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OVER &
2022



A supplement of the
Journal Review

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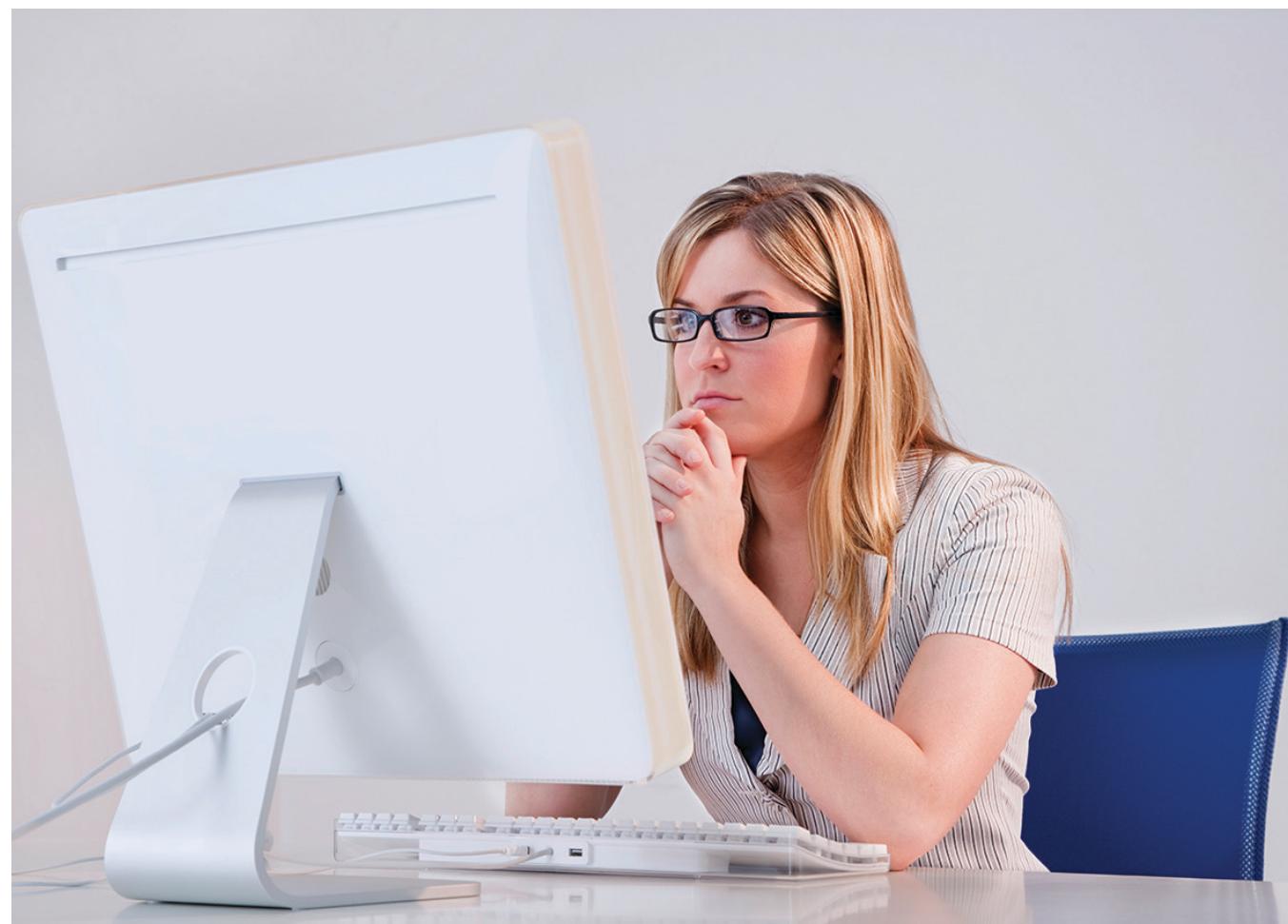
Factors to consider when vetting post-pandemic career opportunities

The COVID-19 pandemic left no aspect of life as the world knew it before 2020 untouched. In the wake of the pandemic, students were forced to learn in new ways, individuals were forced to find new ways to maintain relationships with family and friends and employers and employees were forced to confront an emerging notion of the workplace.

