



Randy's Work *and You*

December Edition

Dear clients and colleagues,

Wishing each and every one of you the very best during this holiday season and a prosperous and Happy New Year!

Don't believe the holiday job search myths

Abridged: About.com NEW YORK, NY -- Many job searchers are convinced that job searching between Thanksgiving and the middle of January is a waste of time. If you buy into this myth about holiday job searching, you are losing one of the better job searching seasons of the year. During this holiday job search season, you enjoy increased hiring and reduced competition for jobs. Additionally, all trade shows are over and holiday vacations have yet to kick in so hiring managers are generally available for interviews. Additionally, new employees help managers spend their allotted budgets before year-end. Hiring managers, with fresh goals for the new year, are eager to find people who can help them get the jump on goal accomplishment. If nothing else, many organizations interview in December for positions starting at the first of the year.

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This month's topics:

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1. MONEY, EGO, ITCH--WHAT'S DRIVING YOU?

Source: Susan Britton Whitcomb, Career Coach Academy

What's next on the horizon for your career? Are you looking for greener pastures? It often pays to start by looking in your own back yard! A full-scale job search is a serious undertaking that, when done right, requires a great deal of work and a certain amount of

risk. What many fail to recognize is that those greener pastures are often located in their own back yard ... with their current employer. In other words, you have the power to create greener pastures by watering your own back yard!

As a career-minded professional, you know how to set goals. You know the "why" behind the goal, and the "how to's" of execution. Have you considered the "why's" and "how to's" of winning an internal promotion? When it comes to getting promoted, there's a tendency to focus on the how to's. Some of those how to's include deepening trust with key players in the organization, managing internal politics, proposing ideas and strategies that will boost net profit, and living out a clear value proposition 24/7.

It's also important to understand the "why" behind your drive to be promoted. When you're clear on why you want something and what it will mean to your life, you'll have more focus and energy to go after it. It's easy to get caught up in the hectic pace of business and forget why you're working. In general, the why's for wanting a promotion typically point to three primal motivations:

1. Money: The desire for financial reward is a serious motivator for many, and that's not necessarily a bad thing. A healthy desire for personal financial reward often goes hand-in-hand with an ability to make money for your company, and that's a good thing. Profit keeps the company in business and you paid well. When it comes to your salary, however, just be sure to have answers to questions such as, "how much is enough" and "what do I expect my dream salary to do for me." A handsome salary *will* afford you the luxury of the latest toys and a lifestyle of ease, but it *won't* reduce stress or improve your relationships with friends or family members.

Tip: When discussing a raise, leave any personal financial woes out of the picture. Your boss doesn't care that you've got to pay off student loans for that new Executive MBA you just finished, or that your kid has chosen to go to an expensive college, or that you have alimony payments to make, or that you need to help pay for an aging parent's move into assisted living! Salary negotiations must always be based on the value you provide to the company, not your financial needs.

2. Ego: Many people have a healthy, well-balanced sense of confidence and self-esteem, including a desire to be recognized for their contributions. At the far end of the spectrum, however, are those who lean toward egoism, with an excessive concern about themselves and an overzealous desire to impress others their primary motivation for making decisions is whether other people will think favorably about them.

Chris, a senior executive for a major pharmaceutical company, has made hundreds of hiring and promotion decisions over the years. He offered an interesting insight on this topic: "When it comes to wanting a promotion, I see ego, and not money, as the primary push for most people. Salary increases are often minimal with internal promotions. The prestige of the title means more to them than the paycheck." A survey by JobFox, reported in a recent SHRM newsletter, reveals that advancement opportunities top the list of what candidates most often seek. The complete results are listed here:

- An opportunity to advance cited by 55 percent.

- More leadership responsibility, 41 percent.
- Work/life balance, 38 percent.
- Leadership that is respected and admired, 36 percent.
- A sense of accomplishment, 36 percent.
- A higher salary, 28 percent.
- 401(k) matching, 28 percent.
- A flexible schedule, 27 percent.
- A collaborative environment, 22 percent.
- Performance bonuses, 20 percent.

