



Randy's Work *and You*

April Edition

Dear clients and colleagues,

Interesting article:

Helicopters Parents in HR: “Various news reports have surfaced recently that discuss a growing phenomenon: “helicopter parents” who try to strong-arm hiring managers into giving their kid a job. These well-meaning parents hover over every aspect of their children’s lives, with job interviews apparently no exception. HR professionals say they are running into situations in which a job candidate shows up for an interview, accompanied by a parent that tries to sit in on the process. Sometimes, parents will also place follow-up calls to find out why their child wasn’t selected or, if the kid lands the job, to question performance reviews. Experience Inc., a career Web site for students, said helicopter parents are a growing problem for HR professionals. In a recent Experience survey, 25 percent of students acknowledge being embarrassed by parents who are “overly involved” in their job search.”

Source: http://www.workforce.com/section/quick_takes/47844_3.html

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This month’s topics:

1. **Job Seekers: Help Yourself and HR in Your Job Search!**
2. **Is Your Resume Screening You Out? Here are 3 Simple Rules**
3. **Six strategies to stay competitive in a global labor market**
4. **Boomer Corner: Warning to boomers: Difficult questions ahead**
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1. Job Seekers: Help Yourself and HR in Your Job Search!

Are you sending out resumes answering advertisements on company websites?

Did someone tell you that you could upset and turn-off Human Resources if you bypass them? You have been “good” by following the “rules”. You said to yourself, “I’m perfect for the job.”

You wait. It’s now weeks later and you’ve received no reply: “How can they miss my great background? *If I could just get to the manager...*”

Here’s an important fact: most HR professionals have their hands full. The more forward-thinking HR Departments are now concerned about their own return-on-investment as evaluated by their own top management.

You can help yourself, as well as helping HR, by contacting the hiring manager directly. Like most things in life, there are certain conditions:

1. *Do* send your resume into the system exactly as requested in the format that they asked for.

2. Ask yourself, "Am I authentically interested in this company and position?"
3. Is there anyone in my network who can refer me?
4. Study the target job and the qualifications. Look at the requirements ("*must have*," "*required*," "*will have*," etc."). Rate yourself honestly on a scale from 1 (*low*) to 10 (*meets or exceeds*) for each requirement. Any 7s or below will disqualify you: go on to the next position. Don't waste your valuable time—or theirs.
5. Attempt to find the hiring manager through research or your network. Failing that, write to the appropriate VP of your targeted company.
6. Write a customized cover letter and resume that outlines your relevant strengths and experience. *It's up to you to connect the dots when applying for a position.*
7. Send it snail mail or overnight letter.
8. Follow up with a call or an unscheduled visit.

This is how you'll help to ensure your success at being noticed and even landing the position that's right for *you*. You'll be making *everyone's* job easier, including your own. And even HR will thank you for it!

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Randy brings expertise in executive search as a certified career coach. He has guided all levels of professionals in the areas of career transition: changing careers, choosing a career direction, evaluating/negotiating offers, executive career marketing, finding jobs, getting organized, as well as finding opportunities

2. "Is Your Resume Screening You Out? Here are 3 Simple Rules

By Joe Turner

We all know the great benefits a well-written resume can provide for you. For instance, done correctly, a good resume can:

1. Be your calling card.
2. Help you win an interview.
3. Set your agenda during the interview.
4. Continue to sell for you after you've left the interview.

But did you know that far too often your resume could be killing your chance to even get you a phone call. Worst of all, you may not even know it's happening. In the job search world of today, your resume will often work AGAINST you, knocking you out of the search process before you've even had a chance to begin.

Here's what's happening: resumes are being used as a screening-out tool. Used by lower level staff looking for a quick way to weed candidates out of consideration, your resume can work against you as much as for you.

You can minimize the chances of this happening with your resume by following these three simple rules:

1. Less is More: Don't tell too much. A good resume should leave the prospective employer with a whetted appetite, a desire to know more. They will be likely to call and phone screen you. So don't fill in all the details just yet. Save that for the interview. Do, however, paint a big picture of who you are and what you can offer. This way the document can stand on its own. So skip the hobbies and personal info. Avoid mind-numbing detail that will cause a reader's eyes to glaze over. One page is ideal, two pages only if you are a 15 to 20-year veteran with a significant growth and promotion history.
2. More Keywords: You want the computers to flag your resume for closer examination. Do this by including as many keywords as possible that are relevant to your job and your job skills. Also you might include major companies you worked with/for, as well as specific industry buzzwords that may be appropriate.
3. Be specific: Don't just tell them what you did. Move beyond that and tell the benefit of your

accomplishment. A good way to do this is to include several specific ways you helped your employer make money or save money. Remember, the only benefit you can bring to the table is past performance. When you interview (either phone or in person) this is what will be discussed. But set the groundwork now in your resume. Think of all your jobs in the past and bring forth examples of some of your best work. How can an employer think of you as a problem solver? If at all possible, try to "monetize" your accomplishments (state them in terms of money). At the interview, you will be prepared to enlarge upon these successes.

Summary

By following these three simple rules, you will find your resume more likely to end up on the "to Call" stack than in the delete file.