Since the World Health Organization first declared a global pandemic in March 2020, much has been made of “The Great Resignation,” a term adopted in reference to the tens of millions of individuals who quit their jobs during the pandemic. Further study is needed to determine just how many people quit their jobs since the pandemic began, but there’s no denying that attitudes toward work have shifted since early 2020. That shift has made many people more willing to change careers. Women pondering a career move can consider these factors as they vet new opportunities.

HYBRID WORKING

A September 2021 Gallup report on workplace trends found that 91 percent of workers in the United States working at least some remote hours each week are hoping the opportunity to do that persists after the pandemic. Perhaps surprisingly, more than half of the workers surveyed indicated they would ideally like to split their time between working at home and in the office. Women vetting new career opportunities can ask if hybrid working is a possibility. Hybrid working is beneficial for various reasons, not the least of which is affording professionals a chance to get out of the house while still ensuring they can spend more time with family, which is an especially enticing benefit for working parents.



SALARY

It goes without saying that salary bears significant consideration when vetting a new employment opportunity. In the past, professionals might have jumped at the chance to earn higher salaries, even if it meant leaving their current employer behind. However, many professionals experienced a priority shift during the pandemic, recognizing the value of spending less time working and more time away from the office. Some spent that extra time with family and friends, while others used it to explore new passions. When vetting a new career opportunity with a higher salary,

women can do their best to determine what that higher salary will require. If it will require more time working and less time with family, friends and hobbies, then women must ask themselves if the extra money is worth the decrease in personal time.

STABILITY

Stability is another issue that might not have garnered as much consideration before the pandemic as it figures to in a post-pandemic world. Many professionals lost their jobs, took pay cuts or were furloughed during the pandemic. Such individuals might have worked in industries

like travel or events that are vulnerable when shutdowns are issued. Women who have been through the professional wringer during the pandemic should consider the stability of a given employer before accepting a job offer. Some may find the rewards of working in a field they’re passionate about are worth the risk, while others may prefer a line of work that offers more stability and security.

The pandemic has changed many aspects of professional life, including how new career opportunities should be vetted.

How to navigate a salary negotiation

Women are vital components of the global workforce. Despite the contributions of women, Pew Research Center's analysis of median hourly wages of both full- and part-time workers indicates that women earn less than their male counterparts — even when they're doing the same work and have the same educational backgrounds.

The gender gap has remained relatively stable in the United States over the last 15 years, with women earning 84 percent of what men earned in 2020. Estimates indicate it would take a woman an extra 42 days of work to earn as much as a male colleague.

Salary negotiations can be intimidating for any employee. But for women already at an earnings deficit, such negotiations can be even more difficult. Here are some tips to make salary negotiations go more smoothly.

SPEAK UP

It would seem that any promotion would automatically come with a pay

raise, but this is not always the case. When the time comes to consider taking a promotion, it is important to have a salary number in mind. Saying nothing may not earn you a raise, or your boss may not give you what you believe you deserve.

DO YOUR RESEARCH

Some jobs come with a standard pay rate across the board. These include government and civil service jobs, union jobs, or hourly positions. However, you can determine if a job is negotiable by researching data on sites such as Payscale and Glassdoor to figure out what positions are worth. Arming yourself with information makes you ready to present data supporting your salary demands.

DON'T BE AFRAID TO ASK

Even if an offer seems acceptable, it is alright to ask for more money, according to The Balance: Careers. A company may actually increase



the base pay or offer other perks such as larger bonuses, stock options or full 401(k) matching.

