



CROSSROADS CAREER
2025-2026
IMPACT

A photograph of a man in a dark suit and tie sitting at a wooden table in a cafe. He is gesturing with his hands while talking to another man who is partially visible on the right. In the background, other people are seated at tables, and a brick wall is visible.

The purpose of Crossroads Career is to help people find and follow Jesus Christ through crossroads in their career.

OUR MISSION

To educate, equip and encourage people to hear God calling, get the right job, and maximize their potential.

“Dave was such a big help. I am wondering if it’s time for a job change and Dave was vital in giving me first steps of where to begin and questions to begin asking not just myself but my wife as well. I will definitely reach out for another 1-on-1 soon!”

—Chace, Job Seeker

“Rob shared valuable information and insights about career opportunities, development. It was more than I expected.”

—Tracey, Unfulfilled Job Seeker

“Rich made himself readily available and provided good constructive feedback regarding my pathway to returning to work.”

—Lonnie, Unemployed Job Seeker



“Tracy was very knowledgeable and encouraging and gave good counsel in terms of steps that I should take.”

Heather, Unemployed Job Seeker

“Roger was very supportive with my career goals and offered good guidance and suggestions for my career plan.”

—Ilene, Unemployed Job Seeker

CROSSROADS CAREER GUIDES



Searching for a job can feel like a full-time job in itself. Whether a job seeker is unemployed and stuck in their job search, or unfulfilled and considering a career change, they may find themselves feeling lost, frustrated, or overwhelmed. The good news? They don't have to navigate this journey alone.

Having a career guide—someone who offers guidance, encouragement, and practical job search help—can make a huge difference in how quickly and successfully someone lands their next opportunity. A career guide is more than just a coach; they're a trusted partner who helps a job seeker stay focused, motivated, and strategic in their approach.

When a job seeker schedules a session with one of our qualified Crossroads Career Guides, they receive a free consultation (up to 45 minutes), helping to give them hope and direction during their job transition.



Crossroads Career Guides are qualified to provide biblically-grounded wisdom and direction to people seeking purpose in their work.

PRAISE FOR CROSSROADS GUIDE SESSIONS IN 2025

“Tracy has been absolutely amazing, helpful and encouraging. Her insights on my resume have been instrumental in making my resume stand out.”

—John, Unemployed Job Seeker

“I found the [Guide] to be attentive, approachable, a good listener with practical insights and feedback. In spaces like these, I didn’t feel judged. I felt heard.”

—Tiffany, Unemployed Job Seeker

“Mike was very knowledgeable, kind and very helpful! His insight was valuable in helping me get to the next level in my search. He also is available for a mock interview as I need! Grateful and impressed!”

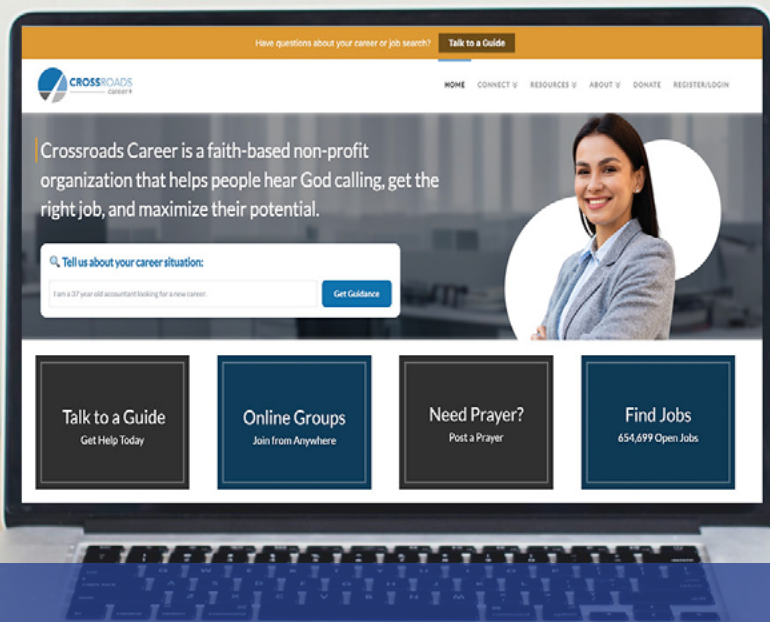
—Amy, Unemployed Job Seeker

“He gave me the confidence to move ahead and was very helpful with ideas for my resume.”

—Gayle, Unemployed Job Seeker

“Will has been very helpful with giving me direction on where to focus, reviewing my resume, and forwarding job info he comes across. He has been very empathetic, responsive to questions, and provided info on other networking opportunities.”

