

## Mulligan & Associates Website:

- Excellent header image for the homepage
- If the image of the book, on the left side column of the home page is a book for sale, consider placing a link to the site, on the website, where the book can be purchased, **or** place the unique item coding (from the ecommerce store), so that a visitor, to the website, can easily and conveniently purchase it in one or two clicks.
- “Helping Senior Executives, Managers, Professionals and Millennials Advance Their Career” - consider making the highlight white font (like the rest of the page, and making the font size “Paragraph 3” to enhance SEO (Search Engine Optimization)
- Excellent 2-color website color scheme with the blue and white
- Consider making “Mulligan & Associates” a heading, and then making the rest of the information a separate paragraph:
  - a. Mulligan & Associates, a career management consulting firm, has more than 35 years of experience offering:
    - Corporate-Sponsored Outplacement Programs that provide the best career coaches
    - The Triangle Performance Management Model, which acts as an indicator of performance management, and is used by company management to monitor results and grow careers
    - [Managemycareer.info](http://Managemycareer.info): A website that assists young adults by placing them onto the correct career pathway, so that they can excel professionally and manage their career journey
- Five Corporate-Sponsored Outplacement Programs:
  - 1.CEO and President Program**
  - 2.Chief Level Officer/Partner Program**
  - 3.Senior Executive and Manager Program**
  - 4.Non-Manager Program**
  - 5.Group Program Program**
- Managers Executing a Performance Management System
  - Company management can execute the Triangle Team Leadership Model, which is a performance management system in which department employees create and achieve goals. This then allows the employees to optimize their performance within the company, maximizing the performance of the respective department, which then helps to achieve optimal performance for the company. These achievements then ultimately lead to maximized company performance. Dr. Mulligan utilizes his books, “Excelling As a Team Leader”; “Sharpening My One-on-One Performance Facilitation”, “Helping Communication Skills”, and “My Career Mentor”, and “Me In the Model” to achieve these goals.
- [Managemycareer.info](http://Managemycareer.info)

- This website is essential for career training today. According to the [American School Counselors Association](#) ([link to this statistic on website](#)), each public high school counselor corresponds with an average of 482 students. Only 25 percent of college students seek their respective career center for assistance, and individuals in their 20s and early 30s have a strong need for career mentoring. More than 15 percent of young adults, age 25 to 35, live at home because of *unemployment* or *underemployment*. Anyone interested in becoming a sponsor may list information about their company and industry, on our website, as well as a link to their respective company's services, products, and job openings.
- Our website, [managemycareer.info](#), will train staff at companies, schools, and colleges to act as Career Pathway Mentors. Our systematic training program provides one-on-one career planning and guidance through the management process. It also provides vital information that Career Pathway Mentors can utilize to assist young adults, age 15 through 35, to choose, plan and achieve the correct career path, meeting performance goals and school and at work as part of achieving a successful career.
- This website can be utilized to train managers to serve as career mentors to both young employees, as well as high school and college students interested in internships. It can also assist employees, who are also parents, so that they can help their children with career planning and success. Sponsorship of [managemycareer.info](#) allows older adults, from high schools and colleges throughout America, to utilize this website to become a Career Pathway Mentor.
- Our Staff:
  - Consider putting more space between the first paragraph and the photo caption.
  - Michael V. Mulligan, Ph.D., CMF, is a Career Coach who has helped more than 2,000 executives and managers advance their careers.
  - Early in his career, Mulligan worked as an Academic Advisor at Michigan State, Assistant Director of Admissions at the University of Georgia, Counselor at the Georgia Tech Counseling Center, and as Regional Director of the American College Testing Program. He has also served as Chairman of the Career Advisory Council at Alma College.
  - Dr. Michael Mulligan is nationally recognized as one of the best career and business coaches in the United States. He has been helping executive and young adults advance in their careers for more than 40 years. He is the founder and director of Mulligan & Associates, a boutique career management firm that was established in 1983. Mulligan has served as a manager at the [Institute of Career Certification International](#) and wrote an article entitled, "How To Be An Effective Outplacement Consultant". This article was published, in 12 editions, by Kennedy Information, a publishing company. Dr. Mulligan has coached 100 CEOs and presidents of companies, 400 franchise owners, 500 chief-level officers, and 500 managers and business professionals. [During the early years of](#)

his career, Dr. Mulligan was the Management Development Director of the northern Illinois locations of Century 21, where his expertise helped business owners to create a business plan that produced a profit.

- Dr. Mulligan received his Ph.D., in Counseling Psychology, from the University of Georgia; M.A. from Michigan State University, in counseling and personnel, and B.A., in history, from Alma College. The pursuit of his doctoral degree consisted of a focus on assessment, counseling, performance motivation, and leadership development. Dr. Mulligan's completed his dissertation on leadership, and worked with those afflicted by alcoholism (supportive statement of his experience?). These achievements have allowed Mulligan to assist clients with their career goals in many industries; his research in six careers books and 10 assessments has contributed to this.

