Retool and Get Back to Work.....

June 2011

Chief Executive Officer

Center for Professional Studies

Agenda

What we are going to talk about

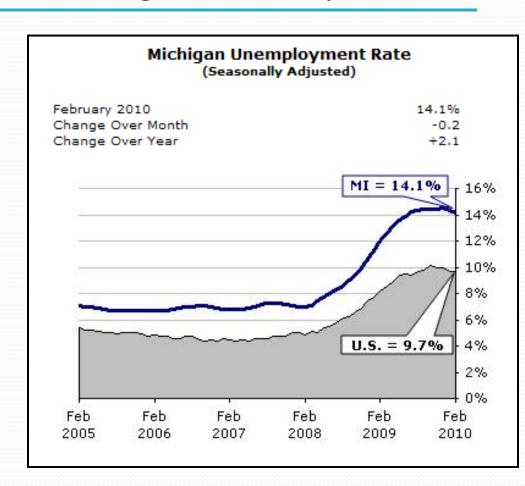
- Situational Analysis
 - Where are we and where are we going
- Develop Your Plan
 - What works for you with your specific skills and interests
- Show Me the Money
 - How can you acquire funding for this investment
- On the Job Application Experience
 - Demonstrate your skills without a job
- Network, Network, Network
 - Getting your story out there
- Develop your marketing plan
 - Key tools and techniques
- The Center for Professional Studies
 - What has worked for CPS students.

Situational Analysis.....

Where are we and where are we going

Recent changes to the Michigan economy

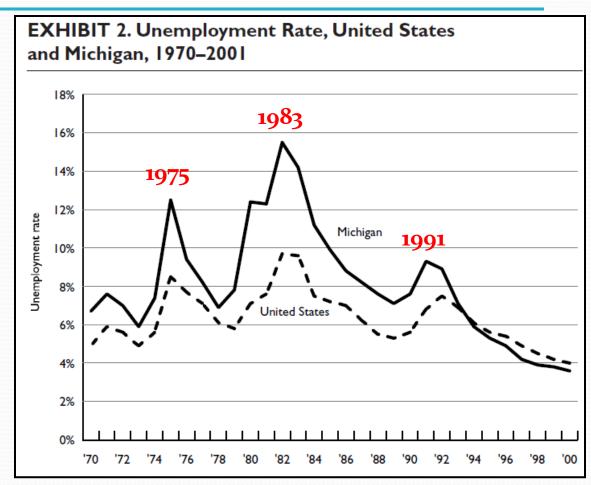
- United States at 9.7% unemployment rate
- Michigan at 14.1% unemployment rate
- Ford leveraged with loans
- General Motors bankruptcy
- Chrysler bankruptcy
- Multiple Tier suppliers bankruptcies
- Other employers impacted by the collapse of automotive jobs
- All companies have scaled back to a skeleton staff.



The past cycles of the Michigan economy

- 1975
 - Oil price skyrocketed
 - Impacted domestic auto industry
- 1983
 - Oil price skyrocketed
 - Impacted domestic auto industry
- 1991

- Oil price rose
- Impacted domestic auto industry.



