

# Media Kit

## Book Summary

**Title: A Head Start A Young Person's Guide to Success in the Workforce**

**A Head Start** is a book that equips young people for the workforce through information, assessments and activities in areas such as:

- attitudes
- preparing applications
- interviewing well
- relating better with work mates
- handling bullying and politics in the workplace
- finding a career or job they'll enjoy
- becoming the best they can be in their chosen industry
- setting - and achieving - career goals
- inside knowledge of what employers are looking for.

Foreword by David Rock, CEO of internationally renowned Results Coaching Systems.

## Testimonials

Teens who screened the book made the following comments:

*"It changed the way I think ... and opened my eyes into the working world."*

*Elise, 16 years*

*"The language and examples related more to me than other books do. It really helped me. It made thinking of the future positive, and that achieving my goals was realistic instead of just dreams."* Sarah, 15 years

*"I found it educational but not like a text book. I've learned new ways to approach my boss and colleagues... and to handle myself in the workplace."* Joel, 16 years

*"I wish someone had given me this information five years ago. To others I would say: Read this! It may just prevent you from spending years of your life in a career that you will hate."*

*Elisabeth, 20 years*

## Author Background



**A Head Start** was inspired when the author discovered a growing number of business operators who refuse to employ any more young people because of previous negative experiences, particularly with attitudes. The author envisioned the long-term consequences of this trend if it continues, combined with the already high youth unemployment rate, and turned her concern into action.

Author of *A Head Start*, Gina Gray, has hands-on experience of both running a business (11 years) and working with teenagers (16 years).

She has been involved in the recruitment and selection of young people in previous employment and now runs her own communication consultancy. Based on past experience and regular networking with operators of other small, medium and large businesses, Gina has 'inside knowledge' of the desires and requirements of employers.

She has worked with young people in a variety of roles, through volunteer community work and paid employment. She assisted with, then managed, a youth coffee shop/ drop-in centre in Skelmersdale, England from 1995 – 1997 for 7 to 19-year-olds. She assisted with the running of local youth groups in her home town of Newcastle, Australia in 1990 and from 1997 – 1998. Her roles included setting activities in line with youth needs, liaison with youth to determine those needs, training, handling disturbances and fostering positive interaction amongst the youth. She has also been involved in counselling young people through difficult life circumstances. In 1998, she co-led a team of young people to assist with short term community projects in Vanuatu.

More recently her role has been working with youth in the workplace. Either interviewing them for positions, working alongside them or training them in and for the workplace.

Having experienced 'both sides of the coin', Gina understands the fear that many young people face when entering the workplace ... as well as the fear that business owners face in recruiting young people.

Her aim of *A Head Start* is to educate and guide young people as they enter the workforce - to impart 'inside knowledge' that can enable them to create a win-win situation for both employer and employee.

Gina's writing ability is backed by qualifications - Bachelor of Arts in Linguistics, Diploma of Freelance Journalism, Diploma in Training & Assessment Systems plus other related training and certificates.

She has written for most of her life but has been paid to write since December 1997 by a variety of industries including:

- business services
- mining
- financial
- beauty
- religious
- health
- hospitality
- print media

- e-zines
- tourism
- manufacturing
- medical
- professional services and consultants
- emergency services.

Writing services have included media releases; training workbooks and manuals (for nationally accredited and non-accredited courses); business, Quality and Registered Training Organisation systems; telephone scripts; client newsletters; marketing material and much more, as well as having a number of personal, business and travel articles published in print and Internet media.

## Sample Questions With Answers

### What is A Head Start about?

**A Head Start** is a book that equips young people for the workforce through information, assessments and activities in areas such as:

- attitudes
- preparing applications
- interviewing well
- relating better with work mates
- handling bullying and politics in the workplace
- finding a career or job they'll enjoy
- becoming the best they can be in their chosen industry
- setting - and achieving - career goals
- inside knowledge of what employers are looking for.

A Head Start is essentially a practical guide that sets out in simple terms the foundations for a happy working life in an industry that the individual will enjoy.

### Who is the book for?

A Head start is for anyone who is:

- Unemployed
- Just entering the workforce
- Frustrated or bored at work
- Thinking of a career change
- Job-hunting

- An employer
- An HR Manager
- A Careers Counsellor
- A Trainer.

It's for those who want to learn how to:

- Find a job they enjoy
- Take a step up the career ladder
- Get on better with work mates
- Understand their colleagues, employer or customers better
- Handle workplace bullying and politics better
- Set goals for themselves AND achieve them
- Get more out of their wages.

### **What makes it different to other resources like this?**

Although it addresses some popular subjects like applications and interviews, A Head Start is quite different to other resources on a number of levels. There's little out there at the moment that helps young people to map out a career direction for themselves - this is the thrust of the book and it does it step by step, in simple language. It looks at topics from a new angle, telling it "like it is" and addressing those things that employers, careers advisers, friends and family are often afraid to say. It also gives the young person inside knowledge about employment. It takes them inside the head of an employer or work mate to better understand why people behave and relate the way we do at work. It helps them to understand what an employer may be looking for from them. And this knowledge is powerful to anyone who wants to move ahead in their career.

### **What inspired the book?**

**A Head Start** was inspired when the author discovered a growing number of business operators who refuse to employ any more young people because of previous negative experiences, particularly with attitudes. The author envisioned the long-term consequences of this trend if it continues, combined with the already high youth unemployment rate, and turned her concern into action.

### **Where can people buy this book?**

All good book stores such as Dymocks, Collins, Co-op Bookstores, ABC Shops.

### **How much does it cost?**

It retails at \$27.95