About Joe

As a recruiter, Joe Turner has spent the past 15 years finding and placing top candidates in some of the best jobs of their career. He makes it easy for anyone to find and land the job they really want all on their own in the shortest time possible. Discover more insider job search secrets by visiting <http://www.jobchangesecrets.com> <<http://www.jobchangesecrets.com/>>

3. Warning to boomers: Difficult questions ahead

As second half of the boomer century looms, so do some costly problems
By Marshall Loeb, MarketWatch

Because they are such a big and robust part of the American population -- 76 million of them were born between 1946 and 1964 -- the baby boomers have long set the agenda for the nation.

What the boomers want, they usually get. They also give back a lot, too. The boomers pay 60% of all taxes in the U.S. and make the greatest amount of contributions to charities and volunteer services of any age group.

Now it appears that the boomers once again will be setting the pace and the tone for the country.

Much of this will be highlighted in a two-hour Public Broadcasting Corporation documentary Wednesday at 9 p.m. (ET/PT), titled "The Boomer Century: 1946-2046." The host is the ebullient Ken Dychtwald, psychologist, gerontologist and one of the nation's leading students of the behavior of boomers and other mature Americans.

According to the PBS program, the two interlocking factors most strongly influencing the U.S. society and economy in the decades ahead will be the increase in longevity and the continuing rise in demand for health care.

Dychtwald notes that advances in medical diagnostics -- as well as drugs, surgical techniques and nutrition -- have eliminated many of the problems that not long ago caused people to die prematurely. But the irony of our success, he adds, "is that many more long-lived elders suffer from heart disease, cancer, diabetes, osteoporosis, and Alzheimer's -- illnesses that our expensive medical system is not very good at preventing or treating."

Currently, 47% of people aged over 85 suffer from some form of dementia. Alzheimer's has been referred to as "the elderly AIDS" and could become the scourge of the 21st century. If a cure or treatment is not found within our lifetimes, 15 million boomers will be stricken with dementia in the very middle of this century, and tens of millions of their adult children will be called on to help provide care.

"Unless we straighten this out," says D. Quinn Mills, a professor at Harvard Business School, "it has the potential to bankrupt the United States."

On the other hand, if we make only marginal gains in the battle against dementia, those benefits could have tremendous consequences. Says Dychtwald: "If we could just postpone this horrible disease by five years, half the nursing home beds in the country would empty."

Not so wealthy

One barrier to accomplishing this is that the boomers, while generally affluent, are not as wealthy as you might think. While the media often portray boomers as well-off yuppies, that is true only of a minority of the generation. About one-third of the boomers are earning comfortable salaries and invested wisely; another third may be able to catch up in the years ahead but are struggling today. Then there are the 25 million boomers with essentially no savings, no investments and no pensions, who live from paycheck to paycheck, and whose net assets are less than \$1,000 and whose household incomes are less than the national median of \$46,326.

Daunting debt ahead

It is ironic, says Bill Novelli, chief executive of AARP, that their parents before them didn't have any money but had a great savings ethic. And now boomers have money, but they are not saving -- at least not nearly

enough to fuel the retirement that is rapidly approaching. That's why four out of five of them, according to a Merrill Lynch survey, intend to continue working and earning in retirement.

In fact, they will have to, because so many of them erroneously expect Social Security to take care of the bulk of their retirement income. But Social Security simply will not have enough megabucks to carry that load, particularly with longevity increasing so dramatically.

Says one Gen-Xer in the PBS program: "The boomers grew up in a country flush with resources and will bequeath their children and grandchildren a country mired in debt."

So once again, the boomers will be setting the agenda. But this time both they and their heirs will have to join to figure out ways to deal with the daunting debt.

"The next ten years are going to be very defining for America and whether we can bring ourselves together to deal with the big issues of our time," said David Gergen, professor of public service at Harvard's John F. Kennedy School of Government and former White House adviser to Presidents Nixon, Ford, Reagan and Clinton.

"The big question about the baby boom generation is, is it going to grow up in time and get serious about facing up to the challenges that are going to be here for our children and grandchildren, or are we going to slide by and leave them with a really big mess?"

4. Success Story

Louis. Early fifties

Louis had over 20 years of successful experience as a business development and marketing executive. His industry background included medical devices, plastics and chemicals.

Outgoing and articulate, he was able to network well but unable to find a full time permanent position as a marketing executive. He had a few short term consulting assignments but he thought there ought to be something more. He liked his independence and valued solving company marketing problems.

After coaching and deliberation, he has elected to be a "broker" of services ranging from legal, to marketing to engineering to human resources. Louis has chosen the top consultants in their respective fields. The consultants he represents pay him a monthly retainer plus a bonus with each contract award. He visits all of the companies in his vast network (as well as new ones). He can now offer a wide range of solutions to a potential client.

Louis will have his website up soon, signing up potential clients and has his stable of experts ready to go. He says he is having "the time of his life".

5. Humor Department—

The boss was complaining in our staff meeting the other day that he wasn't getting any respect. Later that morning he went to a local card and novelty shop and bought a small sign that read, "I'm the Boss". He then taped it to his office door.

Later that day when he returned from lunch, he found that someone had taped a note to the sign that said. "Your wife called, she wants her sign back!"

6. Words that Inspire

Our doubts are traitors and make us lose the good we oft might win by fearing the attempt.

---William Shakespeare

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