



Randy's Work *and You*

August Edition

Dear clients and colleagues,

The economy *is* getting better. Early indicators: IT hiring is picking up and semiconductor sales are up about 7% over last year. In this issue Dean Herman talks about you and the Alpha personality. I discuss the 2 career paths of today's' economy. Boomer Corner lists the 13 top jobs sites for Boomers. And the NETSHARE event offers maximizing your Google presence.

Copies of all past E-zines are archived on my website. Feel free to pass this E-zine on.

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This month's topics:

- 1. Do the Alphas respect you?**
- 2. Career Management: The two career paths**
- 3. Boomer Corner: 13 job sites for Boomers**
- 4. NETSHARE Events: NOT ON GOOGLE? DO YOU EXIST?**
- 5. Humor Department**
- 6. Words that Inspire**

1. Do the Alphas Respect you?

By Dean Herman

"There are a lot of sharks in the tank," one senior executive recently confided to me. He was speaking of his peers, many of whom are forceful and driven, with a marked tendency towards intimidating others. Have you been running into such people lately -- or, more accurately, have they been running into you?

"I want to be the alpha in the room and I want to see someone try to take it away from me," a CEO once declared to me. Typically, he'd aggressively challenge his staff's thinking -- and was annoyed that one of his new VP's was often capitulating.

"He lets me move him one way and then the other. How can I trust him?" the CEO complained. Once I helped this VP understand his boss's personality so

that he could push back effectively, the CEO was much relieved. The relationship then improved dramatically.

Are you holding your power with your alpha colleagues? Instead of protesting, "I can't deal with people like that," consider using these insights and approaches: Alphas instinctually "size up" others instantly. They want to know if you're an equal match for them. It's crucial, therefore, that you "show up" as unintimidated, believing you are nothing less than a full peer regardless of each other's formal titles.

Alphas will frequently, even reflexively, test you to see if you can hold your power. Be alert for this and ensure you "pass" the test. For example, you've traveled an hour to meet with a CEO for 60 minutes and she tells you, "Actually, I only have 10 minutes." Your response should be, "Then I think it'd make sense to reschedule."

Look for opportunities to disagree. In this way, you assure the alpha of your power and your value. Just do so graciously -- and definitively. For example, you might say, "I have a different perspective on this. Do you want to hear what it is?"

Acting astutely in these ways, you preserve your dignity and telegraph your unshakeable belief in your value. Your alpha audience will then believe in you, too.

Dean's book, *Four Portals to Power*, is now available! Click here <http://cts.vresp.com/c/?HermanConsulting/53ff3e93d6/0150486722/93f37cff85> to download a free chapter and view purchase options for paperback and eBook formats.

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2. Career Management: The two types of today's' career paths

This is a third article in a series

By Randy Block

We are all familiar with the traditional career path. Its purpose is to promote those who show the necessary leadership and management skills. Success by the outside world is measured by title and scope of responsibility. The rest are deselected out.

Those "passed over" constitute the majority of employees for better or for worse. There is only so much room at the top. *They* have the challenge of retaining the

non-management talent that actually gets the work done. *They* know that job burnout occurs when learning and professional development stops.

The new career path of non-management professionals today is equally important. Success is defined as broadening and developing one's skills and knowledge ("branching out" so to speak). This path allows for lateral movement allowing significant opportunity for growth, knowledge and skills. By its nature, it is transitory enabling the new "mobile workforce" (as Bill Bridges described in his book *JobShift*). As mentioned in past articles the knowledge of how to apply motivational skills is critical.

This career path also offers flexibility. In my view, jobs (full time or 1099) are becoming more project oriented. This emerging trend actually fits quite well with upcoming 80 million+ Millennial generation. They don't want to be a part of a traditional workplace or have a traditional management career path.

Managed properly, both paths work and cannot exist without the other.

So which path works for you?

Next month: Biding your time until the economy turns around? Steps you can take today.