AVOID "IMPOSTER SYNDROME"

Thoughts, beliefs and feelings can hold you back, especially when it comes to salary negotiations. Most professionals at some point in time

experience what's often referred to as "Imposter syndrome." This is a name given by a team of psychologists in 1978 that referred to people who had difficulty acknowledging their achievements, although their peers respected them. Doubting capabilities, worrying about someone calling your skills "fake" or discounting your achievements are symptoms of imposter syndrome. Comparing yourself to others — especially those who are more advanced — may lead to uneasiness as well. Focus more positively on what you do at work and be proud of what you have achieved. This will help you sit more confidently in front of employers negotiating for your benefit.

Workers need to advocate for themselves and ask for salaries they believe are commensurate with their skill levels and positions. It can be daunting to negotiate for a better salary, but there are many ways to simplify such negotiations.

A collage of five images. Top left: Two men in hard hats and t-shirts with 'WE ARE COMMUNITY POWERED' on the back. Top right: Two women working at a desk with computers. Middle left: Two men working on utility poles. Middle right: A group of ten men standing in front of a white truck. Bottom left: A group of men standing behind a table filled with various items, likely a donation drive. Bottom right: The logo for 'Crawfordsville Electric Light & Power' (CEL&P) featuring a person climbing a utility pole.

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An advertisement for American Legion Post 72. It features a large graphic of the word 'Lives' in blue script, with 'WE CHANGE' above it in white. Below the main text is a smaller section: 'Check into Eligibility Dates for Membership Today!' and 'The American Legion, American Legion Auxiliary and Sons of The American Legion'. At the bottom right is a 'BINGO' graphic with the text 'Fridays at 6:30 pm! Bingo license #140692'. The American Legion logo is in the bottom left corner.

Distractions that can affect efficiency at work

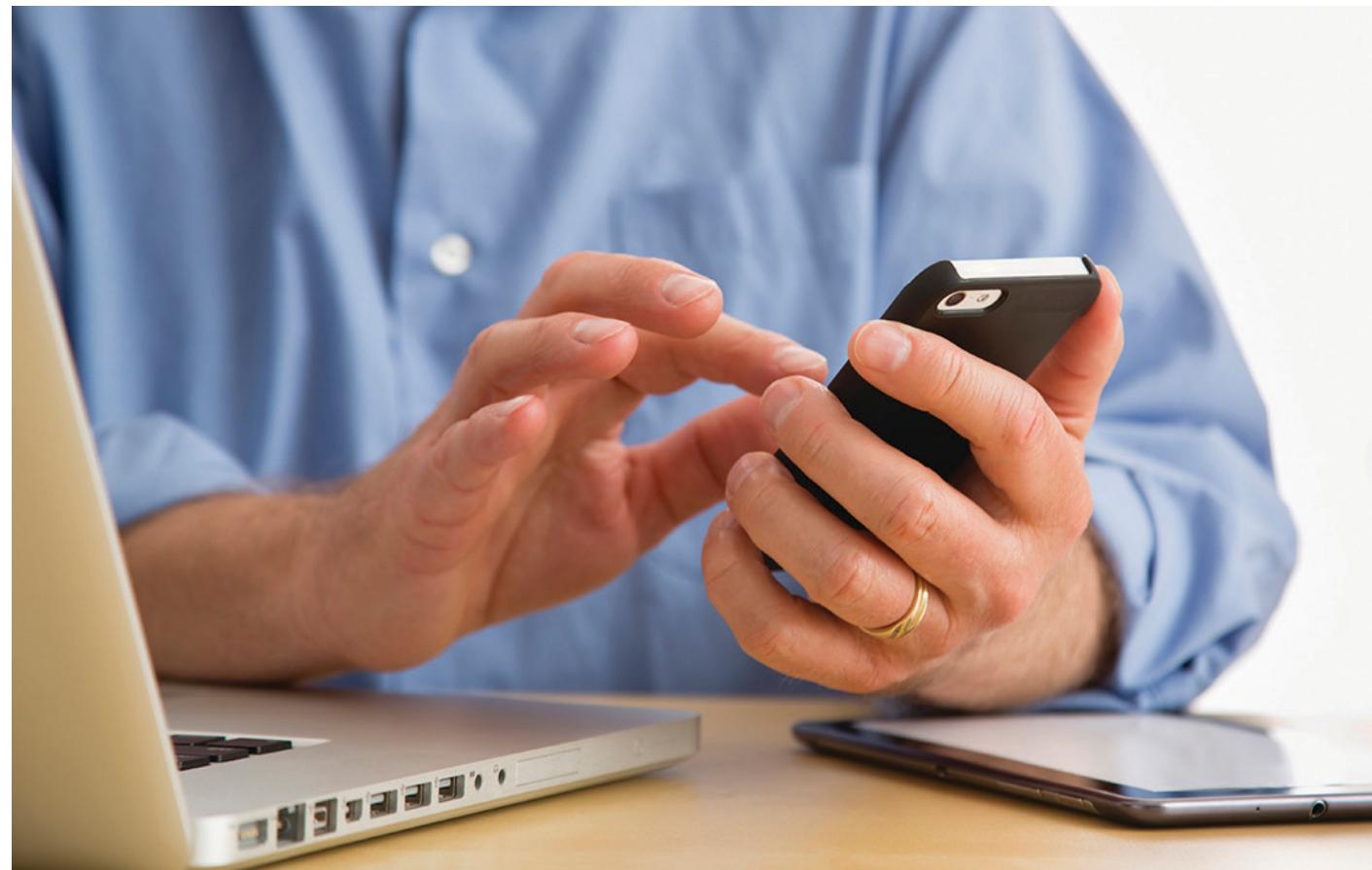
Busy workdays are the norm for many professionals. Though most workers undoubtedly would prefer to feel busy rather than bored, it's easy for professionals to succumb to burnout if they don't get periodic breaks from the demands of their careers.