As with the first motivator listed earlier (money), a healthy sense of ego isn't a bad thing. It will serve you best when balanced with a commitment to growing your career and contributing value, which brings us to motivator number three.

3. Itch: Itch is the desire to be more, learn more, and do more. It's the urge to stretch and grow ... the hunger to create something new ... the drive to contribute more significantly or leave a bigger mark on your corner of the world. Motivator #3, the itch, is the motivator that the "powers that be" will be most impressed with. Why? Because it answers your CEO's or manager's critical question of "what's in it for me." The "itch" shows that you're interested in the company's overall success and not just your own. This builds trust and will go far with your team. It tells them that you're going to make decisions and act in a manner that will be best for the company.

There will be plenty of obstacles on the road to promotion politics to navigate, misperceptions of you that will need to be turned around, pundits to be persuaded. The higher your drive for itch, the more momentum you will have to overcome any roadblocks to promotion.

Tip: Employers have good reason to put people into roles that satisfy their itch! The Gallup organization, in a survey on the impact of employee attitudes on business outcomes, noted that organizations where employees have above-average attitudes toward their work had 38% higher customer satisfaction scores, 22% higher productivity, and 27% higher profits.

So what's driving you? Rate yourself on a scale of 1-10 (1 being not at all true for me and 10 being very true for me) for each item money, ego, itch. Did you score higher in money and/or ego than you did in the itch category? If so, what would it take for you to make a shift, where the focus is less on you and more on the company? Your boss is far more likely to grant you greater power when you're itching to make a contribution

2. Apply Principles from *The Secret* to Attract Your Next Job

By Joe Turner

The bestseller, *The Secret*, became a phenomenal success in 2007. Its message is that we are all governed by the Law of Attraction, through which whatever we are holding in our mind and feeling is attracted to us. Author Bob Doyle puts it this way: "Like attracts

like at a thought level, and so as you think a thought, you are also attracting *like* thoughts to you.”

It’s a safe bet that you’re not thrilled with the prospect of job search. Who is? The good news is that you can harness the power of the Universe to streamline and improve your job search.

By harnessing the Law of Attraction you’ll:

- Feel more positive and energized about your job search.
- Shorten the time it takes to find a suitable job.
- Attract more positive people and better networking contacts.
- Attract opportunities that are a better match to your job goal.
- Land the right job for you.

Applying the Principles of the Law of Attraction to Your Job Search:

1. ASK

The first step in manifesting what you want is simply to **ask**.

Lisa Nichols, author, suggested in *The Secret* that when you make a command to the Universe, indicating exactly what you want, the Universe will respond to your thoughts.

Robert Collier, author, *The Secret of the Ages*, described this principle: “See the things that you want as already yours. Know that they will come to you at need. Then let them come. Don’t fret and worry about them. Don’t think about your lack of them. Think of them as yours, as belonging to you, as already in your possession.”

Become as clear as a clean window about what you want. If you send out a mixed message, you’ll receive mixed results. Know that you can have, be or do anything and there are no limits.

Action Steps

- Focus specifically on what you want. Picture your ideal job and see it in your mind.
- Write a description including job title, salary, benefits, duties, type of company, etc.
- Draw a picture of your ideal job to engage your right brain.
- Hold the vision of that job, no matter what obstacles you encounter.
- Include the clause, “this or better”. Allow the Universe to deliver the “right” job to you. Detach from a specific outcome.

2. BELIEVE

You must, in the moment you ask for something, **believe** and know you already have it in the unseen. When you believe and know that you have it in the unseen, a shift occurs in the entire Universe to bring it into the seen.

Job search is a journey of faith, when you have to believe that something you want is up ahead, even when you can't see it. Everything that you are and have now is the result of the Law of Attraction. This universal law determines what you bring into your life. If you focus on negatives such as fear, you will attract circumstances and people that are fear-based.