- **Other Staff at Mulligan & Associates:**

- Keith North: He has worked as the Senior Vice President for Mulligan & Associates for more than 25 years. During this time, he has helped hundreds of clients, encompassing multiple industries, with career management and employment. He has an M.A. in Administration from Northern Illinois University, and a B.A. from Cornell College. Achievements from his early career include working in School District 214, with young adults, in the Business and Career Services Department.
- Jerry Donahue: Donahue has served as the Assist Director of Career Services at the Medill School of Journalism Career Center of Northwestern University. He has also served as Director of Career Services and Coordinator of Employers Relations at St. Norbert College, as well as Director of the Career Center at Canisius College. His career also includes holding the title of Director of Career Placement Services at Indiana University, and acting as a Career Consultant at the Engineering Career Resource Center, at the College of Engineering, at the University of Michigan. Donahue also has a Masters of Education in Curriculum and Supervision from Loyola University and a Bachelor of Civil Engineering from the University of Detroit. Donahue is a member of the [National Association of Colleges and Employers](#), the [Midwest Association of Colleges and Employers](#), and the [Society of Human Resource Management](#)
- Mulligan & Associates also has several other accredited consultants, in a variety of other areas of expertise.

- **More Information About the Services Provided by Mulligan & Associates:**

- Eliminate blue heading of "Our Five Career Transitioning/Outplacement Programs" - consider linking to this page from the front page, where the information about the program is stated.
- **Programs Include Information About:**
  - Office and secretarial assistance

- Assistance for the client and spouse through difficulties associated with departure from the company and a new job search
- Assistance with resume, marketing letters and reference preparation
- Helping clients assess their next career goal (for example: same position, self-employment, teaching/coaching/consulting, becoming an advisor, different career opportunity)
- Assisting clients with telephone interviews as well as high-stress interviewing
- Utilization of a proven [Job Acquisition Model \(link to a separate page that explains this\)](#)
- Assisting clients to create a sales campaign to get interviews
- Helping a client to learn about companies of interest
- Introducing clients to recruiters, venture capital and private equity firms
- Assisting clients with video interviewing
- Helping clients to enhance their negotiating skills
- Helping clients to make a positive initial impression with companies of interest

- **“The Triangle Team Leadership Model”:**

- Consider not underlining phrases, unless those phrases indicate hyperlinks to pages of related content
- **Phase 1:**
  - Our staff will utilize the Triangle Team Leadership Model, focusing on the development of a mission statement, which provides the most efficient goals and objectives for the company and respective staff and management.
- **Phase 2:**
  - Our staff will utilize the Team Leader Analysis and Improvement Program, which reviews proven leadership and management techniques, and then develops and implements plans to improve efficiency.
- **Phase 3:**
  - Our staff will execute the T.E.A.M. Program, which evaluates a manager’s capability to lead team meetings and helps him or her to analyze the group dynamics. This also allows the team to most effectively utilize its resources to benefit the team, department, and company.
- **Phase 4:**
  - Our staff will conduct one-on-one career mentoring. It will also execute the Performance Facilitation Program, which is essential to team performance, and to the advancement of careers and meeting company objectives. We will review the objectives of a Career Mentor, and assess the manager’s expertise, so that he or she can improve his or efficiency, as a manager, and conduct one-on-one mentoring. This will also entail utilizing the Task Expert Process to maximize the team’s efficiency. Once

this goal has been achieved, the manager can then develop and implement a career advancement plan. This strategy also applies to team leaders.

- **Phase 5:**

- Our staff will focus on teaching managers how to utilize the Task Expert Process to maximize the efficiency of their respective departments. Once this goal has been achieved, the manager can then develop and implement a career advancement plan. This strategy also applies to team leaders.

- Mulligan & Associates will conduct a one-day training seminar on the Triangle Team Leadership Model, which will be followed by webinars or coaching assignments for executives or managers who wish to become a Team Unit Leader.
- Consider changing “Being a Sponsor of Website” to “Becoming a Sponsor of “Manage My Career”
- Consider placing a page anchor on this page, from the front page of the website, where an explanation of this “Manage My Career” website has been listed.
- To become a sponsor of the “Manage My Career” website, please click [here](#).
- Please call Dr. Mike Mulligan for more information: (847) 981-5725
- List of companies is excellent; it is neatly placed in alphabetical order. Consider placing “Past Corporate Outplacement Sponsors” title above columns of names of companies, and creating three equal columns. It may also be preferable to link to the website of each listed company, or perhaps to a testimonial of that company to the valuable services that Mulligan & Associates provided/provides, including any statements that include figures of improved efficiency (for example, “Mulligan & Associates” improved our managers’ leadership skills by 50%, resulting in an increased profit of \$2 billion”).
- Consider making the heading “14 Videos To Improve Your Business Profitability and Efficiency”; also consider removing underline.
- Dr. Mike Mulligan’s podcasts include the following information:
  - Managing Your Career Path To Retirement
  - Selecting the Correct Industries and Opportunities For You
  - Preparing for the ACT and SAT and Understanding Your Score, and How It Corresponds To College Academic Readiness, Admissions Selectivity, Career Selection, Financial Scholarships and Course Placement
  - Creating a College Selection Profile and Selecting the College/University That Is Most Suitable For You
  - Earning an **A.A., B.A., or B.S. (consider writing these out, so potential clients will easily understand them)** on your own schedule, and finding a good job upon graduation
  - Consulting With Your Boss To Develop a Career Path, Become an Expert (and Advance) Within Your Field
  - Selecting and Working With Mentors To Plan and Pursue a Successful Career

