



Parley Acker, founder of CareerWon, has 25 years of experience as a career coach, counselor and human resources executive.

Parley's early career included roles as an occupational counselor, therapist and

leadership selection consultant. He then spent 14 years as a human resources executive with companies that include General Electric and Citigroup. As Senior VP at Citi Cards, Parley led a human resources organization for a \$17 B business. His knowledge of how organizations recruit and develop their people has proven invaluable in helping his clients choose careers, improve performance and compete for the best jobs.

Parley holds an M.A. in Organizational Psychology from the State University of New York. He is a member of the executive advisory board for the Marist College School of Graduate and Continuing Education and is a career mentor for the University of Texas at Dallas.

Parley is also a contributing writer for Burb Living Magazine and a member of the International Coach Federation, the Society for Human Resources Management, the Career Management Alliance, Habitat for Humanity and the Coppell Counseling Center.

Parley is dedicated to helping each and every client find success, balance and happiness in their careers.

Parley,
"I wanted to let you know that I found the practice interview sessions very helpful and I appreciated your candid insights and input. I think with CareerWon, you are onto something great and have every confidence it will be a big success!"
Marketing Professional, Dallas, TX

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*"The best way to
predict the future
is to create it."
Peter Drucker*

CareerWon™
For Professionals



CareerWon™
Your future is our focus

careerwon.com
214-295-8395

CareerWon is a career exploration and management firm focused on helping people achieve success, balance and passion in their careers.



"It is never too late to be what you might have been."

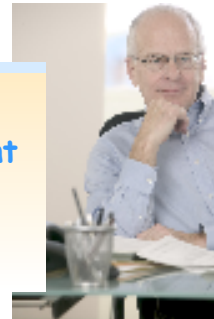
George Eliot

Professionals seeking greater success, fulfillment or simply a better job



Women returning to the workforce

Retirement Careers



Outplacement



Our Services

Our services for professionals are flexible and designed to help clients achieve a variety of goals. Services, including outplacement, are custom tailored for each client and include:

• PathFinder

- ▶ Explore career options that match your talents and passions based upon several validated assessments and one-on-one evaluation and discovery sessions
- ▶ Plan future career and personal goals

• Packaging

- ▶ Determine your "Personal Brand" which will help you evaluate opportunities and convey your unique value proposition to employers (beyond experience & education)
- ▶ Prepare an attention getting resume — the resume gets you the interview, the interview gets you the job
- ▶ Work with our style/image consultant to dress for success

• Presentation

- ▶ Develop exceptional interviewing skills via mock interview practice and feedback sessions
- ▶ Effectively communicate your unique value proposition, including skills that will set you apart from other candidates

• Prospecting

- ▶ Launch a successful job search campaign and uncover the best jobs available through effective prospecting and networking (75% of all available jobs are not advertised)

• Performance/Executive Coaching

- ▶ Improve performance and overcome barriers to success

"Success is not final and failure is not fatal."
Anonymous