- ✓ **Personalize all networking messages** to reflect common interests or shared connections.
- ✓ **Follow up within 48 hours** of meeting a new connection to maintain engagement.
- ✓ **Encourage regular engagement** by sharing industry insights, recommendations, or updates.

## Interactive Activity: AI-Powered Networking Strategy

**Step 1:** Guide job seekers in using AI to draft a networking message for a specific contact.

**Step 2:** Help them edit the message to include a personal connection or shared interest.

**Step 3:** Instruct job seekers to send the message and track responses for follow-ups.

**Step 4:** Use AI to brainstorm creative ways for job seekers to maintain engagement with contacts.

# 8. Guiding Job Seekers with AI for Salary Negotiation

Salary negotiation is an essential skill that helps job seekers secure fair compensation for their expertise and experience. As a career services professional, you can guide job seekers in leveraging AI to research salary benchmarks, craft negotiation scripts, and build confidence in salary discussions. AI-powered strategies can help job seekers advocate for their worth with clarity and professionalism.

## How to Use AI to Assist Job Seekers with Salary Negotiation

- **Research Industry Salaries** – Show job seekers how AI can provide real-time salary data based on industry, location, and experience level.
- **Prepare Responses for Employer Pushback** – Help job seekers generate responses to common objections, such as "This is our best offer."
- **Compare Job Offers** – Assist job seekers in using AI to analyze multiple job offers, considering salary, benefits, and long-term career impact.

## Example AI Prompts to Use with Job Seekers

- *"What is the average salary for a software engineer in New York City?"*
- *"Write a counteroffer email requesting a 10% increase based on market data and my experience."*
- *"Generate responses for when an employer says, 'This is our best offer.'"*
- *"Suggest how I can request additional benefits if the salary offer cannot be increased."*

## Salary Negotiation Best Practices Checklist

- ✓ **Encourage job seekers to research salary benchmarks** for their industry, role, and location.
- ✓ **Teach them to prepare a counteroffer** with data-driven reasoning and a clear value proposition.
- ✓ **Help them practice negotiation conversations** to build confidence and refine their approach.
- ✓ **Encourage flexibility** by exploring alternative benefits such as bonuses and remote work options.

## Interactive Activity: AI-Powered Salary Negotiation Strategy

**Step 1:** Help the job seeker use AI to draft a salary negotiation script.

**Step 2:** Role-play the negotiation with them or encourage practice with a mentor.

**Step 3:** Guide them in adjusting the script based on feedback and practicing delivery confidently.

**Step 4:** Assist them in finalizing their negotiation plan and applying it during their next job offer.

# 9. Guiding Job Seekers with AI for Applicant Tracking Software (ATS) Optimization

Many job seekers struggle to navigate online application processes, often facing obstacles due to Applicant Tracking Systems (ATS). As a career services professional, you can guide job seekers in using AI to optimize their résumés and application responses to align with employer expectations. AI-powered strategies can increase a job seeker's chances of passing ATS filters.

## How to Use AI to Assist Job Seekers with ATS Optimization

- **Analyze Job Descriptions for Relevant Keywords** – Teach job seekers how AI can extract key phrases from job postings to ensure their applications are ATS-friendly.
- **Tailor Résumés and Cover Letters** – Show job seekers how AI can customize application materials to highlight their most relevant skills and experiences.
- **Automate Application Tracking** – Demonstrate how AI can create structured tracking tools, helping job seekers stay organized and follow up efficiently.

## Example AI Prompts to Use with Job Seekers

- *"Identify the top skills and keywords in this job posting for a marketing coordinator."*
- *"Tailor my résumé and cover letter to match this job description."*
- *"Suggest a strong response to an application question about my biggest strength."*
- *"Write a message to update a hiring manager after submitting my application."*

## ATS Best Practices Checklist

- ✓ **Ensure each application is customized** to reflect the job description and required skills.
- ✓ **Use industry-relevant keywords** throughout résumés to improve ATS compatibility.
- ✓ **Encourage job seekers to track their applications** with an AI-generated spreadsheet.
- ✓ **Follow up within 1-2 weeks** after applying to reinforce interest and maintain engagement.

## Interactive Activity: AI-Powered ATS Optimization

**Step 1:** Help the job seeker select a job posting to apply for.

**Step 2:** Guide them in using AI to tailor their résumé and cover letter to match the job description.

**Step 3:** Assist them in analyzing the job posting for keywords and incorporating into their resume.

**Step 4:** Encourage them to submit the application and set a follow-up reminder for timely outreach.



# 10. Guiding Job Seekers with AI for Interview Preparation

Interviews are one of the most critical stages in the job search process, providing candidates with an opportunity to showcase their skills, experience, and cultural fit. As a career services professional, you can guide job seekers in leveraging AI to prepare effectively for interviews by simulating questions, refining responses, and building confidence. AI-driven interview practice can help job seekers feel more prepared and perform at their best.

## How to Use AI to Assist Job Seekers with Interview Preparation

- **Practice Behavioral Questions** – Show job seekers how AI can generate STAR-format questions and responses to help them structure their answers effectively.
- **Refine Interview Responses** – Use AI to analyze and improve a job seeker's clarity and impact.
- **Generate Thoughtful Follow-Up Questions** – Guide job seekers in using AI to prepare insightful questions that leave a lasting impression on interviewers.