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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. randy@randyblock.com <<mailto:randy@randyblock.com>> and <http://www.randyblock.com> <<http://www.randyblock.com>>

3. Boomer Corner 13 Best Job Sites for Baby Boomers

By Sara Glakas

Vice President at Elm Tree Partners, LLC

Austin, Texas Area

<http://www.linkedin.com/search?search=&sortCriteria=R&keepFacets=keepFacets&facet_G=us%3A64>

Financial Service

<<http://www.linkedin.com/search?search=&sortCriteria=R&keepFacets=keepFacets&industry=43>> s

Age discrimination is a reality of today's job market. However, thanks to these sites you need not fear being overlooked by an employer in favor of a younger candidate. They cater to more experienced workers, and might even have the

perfect opportunity waiting for you!

The first step to finding a new job is to look in the right place, and these sites are especially beneficial to experienced workers who are looking to fill a particular niche in the labor market. Take a look at these top sites for the experienced worker -- maybe one of them has the perfect opportunity waiting for you.

[RebootYou.com](#) -- RebootYou is a blog focused on the concept of "rebooting" your life in preparation for the next stage, whatever that may be. The site has helpful tips for those ready to reboot as well as a series of stories that chronicle the real-life successes of rebooters from all walks of life, from the a mental health professional who rebooted to pursue his love of singing and photography, to a Marine Corps veteran rebooting his life after being severely wounded by an IED in Iraq.

[BoomersNextStep.com](#) -- This site is full of useful and up-to-date information for the Baby Boomer generation, featuring articles like "Boomer Employment -- Deciding on a Second Career" and "Career Change -- How Old is Too Old?" With sections on job news, careers and lifestyles, there is plenty of material perfectly suited for workers ready to plan for their next stage in life.

[Workforce50.com](#) -- The slogan "No Pastures Here" pretty much says it all. Workforce50.com's career site caters to mature workers searching for employment, making a transition, or approaching retirement. Its full service job board features job posting by employers specifically interested in staffing from the 50+ workforce.

[ExecuNet.com](#) -- An excellent site for executive-level professionals, ExecuNet focuses on connecting executives to new jobs and executive search opportunities. Note that this site's job search function is exclusively for executives and senior-level managers who command \$100,000+ salaries, but there is plenty of useful and free content available on the site for those who don't quite meet those criteria (yet).

[YourEncore.com](#) -- YourEncore is a niche site for retired and veteran scientists and engineers. Professionals accepted by YourEncore become "Experts" who are then matched with clients who need experienced innovators to further their projects. Enrolled Experts are free to accept only those projects that match their interest and experience. To enroll as an Expert, visit the site and prepare a profile for YourEncore's review.

[SeniorJobBank.org](#) -- SeniorJobBank was originally established in 1975, with the electronic version coming online in 1999. The average age of visitors using the SeniorJobBank is 57, which doesn't make the average user especially "senior." Nevertheless, SeniorJobBank seeks to encompass the full range of employment types and disciplines, from part-time workers and new workforce entrants to highly skilled executives and engineers continuing their full-time careers.

[WiserWorker.com](#) -- WiserWorker has searchable job posting as well as job-hunting tips, blogs and other resources that cater specifically to mature workers.

For example, the site's blog just pointed out that for the first time on record, there are more seniors than teenagers in the American labor force. WiserWorker, in

collaboration with the AARP, also organizes both traditional and virtual job fairs for the 50+ workforce.

[ENRGE.us](#) -- The Employment Network for Retirement Government Experts (ENRGE) website is a platform for retired government employees (and government employees within 12 months of scheduled retirement) to post individual resumes and business interests. ENRGE's aim is to use its network of government contractors, entrepreneurs, venture capitalists, HR managers, investors, business owners, etc. to link people with talent with the opportunity to use it.

[ExecSearches.com](#) -- ExecSearch is a job board focused specifically on the nonprofit, government, education, and health sectors. With over 70,000 active members in their registry, ExecSearch is used by both large and small nonprofits to fill executive, mid-level and fundraising positions. The site also provides helpful articles for nonprofit candidates, including those new to the nonprofit industry.

[RetiredBrains.com](#) -- A straightforward site with searchable job posting as well as job-hunting tips, RetiredBrains.com caters specifically to mature workers. Job hunters can search both domestic and international job listings by keyword, location and job type. You can even post your resume and register for an e-mail job-search agent.

