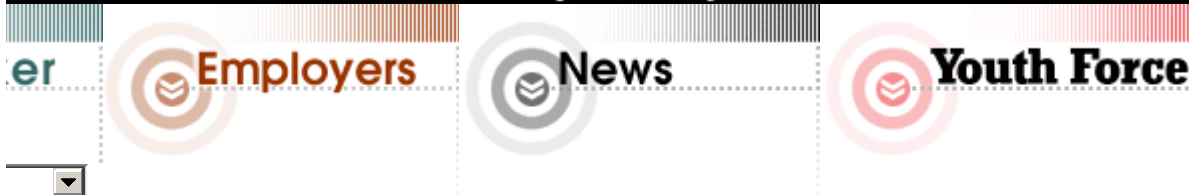




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# News

## Build a 'feel good' biz

By ROGER PIERCE -- [www.bizlaunch.ca](http://www.bizlaunch.ca)

There's no better feeling than knowing you're helping people to change their lives through your business. Although not every entrepreneur's intention, any business that helps people to achieve life goals is a winner. "It's incredibly satisfying to see a client land a great new job or launch a fresh career," says entrepreneur Tim Cork.

Cork is president of NEX-Career ([www.nexcareer.com](http://www.nexcareer.com)), a leading Canadian provider of career management and outplacement services. His company helps people to successfully manage career transition through training, career counselling and placement services. NEXCareer serves individuals and corporate clients right across Canada.



Tim Cork helps people to launch new careers as president of transition firm NEXCareer.

"We love to help people take their 'NEX' career steps," Cork quips.

In business for four years, NEXCareer is a boutique career transition firm with a national punch. "We provide support and expertise in the areas of career management, outplacement, career transition and coaching," Cork says. "We focus on delivering quality high-touch services; for example, our clients are partnered with a career coach who will advise them on their career options and support them throughout their career transition."

### SCARY TIME

Career transition can be a scary time for anyone. A person may be feeling unsure of themselves, nervous about their next moves, worried about money or even a bit blue.

In business, it's not what you do for customers, but how you do it that matters. While NEXCareer is very good at helping people to build their careers, Cork believes his competitive advantage lies in how his firm treats clients.

"Think of your customer as wearing a sign around their neck that says 'make

me feel important, make me feel good',"Cork says.

"We've built NEX by delivering a really high level of individualized client attention to one customer at a time. It takes effort, but it's well worth it."

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