



# Coatesville

## Medical Center

### Work Restoration

**Inside this issue:**

Health/Safety	4
Assessing Yr Skills	1,3
Pay Calendar	2
Telephone Numbers	2
Local Transportation	2
Web Address	3

Of course there is no formula for success except perhaps an unconditional acceptance of life and what it brings.

**Arthur Rubinstein**

### **Assessing Your Skills** **What Makes You Different from All the Others?** *by Carole Martin*

Gina had recently been laid off after working as a marketing manager in a high tech company for the past five years. She was distracted as she walked through the aisles of the supermarket. She was thinking about ways to market herself into a new job. She stood in front of the cereal selection, overwhelmed by the number of brands to choose from -- more than 100 varieties.

Suddenly, it dawned on her: This must be what it's like for hiring managers to look at all those resumes received in answer to ads and postings. How do they choose? What do they look for? How does one get selected? How can I make my product stand out?

#### **The Packaging**

The packaging on the cereal box is certainly the start. Eye-catching colors and descriptive words will draw attention -- low fat, energy boosting, added vitamins -- all the things consumers are looking for. But what are employers looking for? The words you choose will be key. Using words that will interest the companies will grab their attention.

#### **The Ingredients**

The list of ingredients -- the skills you have to offer -- is also important. Gina couldn't wait to get home and write down her skills and what made her unique to the position. She had a new slant to explore.

She remembered reading in a book that skills can be grouped into three categories:

- Skills learned through past experience and education (knowledge-based skills).
- Skills you bring with you to any job (transferable or portable skills).
- Personal traits, the things that make you who you are.

#### **The Assessment Tool**

Gina divided a piece of paper into three columns and labeled them with "previous experience," "portable skills" and "personality," the three P's of marketing.

In the "previous experience" column she wrote:

- Marketing knowledge
- Communications skills
- Vendor management

cont'd on p. 3

## Local Public Transportation



Bus Service: KRAPF'S TRANSIT (610-431-6015 or

[WWW.Krapfbus.com](http://WWW.Krapfbus.com))

The "Coatesville Link" provides transportation to and from Coatesville between 6:47 am to 6:47 pm. A bus stop shelter for the Link is provided in front of bldg #2.

The "A Route" provides transportation along business route 30 from Coatesville to Exton and then continues south along 100 to West Chester between the hours of 5:26 am to 10:00 pm for most destinations.

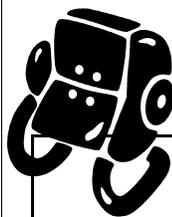
### Taxi Service

Downingtown Cab provides taxi service to the general Coatesville area from 6:00 am to 4:30 pm. (Information, 610-384-2900)

Rainbow Cab provides taxi service in the general West Chester area. (Information, 610-696-6060)

For assistance in utilizing public transportation for employment related activities contact:

Dave Berk 610-384-7711 ext. 5669  
Bill Luff 610-384-7711 ext. 5670



### Telephone Numbers

Kathy Renfroe	5287
Dave Berk	5669
Neil Cholminsky	5284
Joe DiFalco	5292
Bev Donohue	5292
Jeff Drexel	4311
Gail Gregory	5289
Charity Illes	5274
Bill Luff	5670
Al Morton	4859
Sandy Nielsen	5292
Leslie Nissley	2251
Bob Seiberling	5288
Marsha Watson	2254

## September 2003

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

## October 2003

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

## November 2003

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

### Calendar Legend:



Veteran Industries Pay Days  
Pick up from the Agent Cashier  
Thursday 8:15 am to 3:00 pm  
Friday 8:15 am to noon

(Continued  
from page 1)

- Press and industry relations
- Web channel marketing
- Product development
- Computer skills

Under "portable skills" she wrote:

- Customer focus
- Communications
- Writing skills
- Very organized
- Good at coordinating
- Team leader
- Problem solving
- Project management
- Excellent follow-through
- Good with budgets and numbers
- Time management

In the "personality column" she wrote:

- Self-starter
- Independent
- Friendly
- Well-organized
- Quick learner
- Good judgment
- Good attitude
- Creative
- Analytical
- Flexible
- Good sense of humor
- Goal-directed

When she was finished, she sat back and checked the list over. She was surprised at how easily the list had come together. By dividing the skills, the task became manageable. Trying to look at everything at once is like looking at those cereal boxes.



Getting words on paper is one of the most difficult steps of putting your "ingredients" list together. This is a good exercise for anyone beginning the search process, or as a periodic check or inventory. Gina can now use the list to put together her resume, write a summary statement or compose a personal statement. The skills will be the foundation of the strategy she will use to sell herself. She still has some work to do before she can take her product to market, but she certainly has made a good start.

Copyright 2003 - TMP Interactive, Inc. All Rights Reserved. You may not copy, reproduce or distribute this article without the prior written permission of TMP Interactive. This article first appeared on Monster, the leading online global network for careers. To see other career-related articles visit <<http://content.monster.com>>.

## WHAT DOES IT MATTER ANYWAY?

By Kathy Renfroe

Lately, there seems to be an attitude from the participants in the program that nothing matters and that there are no consequences.

'I am just a patient here, I am not employed here, I don't care, I don't care!'

Actions speak louder than words. Some people's actions say to others: Does it really matter that I am late today? Does it really matter that I am not honest concerning my program and with *myself*? Does it matter what comes out of my mouth? Does it really matter that I didn't really do what I said? Does it really matter that I didn't clean that office, deliver that mail, or help that veteran? Does it matter how I present myself to others?

YES! It really does matter! When you are a participant in Work Restoration, you are an example to the staff, the families of those who work here, and other veterans who attend the VA, that positive changes CAN happen to individuals. When you are a participant in the Work Restoration programs you are a billboard that tells others of the positive changes that can occur if given a chance. Likewise, that billboard can advertise negativity if the participant chooses to do so. By your actions, others will or will not be able to follow and have an opportunity to get themselves together.

The journey of a 1,000 steps begins with the First Step. The staff of the Homeless Domiciliary (which includes Work Restoration) are here to help you help yourself.

***It does matter what and how you do things.***

You have to leave the city of your comfort and go into the wilderness of your intuition. What you'll discover will be wonderful. What you'll discover will be yourself.

**Alan Alda**



## Health and Safety Reminders

1. Make sure you discuss with your work site supervisor proper fire and severe weather evacuation procedures.
2. Discuss with worksite supervisor protective clothing and wear as recommended.
3. Report any unsafe work conditions or potentially unsafe conditions.
4. Report any injuries to your worksite supervisor immediately and to a member of the Work Restoration staff.