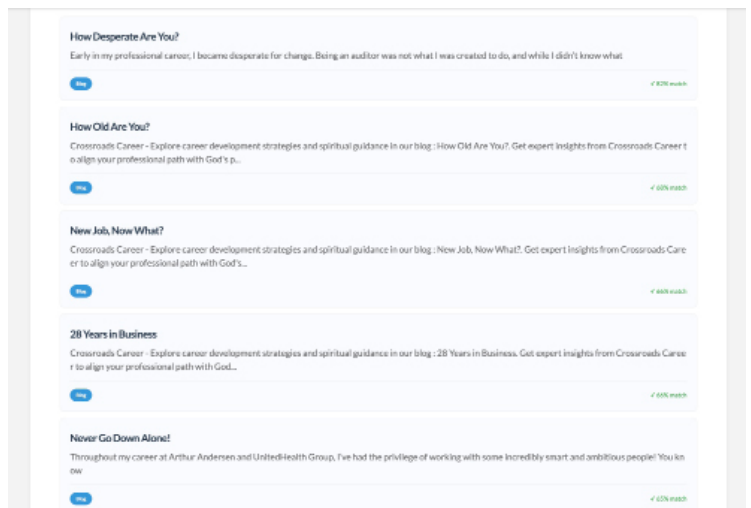
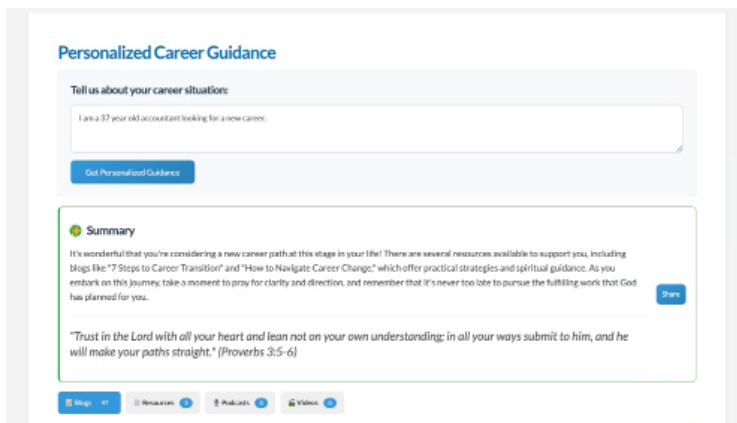
—Stephanie, Unfulfilled Job Seeker