Burnout is a significant issue for working professionals. A recent survey of 1,500 working professionals from various sectors and backgrounds by the job aggregator site Indeed found that 52 percent of respondents were experiencing burnout in 2021. That marks a nearly 10 percent increase from a similar survey Indeed conducted prior to the onset of the COVID-19 pandemic.

Various factors, some of which are beyond individuals' control, can contribute to burnout. Professionals who want to avoid burnout without taking a step back from their careers can look for ways to be more efficient during the day. Overcoming these common distractions can improve efficiency, which should help professionals free up time and reduce their risk for burnout.

- Smartphones: A 2015 CareerBuilder survey of hiring and human resources managers from various industries found that employers cited smartphones and texting as the biggest productivity killers in the workplace. Professionals no doubt recognize how distracting their phones can be during the workday, and they may feel powerless to avoid them. But they're not. Alter notification settings so the phone only delivers the most important notifications (i.e., children's schools, meeting reminders, etc.) during the day. Turn off notifications from news, sports and entertainment apps.

- The internet: The CareerBuilder survey found that employers believed the internet is the second biggest pro-



ductivity killer. Professionals with a lot on their plates should do everything they can to avoid surfing the internet during the workday. The internet can be a rabbit hole, and even individuals who only intend to take a brief break from work to check the news or clear their head may soon find themselves moving from website to website while their work piles up. If it's a mental break you need, get up and take a brief walk around the office instead of surfing the internet.

- Emails: Emails are another significant distraction during a typical workday. To overcome the seemingly endless flood of emails coming from

coworkers, friends and family during the day, professionals can work in offline mode for a predetermined period of time each day. This affords the opportunity to work on specific tasks or projects without being interrupted by emails. Emails will still accumulate while the computer is in offline mode, but professionals won't be notified as each message is delivered and will be able to work distraction-free until they turn offline mode off.

