**CAREER ADVICE #397 | Christine Civitelli Geno | Deaf Community\_New York | 8 May 2021**

**LinkedIn Premium Group**

\*\*\*\*\*\* MESSAGE TO PREMIUM GROUP \*\*\*\*\*\*

Hello World :) I'm giving this a shot in hopes that I may somehow get my foot in to the doors of the Deaf Community. I am a CODA (child of deaf adult). And it has always been my dream to work with deaf children. Although my work experience has always been in the insurance industry, I have several years in the administrative field and of course I am fluent in ASL. Sometimes life just has a funny way of telling you it's time for change. Even a small office job at a deaf school would be wonderful. I am also willing to do any volunteer work and/or participate in any official certification courses, so please feel free to reach out to me with any information or direction you could possibly provide. I would be most grateful. TIA

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Hi Christine,

Some ideas for you to consider:

Level Playing Field podcast

Ted Talks

Gary Vaynerchuk

Clubhouse and/or YouTube

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Level Playing Field podcast

I recently hosted Darby Lee Young, CEO and founder of Level Playing Field, on my podcast. Among many of the details we spoke about on the podcast, we had a lengthy discussion on the increased importance (and visibility) of the ASL experts that appear on regular updates by the state and federal health authorities on mainstream media. You may want to consider reaching out to Darby and her team at Level Playing Field. One or more of these links may help:

Website | https://www.levelplayingfield.ca/

Instagram | @**lpfaccessibility**

Facebook | @levelplayingfieldinc

Twitter | @level\_pfagency

LinkedIn | https://www.linkedin.com/company/level-playing-field-inc-/

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Darby Lee Young on LinkedIn | https://www.linkedin.com/in/darby-lee-young/

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Podcast link:

<https://bit.ly/2Pta7Bl>

Please see post 2 of 6 | Ted Talks

POST 2

Hi Christine,

This is post 2 of 6

Ted Talks

I recently saw a humorous Ted Talk on my LinkedIn feed by Deaf artist, Christine Sun Kim.

This is the tag line from the LinkedIn post early in April this year:

Want to know how sign language works? Think about it like music, says Deaf artist Christine Sun Kim.  
  
Watch her full TED Talk here: <http://t.ted.com/zCgRWS7>

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Google revealed a couple of more examples:

The hearing deaf | Paula Pfeifer | TEDxSantos | https://bit.ly/33zNu1j

Protecting and Interpreting Deaf Culture | Glenna Cooper | TEDxTulsaCC | https://bit.ly/2RG3In9

I Am Hearing Impaired and I Am America | Lillian Byers explains what it's like to be hearing impaired in America | https://bit.ly/3hiLW3Y

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NOTE: Please suggestions under “YouTube and Clubhouse” that seeks to connect these speakers to your personal situation.

Please see post 3 of 6 | Gary Vaynerchuk

POST 3

Hi Christine,

This is post 3 of 6

Gary Vaynerchuk

You may want to consider listening to Gary Vaynerchuk to help trigger ideas for you. Gary repeatedly speaks about branding, awareness, social media, entrepreneurship, hustle, patience, persistence and a whole host of advice during his key note presentations, podcasts, FB live, TikTok live and Clubhouse chats with students, business owners, musicians, corporate executives and others.

You may find one or more of the following links beneficial towards building your own personal brand and create awareness of your desire to work in the Deaf Community.

