

"It's not what you know, or even who you know, but who knows you, what they know of you, and what they think of you. Mostly, THAT they think of you!"
—Darrell W. Gurney, The CareerGuy™

Books • Speaking • Workshops • Online Programs • Consulting



Darrell W. Gurney

Speaker, Author, Career/Exec Coach
 "The CareerGuy"™

DARRELL W. GURNEY, CPC, CCMC, JCTC, and Licensed Spiritual Counselor has been focused on career fulfillment for over 28 years. He has supported thousands of individuals to make profitable career transitions. Author of several books, including *Headhunters Revealed!*, *Never Apply for a Job Again*, *Finding the S Spot*, and his newest body of work, *The Back Forty*, his work has been endorsed by business leaders such as Harvey Mackay, Keith Ferrazzi, and Dr. Ivan Misner.

Darrell has been featured and quoted in US News & World Report, CBS MoneyWatch, Wall Street Journal Radio, Forbes and Fortune magazines. He is a featured speaker at local and national events and professional and trade associations. He has served in worldwide outplacement organizations, including Lee Hecht Harrison and Right Management, and consults corporations with special emphasis in the Entertainment industry. The Networking Expert for BeyondB-School.com, he also brings his inspiring messages of "stealth" networking and personal branding to MBA and undergraduate programs nationwide, including Harvard, Tulane, Wake Forest and Belmont Universities. His most recent online study program on Udemy.com, "Dream Job Lifeline", registered over 1100 students within the first 3 months.

Presentations: These interactive, results-oriented sessions inspire audiences on effective job search, networking and self-marketing efforts. Keynotes, 1-2hr talks, full-day programs customizable. See more at CareerGuy.com/Speaking-Workshops and CareerGuy.com/MBACSEA-Student-Empowerment

Never Apply for a Job Again: Break the Rules, Cut the Line, Beat the Rest (Based on the Amazon Bestselling Book)

In good economic times or bad, as an employee or entrepreneur, it pays to know how to connect effectively and stay connected. 80% of all jobs are filled before posting, and business goes to those in the know. Folks in webs of connection always hear first.

Attendees will:

- Realize how passions are the best avenues for creating connections
- Understand the awesome power of research-based relationship development
- Discover how to penetrate the doors and hearts of industry experts
- Learn the 10 Time-Tested Principles of an effective stealth career campaign

Personally Branded! Your Presence, Your Brand, Your Pitch!

Why have a personal brand? Because otherwise your story, skills, abilities and resume sound and look like everyone else's. To show up distinct and unique is the key to staying top of mind in a world of high competition. Personal branding makes it so.

Attendees will learn to:

- Draw upon unique patterns of success to arrive at the truth of their essence
- Package and convey who they are through a powerful, proven system
- "Brand" themselves in a 30-second pitch that has them stand out from the crowd
- Boldly step out of the comfort zone to meet, greet, and find the treat in connections
- Network with power players of influence for the keys to their next opportunity

MBA and Undergraduate Presentations of the Above...and More!

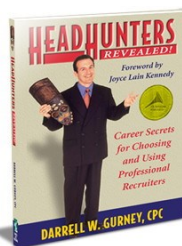
Graduation doesn't guarantee work, much less the start of a happy career. Insightful presentations on the above subjects and more are conveyed to undergrad and MBA students in a language they can understand, retain and utilize. These methods have been taught to Harvard, Tulane, Wake Forest MBAs, undergrads and more.



Never Apply for a Job Again! Break the Rules, Cut the Line, Beat the Rest

"Darrell Gurney will help you open the back door to your next career move."—Harvey Mackay, author of the #1 Bestseller *Swim With The Sharks Without Being Eaten Alive*

Headhunters Revealed! Career Secrets for Choosing and Using Professional Recruiters



- Clarion Award for Best Book, from the Assn for Women in Communications
- Publishers Weekly Review

Schedule Darrell to speak at your next event!

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TheBackForty.com

Udemy.com/DreamJobLifeline