[RetireeWorkForce.com](#) -- RetireeWorkForce focuses on providing unique part-time, flexible, seasonal and full-time positions not found on other job search sites.

In addition to the regular job search and resume building features, RetireeWorkForce offers the RW University, a program featuring over 130 instructor-led and self-directed online courses and certificates.

[RetirementJobs.com](#) -- Started in 2005 by a team of professionals with media, recruiting and HR experience at firms like AOL, Monster Worldwide and Wm. M. Mercer, RetirementJobs.com identifies age-friendly companies and matches them with active, productive, conscientious, mature adults seeking a job that matches their lifestyle. The basic job search features are free, though users can upgrade to a premium service that gives access to seminars and other special content.

[ExperienceWorks.org](#) -- Experience Works is a charitable, community-based organization that helps older, lower-income adults get the training they need to find good jobs in their communities. People who meet the age and income requirements are assigned to qualified nonprofits or government agencies where they receive training, supervision and experience directly from their hosts.

Sara Glakas does not own shares of any security

4. NETSHARE August Event

NOT ON GOOGLE? DO YOU EXIST?

Guest Speaker: Glenn Raines, Founder of Social Media Moves; consultant to individuals and companies for personal brand strategies that attract business.

Date: Wednesday, August 25, 2010

Time: 4:00-5:30 PM Eastern, 1:00-2:30 PM Pacific

Class Description: Whether you are an executive looking for your next assignment or a business researching potential vendors, it is very likely the first thing a decision maker will do is “Google you.” Can you be found? How do you appear to be? Is it the image you want to communicate? Is it accurate?

Now you can influence that perception with a Google Profile. A Google Profile gives you the distinct advantage to create and manage your own content. You can use the reach and power of Google to deliver your message on the first page of the search results. Whether you’re in a career transition, building a consulting practice or seeking other business partnering opportunities, having both a Google and a LinkedIn profile gives people a 360-degree view of you. And while LinkedIn helps you build a quality network, the Google Profile gives you more areas for content, images and links to convey your unique value and subject matter expertise.

This presentation will focus on content development strategies, formats and tips on how your Google Profile can give you a competitive edge.

In this 90-minute session you will learn:

- How to create a content strategy that showcases your unique value and subject matter expertise.
- How a compelling storytelling narrative engages others to learn more about you.
- How to incorporate testimonials from peers, colleagues and clients to enhance your credibility.
- How to link your Google and LinkedIn profiles to give people a 360-degree view of you.
- How to add links to any PowerPoint and video presentations to bolster your subject matter expertise.

About the Speaker:

Glenn Raines is Founder and Revealer of Value at Social Media Moves. He consults with individuals and businesses on ways to create a personal brand strategy that attracts others – whether they are prospective business partners, clients or executive recruiters. Glenn is a former VP, Internet Business Strategy at Citigroup and has been a Fortune 100 brand marketer, agency creative director, qualitative researcher and web strategist. Glenn works with executives to create a personal brand content strategy that leverages the reach and power of social media to achieve their specific objectives.

<https://www.experts-connection.com/sign-up.aspx>

6. Humor Department:

Office Wisdom!

When you don't know what to do, walk fast and look worried.

You will always get the greatest recognition for the job you least like.

No one gets sick on Wednesdays.

The longer the title, the less important the job.

Machines that have broken down will work perfectly when the repairman arrives.

An "acceptable" level of employment means that the government economist to whom it is acceptable still has a job.

Once a job is fouled up, anything done to improve it makes it worse.

All vacations and holidays create problems, except for one's own.

Success is just a matter of luck; just ask any failure.

6. Words that Inspire:

Very few of the great leaders ever get through their careers without failing, sometimes dramatically.

---Philip Crosby Author of "Quality Without Tears" and "Quality is Free"

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Helping professionals maximize their careers and job search

CCMC (Certified Career Management Coach), **CPRC** (Certified Professional Retirement Coach)
IJCTC (International Job and Career Transition Coach), **Now What? Life Blueprint™ Training**
Member: The HR Strategy Forum, Career Management Alliance, The Network, The National
Career Development Association, American Society On Aging

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