Crushing It. Here is the link to the audiobook: <https://adbl.co/2YfafaS>

Several women featured on “Crushing It” include:

[Amy Landino](https://www.linkedin.com/feed/update/urn:li:activity:6705879138181369856/?commentUrn=urn%3Ali%3Acomment%3A(activity%3A6705879138181369856%2C6705974314035888128)&replyUrn=urn%3Ali%3Acomment%3A(activity%3A6705879138181369856%2C6706826314214723584)) (Amy Schmittauer | Savvy, Sexy, Social) | http://amylandino.com/

[Jenna Soard](https://www.linkedin.com/feed/update/urn:li:activity:6705879138181369856/?commentUrn=urn%3Ali%3Acomment%3A(activity%3A6705879138181369856%2C6705974314035888128)&replyUrn=urn%3Ali%3Acomment%3A(activity%3A6705879138181369856%2C6706826314214723584)) (You can brand) | https://www.youcanlaunch.com/

Mimi Goodwin | Sew Sew Def magazine | https://mimigstyle.com/

Dr. [Chithra Durgam, DDS](https://www.linkedin.com/feed/update/urn:li:activity:6705879138181369856/?commentUrn=urn%3Ali%3Acomment%3A(activity%3A6705879138181369856%2C6705974314035888128)&replyUrn=urn%3Ali%3Acomment%3A(activity%3A6705879138181369856%2C6706826314214723584)) | dentist created a Musicly video

Please see post 4 of 6 | Gary Vaynerchuk (continued)

POST 4

Hi Christine,

This is post 4 of 6

Gary Vaynerchuk | continued

Inside 4D’s | High School Party Concept

The basis for this idea is around the person who hosted the parties in High School could easily go from a “D” on the “Popularity Scale” to a “B” or “A”. Gary provides some practical examples as to how this concept can be applied to virtually any business situation:

Apple Podcast | [https://apple.co/2XVGfMD](https://podcasts.apple.com/ca/podcast/the-garyvee-audio-experience/id928159684)

YouTube link | [http://bit.ly/2kNlaG4](https://www.youtube.com/watch?v=rkZXlHCQ0mQ)

Please see my suggestions under “YouTube and Clubhouse” that seeks to connect the High School Party concept to your personal situation.

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YouTube and/or Clubhouse

Link to website | [https://www.joinclubhouse.com/](%22)

You may be aware of the Clubhouse App that is increasingly becoming popular and frequently being used by celebrities and influencers to talk about everyday issues with everyday folks. In fact, it became even more popular when Elon Musk and Mark Zuckerberg separately blew up the chat rooms when they came “Clubbing”.

Tanisha Cherry, a #podcaster here in #Calgary was a guest on my podcast, #CalgaryBusinessPodcast, to talk about her chatroom “Welcome to Clubhouse”. This is a link to that podcast: <https://bit.ly/37k9TC9>

Please see post 5 of 6

POST 5

Hi Christine,

This is post 5 of 6

Clubhouse | continued

You could take the “Highschool Party Concept” of Gary Vaynerchuk and create a chat room to invite executive and administrators from the Deaf Schools in the New York City area (see “Note” below) to speak about the key aspects of running their schools, typical jobs that graduates find upon completion, trends in current roles (including impact / changes due to Covid); other relevant topics.

You could invite students and instructors from such schools to join you “on-stage” to discuss similar topics.

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NOTE: Google revealed a sample of schools in your area:

Lexington School for the Deaf | https://www.lexnyc.org/

St. Joseph’s School for the Deaf | https://www.sjsdny.org/

StriVright/Auditory Oral School of NY | https://strivright.org/

Clarke Schools for Hearing and Speech | https://www.clarkeschools.org/

New York School for the Deaf | https://www.nysd.net/

YouTube channel

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Please see post 6 of 6 | YouTube channel

POST 6

Hi Christine,

This is post 6 of 6

YouTube Channel

You could take the same concept as the Clubhouse chatroom and create a YouTube channel to invite both teachers, students and deaf individuals from across North America to join you to discuss (using ASL and/or closed captioning) issues of importance to them.

You could invite one or more of the Ted Talk speakers (“ASLers”?) noted above.

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How does a Clubhouse chat room or YouTube Channel relate to job search and work in the Deaf Community?

Imagine the discussions you will have with recruiters and potential future employers AFTER running these thought-leader sessions for the next 6, 12 or 18 months?

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Good luck and have fun creating something new!