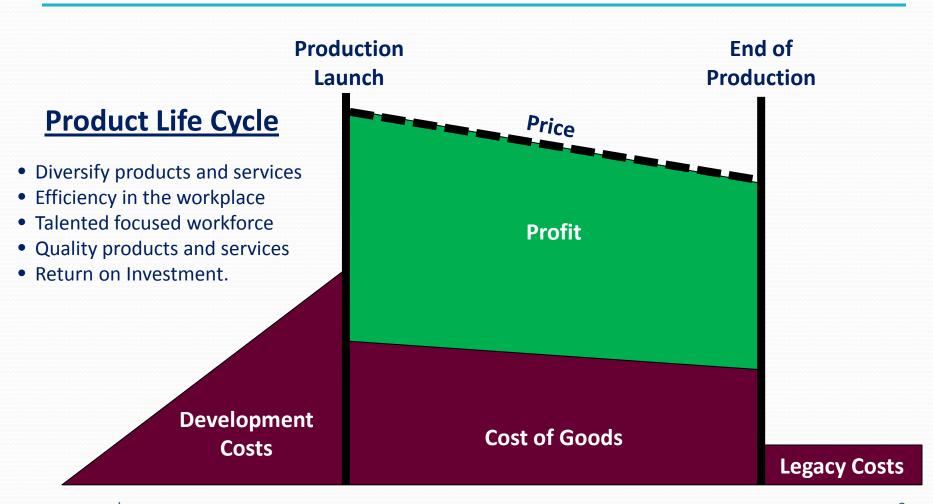
What changed in each of these comebacks

- 1975
 - Focused on developing fuel efficient cars and quality
 - Companies doing more with less employees
 - Large car sales returned and we did not fundamentally change
- 1983
 - Focused on developing fuel efficient cars and quality
 - Companies applying technology tools
 - Truck sales grew
- 1991
 - Focused on developing fuel efficient cars and quality
 - Companies outsourcing to low-cost countries
 - Truck sales returned and we did not fundamentally change.

Predictions of the 2010 – 2011 comeback

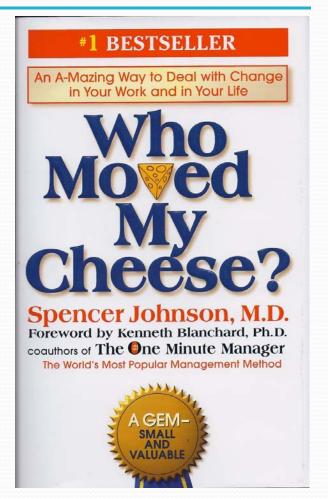
- Predicting the comeback is essential to your future employment
 - Get yourself ready with relevant skills where you can flourish
- Diversifying Michigan's economy
 - Manufacturing what else can we make that is in-demand?
 - Services what can we provide that adds value?
 - Healthcare what can we do in this growing industry?
 - Film what skills can you add to this volatile industry?
 - Alternative Energy how can you be prepared?
 - Tourism what can you do in this growing Michigan industry?
- Employers need to change
 - What are they going to do?
- Employees need to change
 - What should you do?.

Employers need to fundamentally change



Employees need to fundamentally change

- Humorous story of how we deal with change
- Quick read to learn about ourselves
- 4 key characters and how they adapt to changing circumstances
 - Sniff sniff out change early
 - Scurry who scurries into action
 - Hem who denies and resists change
 - Haw who learns to adapt in time
- Whatever parts of us we choose to use, we all share something in common
- We need to find our way in the maze
- We need to succeed in changing times
- How do we find our way in change?.



Source: ISBN 0-399-14446-3

Develop your plan.....

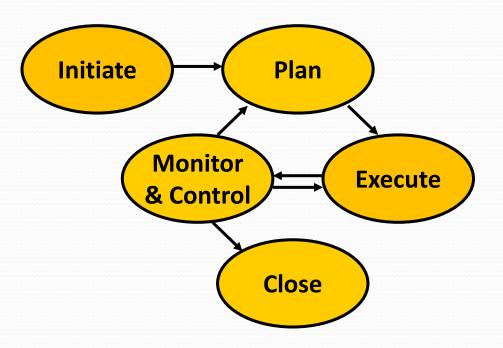
What works for you, with your specific skills and interests

What is your correct path?

- There are no absolute answers
 - Every person has a different path
 - How do you develop your own personal plan?
- Define and evaluate your personal specific goals and objectives
- Define a specific plan that maximizes your strengths and interests
- You own the development of the plan for your future
- Personal pressure
 - Do you have the right plan?
 - Are you putting yourself in position to flourish in your next career?
 - You are betting your plan will provide for your family's future
- You need to make a decision and start down a path
 - If you do not make a decision, you just made a decision.

Make this your project

- Project Management Institute
- www.pmi.org
- Managing your project through the process groups
 - Initiate
 - Plan
 - Execute
 - Monitor and Control
 - Close.



Initiate your plan

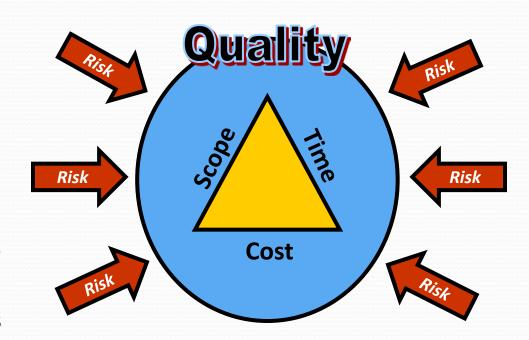


- SWOT analysis technique, the person in the mirror
 - Strengths list what do you do best
 - Weakness list what you struggle with
 - Opportunity list what is evolving that fits your skills and interests
 - Threats list what could mess up the plan, more change
- List the emerging industries that meet your goals and objectives
- Talk to friends and family about you and your formulating plan
- Seek out trusted seasoned mentors advice
- Network with your peers and understand their plan
- Listen to all of these voices
- Make your own decision.