- Earning the Correct Degree For Your Future Profession, and Then Actively Pursuing Advancements Within That Field.
  - Become Personally and Professionally Fulfilled By Your Job
  - Define Leadership and Management, and Assess Your Strengths and Weakness With Respect To Such. Then, Plan Your Career According To Your Assessment.
  - A Work Plan For Those Age 50 and Beyond
  - What To Do When You Lose Your Job
  - Executing a Job Acquisition Process To Find a New Position In Your Present Organization.
  - Operate as a Career Path Mentor
- Consider placing the title (feel free to use the appropriate one from the list above), with a detailed description of the video, and what someone interested in watching the video would gain from watching it. The visitor would then click on a link, leading to the page with the video (placed on Vimeo for security purposes) where the visitor would have to subscribe to watch the video. This will also keep the visit/potential client on the website, where they are likely to browse additional content about your company.
- **Books:**
  - Dr. Mike Mulligan has written the following books on career transition and leadership, and has assisted 3,000 employees and recent college graduates with career advancement. The information in these books applies to a variety of ages, industries, and job positions, and will be extremely helpful in providing professional career guidance.
  - Consider placing an ecommerce store within this website/webpage, and include these items in the store, so that the items can be purchased, with one or two clicks, right within the website.
  - Put as much information, about the books, as possible, such as (numbers of) goals and/or objectives that someone who is interested in the book might reach by purchasing and reading it. It may be advisable to include information about what someone reading the book may gain from it, and how this information may help him or her advance in his or her professional career.
- Consider the following addition to the “Contact Us” page: “Contact us to see how our proven strategies can increase your professional success!”
- Consider including a hyperlink, within the “Phone” field, so that a visitor can click on it and call your office.
- Consider including a hyperlink, within the “Email” field, so that a visitor call open up an email template and just hit “send” to send your office a message.
- The map, at the bottom of the “Contact Us” page is wonderful; visits, potential clients, and existing clients know exactly how to locate your office.
- Consider adding social media channels to your website.

- **Managemycareer.info:**

- If it is preferable to have some pages accessible by *members-only*, this is correct. Consider making pages with podcasts and books open to the public (possibly with the same *membership-only* options)
- **Our Mission:** To help young adults select in the correct career, and advancing in this career as a result of utilizing the correct program steps.
- **ManageMyCareer.info:** This website is designed to help young adults choose the correct career paths. We train parents, and individuals from high schools, colleges, and companies, so that these individuals can mentor the young adults, one-on-one. Our \$35 fee provides access to our Route 5 Career Pathway Plan, as well as our 10 career and leadership books (PDF format) and our 15 podcasts.
- **Executing the Route 5 Career Pathway Plan:** “Achieving 5 goals to advance to your dream career.”
- **Reasons To Establish a Career Plan:**
  - 500,000, or 25 percent, of high school students are unsure of the major they want to pursue, 80 percent of college students change their major at least once. (provide links to these statistics?) This can delay graduation.
  - Young workers rely on their manager for mentoring, which may inhibit job performance. Census.gov (link on website?) states that one-third of young adults, ages 18-34, live at home due to underemployment or college debt.
  - Traditional job benefits are disappearing, and young adults can expect to work 35-50 years. Do you have a career plan that will lead you to a successful career, as well as retirement?
- **The Route 5 Career Pathway Plan:**
  - We created a 5-step process to implement this plan
    - Step 1: The career mentor obtains the book, “My Career Mentor and Me”
    - Step 2: The mentee obtains a copy of the book, “My Career Mentor and Me”
      - The mentee studies the following steps from the book:
        - Positioning themselves on the right career path (industry and position)
        - Increasing job performance to ensure advancement
        - Ensuring satisfaction with one’s professional career

- **For High School and College Students:**

- Step 3: The career mentor and mentee review the Career Growth Score Board in “My Career Mentor and Me” to gauge success
- The book and podcasts that comprise the Route 5 Career Pathway Plan include the following information:
  - Building a team of mentors
  - Career and college planning
  - Taking the ACT and analyzing scores
  - Resume and letter preparation
  - 5-Step Job Search Process
  - Interviewing Tips
  - Becoming a Leader
  - Improving human relationship skills
  - What To Do After the Loss of a Job
  - Advancing One’s Career
  - How To Keep Working Until One Retires
- Consider removing underlines