## Example AI Prompts to Use with Job Seekers

- *"Help me craft an answer to 'Tell me about yourself' for a sales position."*
- *"Generate a response to 'What is your greatest strength?' that aligns with this job description."*
- *"Simulate an interview and ask me five behavioral questions for an operations manager role."*
- *"Suggest five thoughtful questions I can ask at the end of an interview for a marketing role."*

## Interview Preparation Best Practices Checklist

- ✓ **Encourage job seekers to research the company and role** thoroughly before interviews.
- ✓ **Have them practice common and role-specific questions** to build familiarity and confidence.
- ✓ **Teach them to use the STAR method** (Situation, Task, Action, Result) for impactful responses.
- ✓ **Help them prepare thoughtful questions for interviewers** to demonstrate interest.

## Interactive Activity: AI-Powered Interview Practice

**Step 1:** Guide the job seeker in using AI to generate five common interview questions for the role.

**Step 2:** Have them practice answering each question out loud.

**Step 3:** Use AI to evaluate their responses and suggest improvements for clarity and impact.

**Step 4:** Encourage job seekers to simulate a full mock interview with AI, incorporating feedback.

# 11. Guiding Job Seekers with AI for Employer and Industry Research

Researching employers and job market trends is essential for job seekers to make informed career decisions, prepare for interviews, and identify new opportunities. As a career services professional, you can guide job seekers in using AI to gather insights about companies, industries, and job roles, helping them stand out in the hiring process.

## How to Use AI to Assist Job Seekers with Research

- **Investigate Company Culture** – Show job seekers how AI can summarize company reviews, values, and work environments.
- **Explore Industry Trends** – Use AI to track hiring patterns, emerging skills, and job opportunities.
- **Analyze Job Postings for Key Skills** – Help job seekers identify the most in-demand qualifications for their target roles.
- **Discover Related Companies** – Teach job seekers how AI can generate lists of similar organizations for expanded job searches.

## Example AI Prompts to Use with Job Seekers

- *"Summarize reviews about [Company] from Glassdoor to understand its work environment."*
- *"What are the current hiring trends in the renewable energy sector?"*
- *"Highlight the most common skills required for software engineering roles."*
- *"List five competitors of [Company] in the healthcare industry."*

## Research Best Practices Checklist

- ✓ **Encourage job seekers to research company culture and values** to ensure alignment with goals.
- ✓ **Guide them in analyzing salary trends and benefits** to understand compensation standards.
- ✓ **Teach them how to explore industry trends** and identify the most in-demand skills for their field.
- ✓ **Show them how AI can generate related companies** for networking and job opportunities.

## Interactive Activity: AI-Powered Employer Research

**Step 1:** Help the job seeker choose a target company.

**Step 2:** Guide them in using AI to gather key information, such as company culture and recent news.

**Step 3:** Assist them in developing insightful questions to ask during interviews.

**Step 4:** Show them how to identify competitors or similar companies to expand their job search.

# Empowering Job Seekers with AI

AI is a powerful tool that can transform the job search process, offering efficiency, personalization, and strategic advantages for job seekers. By incorporating AI into your job search, you can refine your résumé, prepare effectively for interviews, and uncover better career opportunities. AI-driven insights help you tailor applications, practice interview responses, and identify roles that align with your skills and goals. The more you engage with AI and explore its capabilities, the more confident and prepared you'll become in navigating today's competitive job market.

Never forget that your job search is not just about finding work—it's about stepping into your purpose. Every application you submit, every interview you prepare for, and every career move you make is shaping your future. Your skills and experience matter, and the right opportunity is waiting for you. AI is a valuable resource, but your dedication, resilience, and faith in the process are what truly set you apart. Keep moving forward with confidence—your next career breakthrough is within reach.

Career Connectors Website: <https://careerconnectors.org> (Event schedule, job resources, etc)

## Let's Connect

I'd love to continue the conversation and support you in your mission to find a thriving career.

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I'm passionate about empowering jobseekers, career services professionals, HR staff and leaders with innovative strategies, and I love delivering **keynotes and workshops** that inspire, educate, and equip teams with practical tools. If you're planning a conference, training, or professional development event, I'd love to collaborate!

# Keynote Talks / Workshops

## The Future of Work: Top Trends for 2025

The job market is evolving faster than ever, and we must stay ahead of the curve to effectively guide job seekers. In these talks, we'll dive into the top workplace trends shaping hiring, career growth, and industry demands in 2025. We'll explore how you can prepare job seekers for the future.

### Key Takeaways:

- Emerging job market trends and the impact on job seekers
- The rise of automation, AI, and skills-based hiring practices
- Strategies to future-proof job seekers' careers in a rapidly changing world

## Igniting Passion: How to Stay Motivated When Helping Others Find Their Path

Working in career services is deeply rewarding, but it also comes with challenges—burnout, emotional fatigue, and the weight of guiding job seekers through difficult transitions. This is designed to reignite your passion and energy while reinforcing the meaningful impact of your work. Attendees will learn how to maintain motivation, set boundaries, and continue inspiring job seekers.

### Key Takeaways:

- Strategies to combat burnout and maintain career passion
- The ripple effect of your work and its lasting impact on job seekers
- How to cultivate resilience and energy in a helping profession

## AI and the Human Experience: Balancing Technology with Authentic Connection

AI is revolutionizing career coaching, but the job search is still about human relationships. We explore how AI can enhance career services while preserving the human touch. We'll discuss how to integrate AI into coaching strategies while ensuring personalized support remains at the forefront.

### Key Takeaways:

- How to integrate AI tools while maintaining a people-first approach
- The role of emotional intelligence in AI-assisted career coaching
- Practical ways to use AI to enhance—not replace—human connection in job search support

I'd love to collaborate and tailor these sessions to meet the needs of your audience.

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