Detailing out your plan



- Scope
 - Industry and career chosen
 - Skills required
 - Key tasks required
- Time
 - Timing of the specific tasks
- Cost
 - What is the investment
 - Maintaining your commitments
- Quality
 - Certified recognized credentials
- Risk
 - Dynamic changes to environment.



Executing my plan



- Scope
 - Industry and career chosen
 - Skills required
 - Key tasks required
- Time
 - Timing of the specific tasks
- Cost
 - What is the investment
 - Maintaining your commitments
- Quality
 - Certified recognized skills
- Risk

- Attend career seminars
- Attend industry shows
- Obtain credentials
- Make sure you complete the tasks on time
- Control your investment budget
- Maintain your personal budget
- Join organizations around your credentials
- Dynamic changes to environment.
 Keep an eye on change, modify your plan.

Monitor & Contro

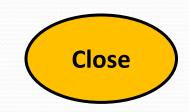
What are the key metrics to watch?

- Scope
 - Industry and career chosen
 - Skills required
 - Key tasks required
- Time
 - Timing of the specific tasks
- Cost
 - What is the investment
 - Maintaining your commitments
- Quality
 - Certified recognized skills
- Risk
 - Dynamic changes to environment.
 What changes impact your plan?.

- When are the career seminars?
- When are the industry shows?
- Are these relevant credentials?
- Make sure you complete the tasks on time
- Are you on budget?

- Are you obtaining the credentials?

Completing my plan



- Scope
 - Industry and career chosen
 - Skills required
 - Key tasks required
- Time
 - Timing of the specific tasks
- Cost
 - What is the investment
 - Maintaining your commitments
- Quality
 - Certified recognized skills
- Risk
 - Dynamic changes to environment.
 Market the new credentials.

Credentials obtained

- How long did it take?
- Were you on budget?

- Credentials obtained

Show me the Money.....

How can you obtain funding for this investment

Who is going to invest in my plan?

- The government has funding programs that will invest in you for retraining to help you get back to work
- You need to understand:
 - What type of funding programs are you eligible for?
 - Where does the money come from?
 - What the caseworker requires to justify the investment?
 - What are the rules and requirements of the funding?
 - What type of reporting is required during training?
 - What type of reporting is required after the training is completed?
- We are all taxpayers
 - We want to ensure our investments have a return
 - If you get back to work quickly, you get to pay taxes sooner
 - The government (us) gets a return on their investment.

Funding origination and regulations

- Federal Department of Labor provides funding with regulations attached
- Lansing receives the monies with regulations attached
- Lansing distributes the money to the 25 different Workforce Development Boards (WDB) with more regulations attached
- These WDB non-profit organizations help the unemployed:
 - Unemployment benefits
 - Career counseling
 - Placement services
 - Training benefits
- Lansing requires regulations for distribution of these services and funds
- These 25 different Workforce Development Boards (WBD) allocate funding to each individual MichiganWorks! office with more regulations attached

Each MichiganWorks! office adds their own regulations.

MichiganWorks! offices



- Where are they located
 - Throughout the State of Michigan
 - Website will list offices by county
- How do you choose a MichiganWorks! office to work with
 - You do not have to go to the one closest to your home
 - Find one that meets your needs
 - Ensure they will service you
 - Understand their processes
 - Understand their reporting info
 - Funding availability
 - Resources available at the office.



http://michiganworks.org/agencies/map/

Source: <u>www.michiganworks.org</u>

MichiganWorks! offices



- Workforce Development Boards allocate funds to the MichiganWorks office
- Each of these MichiganWorks! office have different processes, justification and techniques to allocating funding
- They usually have caseworkers assigned and organized by the various funding programs they administer
 - Trade Adjustment Act (TAA)
 - No Worker Left Behind (NWLB)
 - National Emergency Grant (NEG)
 - Incumbent Worker (IW)
- The caseworker assigned to the client have to adhere to all regulations and procedure requirements of all funding sources
 - Federal, Lansing, Workforce Development Board (WDB) and MichiganWorks!

