

Date: Mon, 2 Dec 2002 12:17:04 -0800  
To: EZINEA  
From: Randy Block <randy@randyblock.com>  
Subject: Randy's "Work and You": Holiday E-zine Edition  
Cc:  
Bcc:  
X-Attachments:

To clients and colleagues,

Wishing each and every one of you  
a holiday season of peace and good will.

Feel free to pass this E-zine on.  
To unsubscribe, hit the reply button and type "remove" in the subject line.

ANNOUNCEMENT: I will be teaching a 4 evening class called "Job Search 2003" at Redwood High School in Larkspur starting January 22 from 7:00 p.m. to 9:00 p.m. It is designed for professionals who are unemployed or looking to make a career change. For more information you can email me at <>randy@randyblock.com.

This month's featured articles are:

- #1. The successful job interview is several stories high
- #2. Networking: facing the fear
- #3. The difference between making a choice and making a decision
- #4. Job and career websites
- #5. Success Story
- #6. Humor Department-- Fortune's list of Ratfink CEO's #1. Ken Lay

#1. Successful job interview is several stories high  
Nothing succeeds like success stories. Develop 30-second success stories to answer a question or punctuate a credit on a resume. Stories showcase your acumen, demonstrate your team player abilities and profile your leadership qualities. A recitation of facts and statistics can be awfully dry and boring, but telling your story adds color, context and realism. For each accomplishment on your resume, offer a setting, a situation and a solution. Remember, you are the hero of your stories. Stories make it interesting for the interviewer and make a lasting impression.

(3/3/02 edition of the San Francisco Chronicle, an excerpt of an article by Craig Harrison, a professional speaker and corporate trainer. Craig's e-mail is solutions@craigspeaks.com).

#2. Networking: facing the fear

Does this sound like anyone you know when it comes to networking?

"I don't want to be rejected" Of course people don't like being rejected or turned down. Networking is different. It consists of gathering, collecting and distributing information. When you contact people to let them know about your skills and passions, looking for a referral, prospect or service provider, you are giving them information rejection is an issue only if your primary focus is having someone respond in the particular way you want them to respond. If you are relaying information on the basis of mutually sharing resources, then any response you receive will support the flow of the process.

"I don't want to look weak or needy!" (Randy's comment: 'I have often said that seeking someone's recommendation is the greatest compliment that you can pay anyone.') If your primary focus is to keep up a "strong front," then your networking suffers. Everyone has times of need. To pretend that you don't just keeps you separate and distant from people. Asking for a recommendation or help is not a sign of weakness. It really means strong self esteem, commitment, wisdom to be inclusive and understanding the power of interdependence.

"If they support me, what will they want in return?" I don't like obligation, do you? The power networking approach involves giving with no expectations and therefore no obligations. With and keeping score, it is more like manipulation and intimidation. If you treat people with respect and give to the best of your ability, you have done your part. No more keeping score!!

"If it means that I have to be pushy and aggressive, I can't so it!" Showing persistence tempered with patience is very different from being pushy and aggressive. If you are demanding or overbearing, then you have slipped and turned people off. Remember the big picture -- which your focus is to build strong relationships. You will find people who want to support you.

Excerpt from the highly acclaimed book "Power Networking," second edition, by Donna Fisher ([www.donnafisher.com](http://www.donnafisher.com)) and Sandy Vilas (970-870-3302).

### #3. The difference between making a choice and making a decision

My colleague, Mitch Axlerod, sent me this article he wrote recently regarding the process of making choices. He distinguishes the difference between choosing and decision-making. He starts off with:

"A FEW OF US FACE LIFE-ALTERING CHOICES". Life is happening, ready or not. Sitting on the fence can be painful. There's no formal training on how to make "good" choices. We learn how to choose through the experience of choosing.

Risk is inherent in making choices and decisions.  
The "new game" today demands we get more comfortable with risk.

Choices and decisions are 180 degrees opposite in how we approach them:  
Making choices is challenging; but making decisions is taxing.  
Making choices can be fun; making decisions can be agonizing.  
Making a decision "cuts off" and eliminates alternatives.  
Making a choice still leaves all options open and in play.  
Making decisions causes stress and even physical illness.  
Making choices creates excitement, energy and enthusiasm.  
Decisions are made playing a zero-sum game: If I decide to do this, I can't do that.  
Choices are made playing a prosperity game: I can choose this, and can still choose that later on.  
Decisions can debilitate.  
Choices usually facilitate.

It's a major distinction. Embrace and integrate this distinction, and your life can transform in a New York minute."

#### #4. Job and career websites

flipdog.com. Its JobHunter search engine sniffs around the Web for job opportunities that meet your criteria such as location, categories, employers, and keywords that you specify and then it e mails you what it finds.

careerjournal.com. Primarily for executives and managers looking for work, the "Who's Hiring section of this Wall Street Journal site lets you search job listings or link directly to the jobs sections of top tier employer websites. It even has a salary equivalent calculator, which will tell you what your present salary would be in the city you are thinking about moving to.

salaryexpert.com. In addition to last month's suggestions, here's one more. It delivers average compensation, benefits and cost of living information based on job title and zip code.

wetfeet.com. Provides guidance for job seekers; articles cover everything from how to ace an interview to how to writing résumés. It offers a personal job-search account that gives the job seeker a place to store job leads, interview schedules and other notes.

#### #5. Success Story

Louis. early fifty's

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".

## 6. Humor Department-- Fortune's list of Ratfink CEO's #1. Ken Lay

Certainly the current atmosphere of contempt for corporate leaders is unfair: There are a great many CEO's who are upstanding citizens, models of decency, integrity, and probity. If you wish to read about them, kindly look elsewhere. Fortune is taking a look at the ratfinks, the liars, the evil, the malignant, and those that lack competence.

Famous Lay quote:

"In addition, I am dating Miss Cameron Diaz, the moon is made of soft cheese, and I am able to fly there by flapping my arms."

On Oct. 16, 2001, Enron startled Wall Street by issuing a press release announcing \$1 billion in "one-time charges." In the press release CEO Ken Lay assured investors that they shouldn't be too worried about the announcement, because "the continued excellent prospects in [our energy trading] businesses and Enron's leading market position make us very confident in our strong earnings outlook."

"We'll take it from here," he added.

During a conference call later that day, Lay snapped at one stock analyst who suggested that the company might be in trouble: "I know you're trying to drive the stock price down, and you've done a pretty good job of it."

Question of the year.

"I would like to know if you are on crack."

An Enron employee to Kenneth Lay in an October 2001 question-and-answer session

He then excused himself, explaining that he had to clap wildly in order to keep

Tinker Bell alive.

--Excerpt from the 11/18/02 issue of Fortune Magazine by Tim Carvell

WORDS THAT INSPIRE:

"If you have built castles in the air, your work need not be lost; that is where they should be. Now put the foundations under them."

--Henry David Thoreau

Commercial: I am now offering 2-hour Career Review sessions for \$95. In each session we will review what has worked and is working, what areas that could use some help, and a plan to get to the next steps. If you are interested, hit the reply button or e-mail me at [randy@randyblock.com](mailto:randy@randyblock.com).

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Your comments and feedback on this E-zine are welcome!!

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