

Find Your Fit Press Release

New ATD Book Helps Master the Internet Age Job Search

Morganville, NJ (September 20, 2016)—*Find Your Fit* (October 2016), a new book from the [Association for Talent Development](#), is an ambitious project designed to help people of all ages land a job that they'll love.

A recent Gallup survey found that just 32 percent of U.S. workers are engaged in their jobs. Engaged employees are defined as those who are involved in, enthusiastic about, and committed to their work based on their ratings of key workplace elements, such as having an opportunity to do what they do best each day.

So what can employees and job seekers do to help themselves be more satisfied and engaged at work?

With insights from 16 experienced career coaches, *Find Your Fit* offers detailed advice on how to identify the right type of workplace and work backwards to find it. It walks job seekers through the specifics of building a personal brand all the way down to developing a winning LinkedIn profile. Readers will gain a deep understanding of where to focus their networking efforts and how to develop an effective resume for use both online and off.

Find Your Fit is edited by Sue Kaiden, a career coach with more than a decade of experience helping people find their career fit. "Finding your perfect job starts by understanding what you want out of your work and pinpointing why you want it," said Kaiden. "The next step is to match your preferences, preferred skills, and personality to a company of the right size, culture, and philosophy, instead of hoping that your resume draws you to the right place."

Find Your Fit shows readers how to:

- Answer basic questions such as: What do I want to do with my career? Where should I do it? How do I get there?
- Identify the ideal work environment using a personal inventory of skills, interests, and values.
- Shape their online identity and use social media to find a job.
- Network more effectively by focusing on people, not job openings.
- Anticipate the pre-employment assessment, including the social media review.
- Ace the interview and salary negotiation process.
- Gain experience and move up or consider a job change.
- Manage contract work or consider self-employment.
- Effectively job hunt abroad.

Find Your Fit is available to librarians, career centers, and other reviewers on [NetGalley](#) through November 20, 2016. Professors are invited to request a desk copy from the publisher at www.td.org/DeskCopy.

Visit www.td.org/FindYourFit to read a sample chapter.

One of the authors of *Find Your Fit*, Michelle A. Riklan, Director of [Riklan Resources](#), is located in the New Jersey/New York area. Riklan wrote chapter five of the book, titled “Crafting an Effective Resume” and can be reached for comments about the book at Michelle@RiklanResources.com.

About ATD

The Association for Talent Development (ATD) is the world’s largest professional membership organization supporting those who develop the knowledge and skills of employees, improve performance, and help to achieve results for the organizations they serve. Originally established in 1943, the association was previously known as the American Society for Training & Development (ASTD).

ATD’s members come from more than 120 countries and work in public and private organizations in every industry sector. ATD supports talent development professionals who gather locally in volunteer-led U.S. chapters and international member networks, and with international strategic partners. For more information, visit www.td.org.