They have to have everything in order to be able to pass an audit.

The caseworker



- Must comply with all of the regulations from all funding sources
- Measured on the ability to pass an audit on each of these requirements
- They are subject to audits by each of the funding regulations:
 - Federal
 - State of Michigan
 - Workforce Development Board (WDB)
- They are focused on ensuring they are complying with all of the regulations
- They are handling more than 3 times the volume of cases
- Money is tight, due to low tax income
- Each MichiganWorks! office has been allocated specific money
- Many MichiganWorks! office have run out of money

Money is flowing slower due to tight budgets.

The process



- Long delays at the MichiganWorks! offices
 - Long lines to obtain information and approval
- They are stuck in a process that is not efficient, but it is required by the various regulations they must adhere to
 - Application for acceptance
 - Documentation to verify compliance
 - Verification of skill level of candidate
 - Interest of candidate
 - Training plan of candidate
 - Path to employment of candidate
 - Local MichiganWorks! office approval of plan
 - Lansing approval of training plan
 - Federal approval of training plan.

Trade Adjustment Act (TAA)



- Overall rationale of program
 - The Federal government is willing to invest in unemployed individuals to develop in-demand skills, tools and techniques to help them adjust to a new trade since their current trade jobs have disappeared
- Funding source
 - Federal government
 - Website <u>www.doleta.gov/tradeact/benefits.cfm</u>
- Who is approved for this program
 - Each company is approved for TAA by location
 - Search website <u>www.doleta.gov/tradeact/taa/taa_search_form.cfm</u>
- What is the funding level
 - Up to \$30,000 in approved training
- Regulations
 - Federal funding program
 - Administered by the MichiganWorks! office.

No Worker Left Behind (NWLB)



- Overall rationale of program
 - The State of Michigan is willing to invest in unemployed individuals to develop in-demand skills, tools and techniques so they can get back to work
- Funding source
 - State of Michigan
 - Website <u>www.michigan.gov/nwlb</u>
- Who is approved for this program
 - Unemployed individuals collecting Michigan unemployment
- What is the funding level
 - Up to \$5,000 per year for a maximum of 2 years
- Regulations
 - State of Michigan funding program
 - Administered by the MichiganWorks! office.

National Emergency Grant (NEG)



- Overall rationale of program
 - The Federal government is willing to invest in unemployed individuals to develop in-demand skills, tools and techniques so they can get back to work
- Funding source
 - Federal government through administration by the State of Michigan
 - Website www.doleta.gov/neg/
- Who is approved for this program
 - Unemployed individuals collecting Michigan unemployment
- What is the funding level
 - Up to \$4,000
- Regulations
 - Federal funding program
 - Administered by the MichiganWorks! office.

Incumbent Worker (IW)



- Overall rationale of program
 - The State of Michigan is willing to invest in existing employees to develop skills that will help keep them employed or advance them within the organization
- Funding source
 - State of Michigan
- Who is approved for this program
 - Existing employees of current employers that can state a case to avoid layoffs or employee development leading to expanded skills and capabilities
- What is the funding level
 - Normally from \$30,000 to over \$100,000 per company training plan
- Regulations
 - Submittal of a training plan documenting the rationale of the training
 - State of Michigan funding program
 - Administered by the MichiganWorks! office.

Value Proposition

- To approve any funding event the caseworker must justify the investment
- Typical information they need to obtain approval
 - Why do employers need this career?
 - Is this career in demand and growing?
 - What specific skills, tools and techniques are required?
 - What credentials does the career require?
 - What is the data on the job openings in Michigan and Nationally?
 - What are the salaries in this career?
 - Who is going to provide the credential?
 - How does that provider stack up to the competition?
 - How long is the program?
 - How much does the program cost?
 - Summarize the value proposition of the selection.

What action should you take?

- You do not want to waste your time
 - Takes too long
 - Very frustrating due to paperwork and meetings
 - There is limited money
 - You will get a job soon, so why bother
 - You do not need this complication with all my personal pressures
- Maybe it is not a waste of time
 - Get started on the process for approval
 - Get to the approval point, then you wait for the money to hit
 - Makes you think about what you should be doing
 - Helps you develop your plan to regain employment
 - You can continue your studies if you get a job during classes

Remember, credentials last forever, jobs do not!.

On the Job Application Experience.....

Demonstrate your skills without a job

On the Job Application Experience

How do you show professional activity?

