

Web Site Produced By Women for Women With Careers

BY HAL BROWN

career-intelligence.com is a newly launched Web site produced by women for women.

Annette Richmond founded the Rowayton-based site and serves as its chief executive officer. The site, which is, still in development is intended to provide women with the information, support and tools they need to succeed in today's economy.

"If you're looking for a job and you're going to be writing a resume or cover letter, we have information on how to do that," said Richmond. "If you're interested in changing careers but you wonder what might you like to do in a new career we have some self-assessment tools on the site."

Richmond and Villia Struyk are listed as the Web site staff.

"We, have articles on how to balance your work and family, how to organize your day at the office so you can get more work done, and a bunch of other stuff," said Richmond.

The site also offers "career-planning tools, like the Myers-Briggs Type Indicator, Strong Interest Inventory and the Holland Self-Directed Search...to provide personal insight and new occupations."

Career-intelligence.com is listed on AOL on the first page for a "career-planning for women" search, said Richmond.

So far, the site's self-assessment area and the management area on balancing work and family seem to be the most popular, she said.

"We have a bookstore with books that have been read by staff, so we're not just throwing stuff up there. It's stuff we've read and we

feel is worth the money you spend to buy a book."

Although the site has no provision for purchasing books, Amazon.com has an ad and link to its site in, the upper-right corner of the screen.

The bookstore offerings lean heavily toward advice from *What Color is Your Parachute 2000* to a guide to sexual harassment and a tome on packing bags, and trunks.

The site also offers a section devoted to "media therapy," which for now seems to be devoted to movies to lift one's spirits.

It's kind of if you're having a bad day at the office and you need a little inspiration, here's some suggestions of a movie you might like to rent or buy tonight said Richmond. We're trying to have a little humor in there as well.

Most recently Richmond was a vocational counselor for a New York non-profit corporation, an experience that led her to develop career-intelligence.com. According to the Web site, Richmond "spent hours surfing the web, searching for information to share with her clients" in her former job.

"There was a lot of, material, but no comprehensive resource," the introductory material states. "Most of the career sites were large, often confusing lists of links to smaller sites. Many of these proved to be teasers to sell products or services."

Richmond said she has, generated most of the content on the site by herself, so far,

"We just kind of put up our [site] as a bare launch, or first launch," she said. "We're still in develop-

ment. We have a lot of stuff up there already. We are a start-up, so we're looking for funding, then we'll be hiring more people."

The site isn't geared specifically for women who own businesses, although eventually it will offer a small-business section, said Richmond. The site is geared towards the career woman who's working at GTE or IBM."

Richmond said she is evaluating software to allow online workshops and seminars, which should be available in a couple of months. She also hopes to offer online counseling.

She said has reported the site to search engines and is waiting to be listed. "It takes a while," she said. "We're waiting on that. It takes a month sometimes for them to pick you up."