- Meetings: Meetings may be well-intentioned, but they often compromise productivity and distract professionals from their jobs. A recent study titled "Meetings in

America" commissioned by Verizon Conferencing found that 90 percent of professionals admitted to daydreaming during meetings, while 39 percent admitted they had fallen asleep during meetings in the past. Managers can help employees get more done and limit distractions by scheduling fewer meetings or reconsidering just who needs to attend meetings more carefully.

A distraction-free workday might seem unlikely, but professionals can take various steps to overcome the most common distractions in an effort to be more efficient.

6 ways to better yourself

Aspiring to continue to learn and grow is one of the keys to a fulfilling life. Sometimes it can be eye-opening to look in the mirror, examine oneself and figure out where there may be room for improvement.

Self-improvement is a noble endeavor, and there's no limit to what one can achieve. These six strategies can serve as catalysts for change.

1. MAKE GOOD HABITS EVEN EASIER

Individuals can be their own worst enemies, procrastinating in regard to personal goals. Some habits require consistency, and they include exercising, waking up earlier, drinking and eating healthier, and reducing stress. One way to make sure you stick to healthy habits is to prioritize them and make a concerted effort to overcome your uncooperative side. Lay out workout clothes the night before if you want to exercise in the morning. Meal plan on the weekends and create healthy lunches to take to work. Set phone reminders to breathe

and meditate several times during the day to calm stress. Eventually these habits will be as easy as brushing your teeth.

2. READ EVERY DAY

Books have the power to educate, inspire creativity, strengthen cognition, and so much more. Think of reading a book as a daily multivitamin for the brain. Even if you can't devote hours on end to reading, plan 20-minute sessions each day to tackle some pages.

3. LEARN A NEW SKILL

One way to grow is to continue to learn new things. Many people like to explore new languages, not just for the potential for travel or employment, but also for personal betterment. Other skills to learn include baking, woodworking, accounting, crocheting, or anything that requires practice to master.

4. BOOST POSITIVITY

There's something to be said about maintaining a positive outlook no mat-

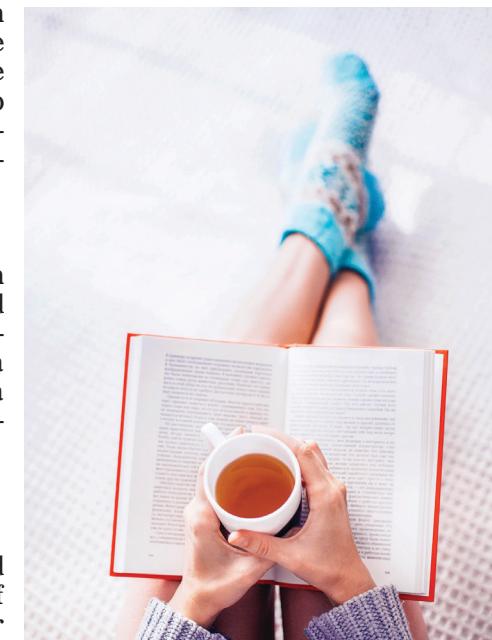
ter your positivity baseline. Rather than seeing what went wrong in a day, figure out what went right. Memorize positive words and personal reflections to help build stronger neural connections to positive concepts, which may help you become even more positive.

5. OVERCOME PERSISTENT FEARS

Fears reflect areas where you can grow and often indicate areas that need attention. Pick at least one fear to tackle. If that is public speaking, make a concerted effort to speak in front of a crowd, whether it's during a work meeting or at a school function.

6. MAKE YOUR BED EACH MORNING

Admiral William H. McRaven said that the first step to changing yourself and potentially the world is to make your bed every morning. You will have accomplished the first task of the day and it can give you a small sense of pride to tackle task after task. All it takes is one step to start a long journey.



Personal growth involves taking inventory and making gradual improvements and alterations in areas that require attention.