- Many professionals have been out of work around 1 year
- Not been active in any organization and skills are becoming fuzzy
- All the projects at home are now completed
- In a job interview it is hard to demonstrate recent professional activity
- What can you do?
 - Get involved in industry groups
 - Network with career groups
 - Attend many seminars and shows
 - Take classes to develop your skills
- In a job interview after taking these steps
 - You can talk about what you are doing to move forward
 - Show portfolio of work done during this time that applies

Busy people get things done!.

On the Job Application Experience

Expose yourself to new experiences









www.cpspoly.com

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Network Network Network.....

Getting your story out there

Network, Network, Network

You have to change the way you think

Salary Range	Published Jobs	Unpublished Jobs
Over \$200k	5%	95%
\$150k to \$200k	10%	90%
\$101k to \$150k	25%	75%
\$50k to \$100k	50%	50%
Below \$50k	90%	10%

Network, Network, Network

Where do you spend your time looking?



Network, Network, Network

Why conventional methods no longer work

- HR Departments have been depleted
- Recruiters are swamped
- Job Boards are not maintained
- 50% of jobs are filled before they are posted
- The competition is fierce.

The key tools and techniques

Have an effective resume

- Have multiple resumes depending on the situation
 - Universal resume
 - A easily scanned resume
 - A quick response resume
 - Consider a functional resume over a chronological resume.

Royal Oak, Ml. 48073 SALI

JOHN DOE 123 Smith St.

SALES-OPERATIONS

Project Mgmt. / Budgets / P&L / CRM / Account Growth / Customer Relations / Talent Acquisition Strategic Planning / Training & Development / Acquisitions / ISO /

Strategic Planning / Training & Development / Acquisitions / ISO Multi-Site / Sales & Marketing

Orove, millions, in, sales, managing, all, aspects, of operations, and, business, development, for, Legijnestog, idealgo, and, terofocial, statificg, septices, congany, Launched new territories, secured key clientale and exceeded 525 sales goals. Trained and developed highly successful, cross-functional staff, Managaet, Jul. 294, up to, 550M, and, staff, of, 33.

- Increased revenues \$10M, building new business in new geographic markets, with four new offices
- Negotiated a strategic company acquisition, securing a prior competitor and increasing biliable sales.
- Led procedures to successfully pass compliance audit and receive ISO certification.
- Drove \$5M in additional revenues in manufacturing market.
- Reached profit margin goals for new branch in 90 days, exceeding corporate goals by nine months.

Key Skillis: Operations-oriented. A. gassign, for Jeading, and Joertoning. Track, record of delibering, unprecedenced, results. Expertitional, people, skillis. A. Janois-on, Jilgib-softens-, wipp, _gibtes__10056. Analyzes situations rapidly and works well under pressure. Well respected, easily winning cooperation at all levels.

Bachelors, Economics, Oakland, University, PMP trained.

SELECTED ACCOMPLISHMENTS

Negotiated..a..strategic..company..acquiation...eacuring..a..prior..competitor..and increasing..biliable..eajee. A competitive staffing agency presented interest in selling customer; agreements, established terms of purchase and presented to Board for approval.

Drover, \$5M., in., additional, revenues, in., manufacturing, market. Challenged, by, the Eresident, in., Increase, manufacturing, related, sales, activity..., white, also, martistring coded, development, growth. Secured, new, sales, with, mutiler, and addition, facilities, troughout, the, unities, States, Leading, in., significant increased, sales.

Use this large margin to hand write notes and personalize your resume to the specific situation.

Use a highlighter to emphasize areas of expertise you feel is pertinent to each situation.

Do's and don'ts of an easily scanned resume

- Use standard fonts (New Times Roman, Ariel, Calibri, etc..)
- Use 10 12 pt fonts
- Use separate lines for your contact information
- Keep your resume as a single column of information
- Use asterisks not bullets
- No graphics or pictures
- Avoid bold type, italics and underlining
- Use CAPS to emphasize data
- Use white paper.

Get in the game

- Preparation is key
 - Looking for a job can be a full time job
 - Have a professional sounding email
 - Build your elevator speech
 - Research
 - Track your activity
 - Be positive.

Execute your plan

- Identify growth companies
- Reach out to past colleagues
- Join associations and groups
- Attend networking functions
- Read industry blogs and news
- Continue to use job boards but don't rely on them.