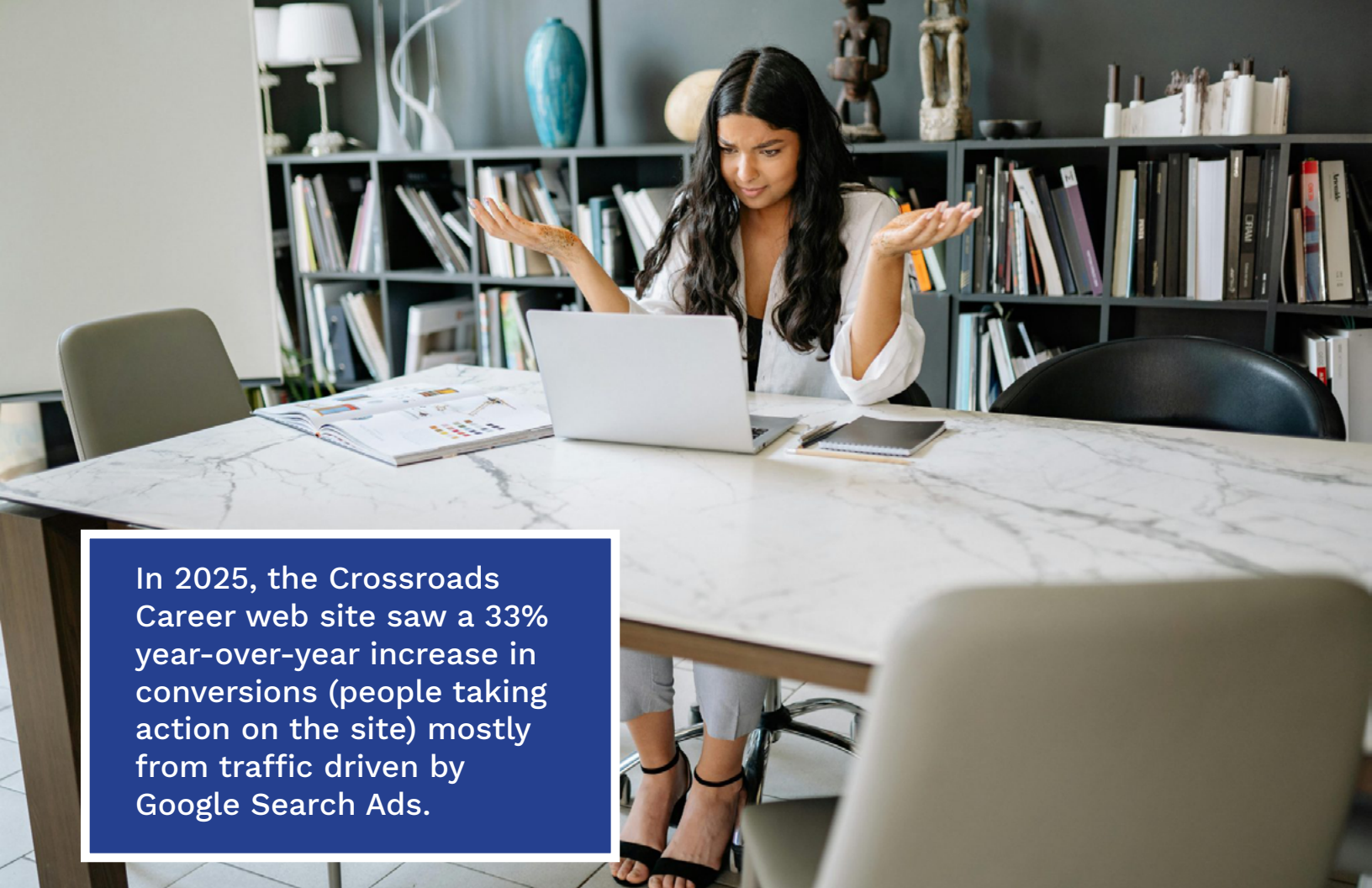


WHAT'S NEW ON OUR WEBSITE IN 2025-2026

PEOPLE BEING SERVED THROUGH OUR NEW AI-POWERED PERSONALIZED CAREER GUIDANCE

Now available on the crossroadscareer.org home page, a job seeker or career explorer can type a few words describing their career situation, and our AI-powered guidance tool will curate a personalized experience, recommending only the content, resources, and tools that best fits their query.





In 2025, the Crossroads Career web site saw a 33% year-over-year increase in conversions (people taking action on the site) mostly from traffic driven by Google Search Ads.

PEOPLE FINDING CROSSROADS CAREER THROUGH GOOGLE SEARCH

74,000+ visitors to the Crossroads Career web site $\nearrow$ **8%** vs. 2024

70,300+ of which are NEW visitors (or 98.5% of all visitors)

53,280+ of all visitors came via PAID search (or 72% of all visitors)

28,600+ Conversions (defined as action taken on site) $\nearrow$ **33%** vs. 2024

7,100+ File downloads (many were ministry materials) $\nearrow$ **6%** vs. 2024

97,300+
Web site sessions (unique visits to web site)
 $\nearrow$ **7%** vs. 2024

“Rob was very helpful in highlighting the resources offered by Crossroads, provided excellent feedback on navigating the job search given my specific circumstances, and offered sincere encouragement to remain confident that the right job for me is out there and attainable.”

—Mike, Unemployed Job Seeker

THEMES



2024 - Engagement

- Completed 160 first-time Guide sessions with Job Seekers
- Engaged with 214 individuals via online chat
- Enrolled 330+ Online Group members
- 2,200+ Mobile App users

2025 - Serve

- Served 7,100 Job Seekers with Downloadable Resources and Tools
- Completed 197 first-time Guide sessions with Job Seekers
- Served 484 new Job Seekers seeking employment through the Crossroads Jobs Site

CROSSROADS THEME

FOR 2026



guide

(verb)

*... directing someone or something in a course or path,
leading them to a particular end...*

In 2026, Crossroads is focused on guiding—intentionally shaping our systems, content, and ministry to provide wisdom, clarity, and biblically-grounded direction for Job Seekers as they pursue work aligned with their God-given purpose.

PEOPLE SEEKING PURPOSE.



“He was just kind and offered constructive feedback. With him being a former HR head he knows what future employers are wanting to see in the resume and cover letter. He asked the right questions to make me think about what I wanted and needed for my future.”

—Jamie, Unfulfilled Job Seeker



CROSSROADS CAREER GROUPS

Because Job Seekers should never have to be alone in their search for the right career...

We have intentionally built an extensive Crossroads Partners network, aimed at making sure people in job transition have the ability to build their community, access resources, and ultimately discover exactly where God is calling.

“It’s always an encouragement when people who have been successful are willing to ‘give back.’ The session leaders did a great job to playing to each other’s strengths, and keeping the meetings on time. Much appreciated.”

—Job Seeker and member of a Crossroads Career Online Group

PEOPLE SEEKING PURPOSE.

“This group really kept my spirits high. I am highly motivated but need accountability along the way.”

**—Amy, Job Seeker and member of
a Crossroads Career Online Group**





“The Crash Course team was great as they were able to provide multiple points of view with all the different speakers and representatives available to help at anytime. I think this course is a great resource to anyone actively looking for a new role or even those who need that regular refresher on how the job market is moving. I appreciate all they have done and look forward to maybe even taking the course in a year or two to see what might have changed. Everyone on the team went above and beyond and I was totally impressed with the product.”

— Kairi, Job Seeker and member of a Crossroads Career Online Group



“I was blessed with an outplacement subscription from my former employer which was a great help. Crossroads offers similar services but the program’s emphasis on prayer provides a profound sense of peace and guidance during a challenging time in my career. I am finding value in Eddy’s feedback and appreciate her expertise and continued feedback and encouragement but the prayer is providing a sense of peace that is needed during the chapter of my life.”

—Michelle, Unemployed Job Seeker



www.crossroadscareer.org/donate

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