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How to make more money as a freelancer

Workers who take in-depth looks at their lifestyles may find that traditional nine-to-five jobs may not be as lucrative or preferable as they believe. Individuals who harbor a desire to improve both productivity and profitability may consider freelancing.

WHAT IS FREELANCING?

According to the job hunting experts at Indeed, freelancing is an arrangement in which a self-employed person works on different projects for multiple clients. As a freelancer, you can determine how involved you will be while working, including how many projects or clients you take on at one time.

MAKING FREELANCING MORE PROFITABLE

Businesses are seeking talented freelancers to solve problems across every industry, skill set and job. That has increased demand for freelancers. The online financial guide Collecting Cents says freelancers are contributing \$715 billion in earnings to the economy, so it's possible to do well with a freelance career. And thanks to the global pandemic, companies are more open to having partial or entirely remote teams on board, making freelancers even more attractive.

Freelancers are responsible for finding their own clients and making earnings goals, and the following are several ways to earn more.

- Pick a lucrative niche. Find a niche that offers the best chances for competitive rates. A graphic designer, for

example, may highlight a specific design style. A freelance writer may zero in on health and medical writing.

- Conduct an efficiency test. Figure out how much time is spent on each client and how you can streamline your efforts and/or avoid clients that eat into your time and profits. Identifying weaknesses helps you become more efficient and profitable. Also, planning your day and how it will be split up among tasks can help.

- Treat your business like a business. As an independent contractor, it easily can begin to feel as though work is a hobby. But that won't bring in income or get your career moving in the right direction. Schedule regular work hours, don't sell your skills short and know when to say yes or no to a project or client. Don't take on more work if you can't handle it or your results may suffer.

- If you can't raise rates directly, upsell services. New work and increased revenue can come by a simple upsell. An interior designer may be able to work on one room, but upsell services by offering professionally curated accessories for another room for a slightly higher "package price."

- Create and maintain an online presence. Social media is key to building your business and maintaining a stable of clients. Plan social media content updating into your weekly calendar.

Freelance work can be lucrative for those who want to explore this expanding sector of the economy.

3 employee retention strategies



For many employees, their job means more to them than simply earning a livelihood. In addition to offering a competitive salary, here are three strategies you can use to help retain your employees.

1. Hire inspiring managers

Your employees' immediate manager can directly impact their work environment. Consequently, choose leaders that have strong interpersonal skills and inspire commitment.

2. Create new opportunities

If your employees are assigned the same tasks day after day, they may question their role within the organization. Therefore, regularly assign your employees new responsibilities and

create a strategy for career progression that will make them feel like their skills and expertise are valued.

3. Don't overwork your staff

Many employees are dedicated to their company's success and will go above and beyond to get the job done. Although this attitude is a definite advantage, it can be harmful in the long term. For example, the employee may run out of energy or feel overwhelmed and quit. Therefore, it's crucial to make sure employee workloads are manageable.

In short, being mindful of your employees' well-being can improve your company's overall productivity.

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Did you know?

Firms on the lookout for ways to manage employees' time more efficiently may want to reconsider their approach to meetings. A recent study on meetings commissioned by Verizon Conferencing found that an overwhelming majority of professionals who are considered heavy meeting-goers admitted to an array of behaviors that suggest meetings aren't as productive as employers may believe. Ninety-six percent of respondents admitted to having missed meetings in the past, while 91 percent acknowledged daydreaming during meetings. In addition, 73 percent of respondents did other work during a meeting, while 39 percent acknowledged falling asleep.