Helpful research websites

Google search

Individual company websites

LinkedIn

www.hoovers.com

www.vault.com

www.industryweek.com

www.bizjournals.com

www.reportgallery.com

www.businesswire.com

company info including executives

similar to Hoovers

Top 500 manufacturers in the US

news articles

links to 2000 annual reports

news releases from 100's of companies

Military job posting boards

Air Force Civilian Employ www.afpc.randolph.af.mil

Air Force <u>www.af.mil</u>

Air Force ROTC <u>www.afrotc.com</u>
Air National Guard <u>www.ang.af.mil</u>

Army & Air Force Ex <u>www.odin.aafes.com/employment/default.asp</u>

Army Civilian Personnel <u>www.cpol.army.mil</u>

Army National Guard <u>www.arng.ngb.army.mil/Pages/Default.aspx</u>

Army ROTC <u>www.goarmy.com/rotc</u>
Coast Guard Civilian <u>www.uscg.mil/civilianhr</u>
Military Spouse Career <u>www.military.com/spouse</u>

Military.com www.military.com
My Future www.myfuture.com
Navy Reserves www.navyreserve.com

Stars and Stripes <u>www.stripes.com</u>

Today's Military <u>www.todaysmilitary.com</u>

Transition Assistance www.taonline.com
US Air Force www.airforce.com

US Army www.goarmy.com/#/?marquee=sfbt&channel=haiti

US Army Reserves www.goarmy.com/reserve/nps

US Coast Guard <u>www.uscg.mil</u>

US Marine Corp <u>www.marines.mil/Pages/Default.aspx</u>

US Navy <u>www.navy.mil/swf/index.asp</u>

US Navy Opps <u>www.navy.com</u>

Veteran Career Net <u>www.benefits.military.com/vcn/search.do</u>

VETJOBS.com <u>www.vetjobs.com</u> West Point <u>www.usma.edu</u>

Engineering job posting boards

A Job 4 Engineers

A/E/C Job Bank

Aero Industry Jobs

Amer Design Association

Amer Society of Ag Eng

Amer Society of Civil Eng

Amer Society of Mech Eng

Amer Society of Safety Eng

Boss & Associates

CAD Job Mart

Career.com

CareerMarketplace.com

CFD Online

Chemical Engineer

Civil Engineering Jobs

CIVIL jobs

Contract Job Hunter

Craigslist

Dice

EE Times

Electric Net

ElectricalEngineer.com www.cpspoly.com

www.4engineers.co.uk

www.aecjobbank.com

www.aeroindustryjobs.com

www.adda.org

Amer Institute of Chem Eng www.aiche.org/CareerResources/index.aspx

www.asabe.org

www.asce.org

www.asme.org/jobs

www.asse.org

www.bossassociates.com

www.cadiobmart.com

www.career.com

www.careermarketplace.com

www.cfd-online.com

www.chemicalengineer.com

www.civilengineeringjobs.com

www.civiljobs.com.au

www.cjhunter.com

www.craigslist.org/about/sites

www.dice.com

www.eetimes.com

www.electricnet.com

www.electricalengineer.com

Engineer Employment

Engineering Central

Engineering Job Source

Engineering News-Record

EngineeringJobs.com

Global Spec

Industrial Engineer.com

Institute for Electrical Eng

Internet Engineering Center

ISA Jobs

Mechanical Eng Magazine

Mechanical Engineer

National Society of Prof Eng

Q C Employ Me

Sales Engineer

Semiconductor Online

Society of Auto Engineers

Society of Women Eng

Tech Employment

Telecom Careers Net

The AFC Job Bank

WorldwideWorker.com

Yahoo! Hot Jobs

www.engineeremployment.com

www.engcen.com

www.engineerjobs.com

www.enr.construction.com/Default.asp

www.engineeringjobs.com

www.globalspec.com

www.industrialengineer.com

www.ieee.org/portal/site

www.interec.net

www.isa.org

www.memagazine.asme.org

www.mechanicalengineer.com

www.nspe.org/index.html

www.gcemployme.com

www.salesengineer.com

www.semiconductoronline.com

www.sae.org

www.societyofwomenengineers.swe.org

www.techemployment.com

www.telecomcareers.net

www.aecjobbank.com

www.worldwideworker.com

www.hotjobs.yahoo.com

Remember this mantra

Activity

Breeds

Activity.

Retool and Get Back to Work.....

Questions?

The Center of Professional Studies.....

What has worked for CPS students

- 1993 founded as a State of Michigan licensed educational and training institute
 - Focused on CAD and engineering tools and techniques
 - Certified by the software companies in all CAD tools
 - Conducted business and individual training
- 2002 expanded curriculum into many product development engineering tools and techniques
- 2008 business training market disappeared
- 2009 new business approach for the changing market
 - New majority owner of CPS
 - Reconfigured curriculum for certifications for the unemployed
 - Began training programs focused on getting them back to work quickly

Over 7,000 students in over 400 companies have been trained since 1993.

Overview

Programs Offered

- Designing Engineer
- Simulation / Test Engineer
- Program Management
- Lean Six Sigma Black Belt
- Business Management.

Unique Approach

- Partnering Company program
- Hands-On real life application
- Fast paced courses
- Certifications recognized in multiple industries
- Multiple certifications can be achieved
- Pro-Active job placement support
- Networking opportunities.

Value Proposition – Designing Engineer

Focused on the technical professional who will be creating new products for multiple industries. This certificate represents the successful completion of all the key skills required to develop complex products in major industries.

Prerequisite: Minimum of 5 years experience in developing products

Curriculum Leader: Daryl Patrishkoff, PMP, CEO of the Center for Professional Studies

30 years in product engineering and management of global operations

Participants: Executives, Directors, Managers, Supervisors, Product Engineers,

CAE Analysts, CAD Designers, Technicians, Sales Professionals

Industries: Automotive, Transportation, Specialty Vehicles, On-Highway, Off-Highway,

Military, Aerospace, Energy, Ecology, Alternative Fuel Products, Medical

Device Products, Consumer Products

Positions: Product Designing Engineers in multiple industries who develop multiple

types of products for production.

http://www.cpspoly.com/PDF/DE%20Value%20Proposition.pdf

Value Proposition – Simulation / Test Engineer

Focused on the technical professional who will be creating and refining new products for multiple industries. This certificate represents the successful completion of all the key skills required to analyze and validate complex products in all major global industries.

Prerequisite: Minimum of 5 years experience in product development

Curriculum Leader: Kevin Grenier, Senior Technical Specialist at LMS International

20 years in the Test and Hybrid Simulation engineering profession

Participants: Executives, Directors, Managers, Supervisors, Product Engineers,

CAE Analysts, Test Engineers, Sales Professionals

Industries: Any industry that develops products, manufactures products, assembles

products or provides a service to companies or consumers

Positions: Technical Managers, Product Design, Test or CAE Engineers, Technicians

who develop multiple types of products.

Value Proposition – Program Management

Focused on the professional who manages complex programs from concept, design, validation, launch and continuous improvement stages of development. The PMP certification is globally recognized across as an effective way to manage the organizations key corporate initiatives.

Prerequisite: Minimum of 8 years experience in managing projects

Curriculum Leader: Daryl Patrishkoff, PMP, CEO of the Center for Professional Studies

30 years in product engineering and management of global operations

Participants: Executives, Directors, Managers, Supervisors, Product Engineers,

Manufacturing Engineers, Production Engineers, Analysts, Designers, Technicians, Program Managers, Product Specialists, Sales Professionals

Industries: Any industry that develop products, manufacture products, assembles

products or provides a service to companies or consumers

Positions: Executives, Directors, Managers, Supervisors, Product Specialists and Program

Managers that mange large complex projects.

Value Proposition – Lean Six Sigma Black Belt

Focused on the professional who desires to attain a Black Belt certification which is recognized in multiple global industries. We provide a partnering company and project for your certification. Once certified, the candidate is globally recognized in all major industries as a change agent who can drive efficiency into the organization.

Prerequisite: Minimum of 5 years experience

Curriculum Leader: David Patrishkoff, President of Innovative Solutions Group

30 years in product engineering and management of global operations

Participants: Executives, Directors, Managers, Product Engineers, Manufacturing Engineers,

Production Engineers, Analysts, Designers, Technicians

Industries: Any industry that develop products, manufacture products, assembles products or

provides a service to customers

Positions: Executives, Directors, Managers, Product Engineers, Manufacturing Engineers,

Production Engineers, Analysts, Designers, Technicians.



Optimizing performance by accelerating experience

Key Contacts

Program Development

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Funding Procurement

Dennis Cavitt
Managing Director
dennisc@cpspoly.com
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Retool and Get Back to Work.....