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According to a 2019 Bureau of Labor Statistics survey of baby boomers, the average number of jobs held in a lifetime is 12. Women spend slightly less time in companies than men. In its 2018 Employee Tenure Summary, the BLS reported that the median tenure for women is 4 years and 4.3 for men. However, women hold nearly as many jobs as men across their careers, despite some taking time off to raise children. Comparatively, women hold 12.1 jobs to men's 12.5. Certain industries lend themselves to higher rates of tenure. Federal government employees, for example, have long rates of tenure, while the shortest average tenure belongs to workers in the lei-

sure and hospitality sector, according to the career experts at Zippia. Columbia College Calgary reports similar trends in Canada, where the average individual has about 15 jobs in a lifetime. Studies suggest that Canadians in Generation Y tend to hold positions for 2.7 years, Generation X at 3.4 years, and Baby Boomers for 12 years.

◆◆◆

Mentors have been driving forces behind the careers of some of the world's most accomplished individuals. According to the mentoring platform PushFar, 97 percent of individuals with a mentor feel those mentors are highly impactful and valuable, while 87 percent of mentors and mentees say that their mentoring relationships make them feel empowered and more confident. Women may benefit from mentors now more than ever, due to the greater disparity in the workforce brought on as a side effect of the COVID-19 pandemic. According to the Washington Post, around 52 million women worldwide were left jobless due to the pandemic. Estimates indicated the departure of women from the workforce would cause an \$885 billion weakening of the economy over the following two years. Mentors can be vital in helping women define their ambitions in the workplace. Mentors also can bolster self-confidence and motivation to find new, stable jobs. Mentoring can provide women with

the right skills and knowledge to excel in any industry. Seventy-one percent of Fortune 500 companies report having mentoring programs. Forbes indicates 76 percent of people think mentors are important, but only 37 percent have one. McCarthy Mentoring states that 25 percent of employ-

ees enrolled in a mentoring program had a salary-grade change, compared to 5 percent of workers who did not participate. In addition, mentees are promoted five times more often than those who are not in mentoring programs.

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The importance of using vacation time

How many employees have wished for a shorter work week, especially when it's only Tuesday and Friday is nowhere in sight? Though many professionals wish they worked fewer days each week, those same individuals likely aren't taking advantage of their hard-earned vacation time.

According to the "2018 State of the American Vacation" report from the U.S. Travel Association, more than half of all working Americans have unused paid vacation days. According to the USTA's Project Time Off, Americans are taking roughly one less week of vacation per year than they did in the mid-1970s, and the trend continues to decline. It's not much different in Canada. A 2020 ADP survey found that 49 percent of working Canadians were taking less or no vacation time during the holiday season. Fifty percent of women and 37 percent of men reported that they took less than half of their allotted time off that year.

Workers cite several reasons for skipping vacations, including feeling an obligation to employers or worrying that taking time off may make them stack up poorly against coworkers when being reviewed for promotions or raises. However, failing to take vacation has notable consequences that should not be ignored. Here's why individuals should make vacations priorities.

AVOID HEALTH CONSEQUENCES

A study published by the National Center of Biotechnology Information found that men who were at risk for heart disease and skipped vacation were 30 percent more likely to have heart attacks than those who took extended time off during the year. Similar effects occur in women. Taking little or no time off also



could put individuals at increased risk for anxiety, depression, obesity, insomnia, and other stress-related illnesses, particularly among females. Simply taking a vacation or two per year can help tame stress and improve individuals' long-term health outlook.

GET A BRAIN BREAK

Focusing attention on new scenery and activities for a week or more can improve performance upon returning to work. The USTA also indicates having a vacation to look forward to can motivate individuals to

finish a project or report in a timely manner.

ENJOY HIGHER JOB SATISFACTION

The Society for Human Resource Management said that 78 percent of human resources directors found that employees who took more vacation days reported higher job satisfaction. That could be because vacations help people feel less stressed and generally happier, which can extend to the workplace.

DEVELOP STRONG BONDS WITH FAMILY

Having fun with the family away from the distractions of daily life is a major advantage of vacationing. Few families have consistent time to spend together, but vacations enable everyone to take a break from the routine frenzy and focus on one another.

It's tempting to skip vacations to be more productive, but workers actually may be doing their productivity a disservice by failing to rest and recharge.

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