Action Steps

- Act, speak and think as though you are receiving it right *now*. The Universe mirrors back to you your dominant thoughts. If they contain the recognition that you don't have something, you continue to attract "not having it".
- Believe that you already have it and have already received it.

3. RECEIVE

Receiving involves beginning to feel wonderful about the subject of your manifestation. Nichols suggests that you emit the feeling frequency of having already received it.

Action Steps

- Feel as if you have the job you want right *now*. What does it feel like working at your new job? Imagine it.

In *The Secret*, Marci Shimoff, author, adds that it's important to feel good and to be happy. Feeling good puts you in the frequency of what you want to manifest.

It's important to both believe and feel in order to have enough power to manifest whatever it is that you want in your life, says Michael Bernard Beckwith, another *Secret* contributor. Is there a fast track to get onto that frequency? Beckwith says it's necessary to:

- Say to yourself, "I am receiving now. I am receiving all the good in my life, now. I am (fill in your desire) now." He adds you must feel it as though you have already received it.

Summary

Conduct your job search by harnessing the power of the Universe through applying these principles of the Law of Attraction and see the differences that can transpire over the next several weeks in *your* search.

As a recruiter, Joe Turner has spent the past 15 years finding and placing top candidates in some of the best jobs of their careers. Known on the Internet as "The Job Search Guy", Joe has also authored ***Job Search Secrets Unlocked*** as well as other 'how-to' books and resources on interviewing and job search. He's been interviewed on several radio talk shows. Discover more insider job search secrets by visiting:

<http://www.jobchangesecrets.com>

3. Boomer Corner Top 25 places for retirement jobs

By Robert Powell, MarketWatch

Nov 14, 2007

BOSTON (MarketWatch) -- Most people don't get to have their cake and eat it too. Case in point: we know the best employers for workers over age 50. And we also know the best places to which Americans can retire. But where in America are the best 25 places for retirement jobs?

As difficult a question as that may seem to answer, we've done it. The research director at RetirementJobs.com has just finished evaluating for MarketWatch a bevy of factors -- including the presence of age-friendly employers and age-friendly jobs, housing costs, cost of living and proximity to health-care services, education institutions and travel facilities -- and has devised such a list.

But first the truth in advertising: *The 25 cities on our list is not for retirement-age workers who still have their nose to their primary occupation grindstone*, according to Robert Skladany, vice president of research and services at RetirementJobs.com.

"Those workers often have to 'go where the jobs are' in their industry or profession, regardless of the location," Skladany said. "But for many age 50-plus workers, the 'best cities' are those that offer a wide range of industry and occupational choices as it becomes increasingly acceptable to 'work around' in a variety of jobs beyond traditional retirement age."

As with any list of this sort, Skladany said the devil is in the details. To devise his list, Skladany considered and scored cities on the following factors, but especially on employment growth and the presence of professions that are most accepting of older workers:

**General employment growth.* This is an important indicator of the strength and depth of the area's labor market offerings and resilience. Historic job growth and projected growth is derived primarily from U.S. Department of Labor information. Economic diversity is also a significant consideration.

**Prevalence of key retirement job opportunities.* Certain industries, professions and occupations are particularly age-friendly. Health care; federal, state and municipal government employees; retail, banking and financial services; food services; customer services; sales and personal services from bus driver to home elder care aide to tutors; and temporary or contract employment. Industries with high rates of employees retiring at the traditional age are creating significant labor shortages with inadequate numbers of younger workers to fill the openings. Of note, the MetLife Mature Market Institute this week published a report designed to help employers hire and retain older workers. Read that report at this Web site.

**Presence of age-friendly employers.* RetirementJobs.com evaluates employers against 35 "best practice" factors known to be present at employers eager to recruit and retain age 50-plus workers. (RetirementJobs.com has a list of age-friendly certified employers at this Web site and AARP has a list of the 2007 List of Best Employers for Workers Age 50+ at this Web site.)

**Unemployment rate.* While a low unemployment rate tracks with strong employment growth, a low unemployment rate is a positive indicator that many jobs suitable for

retirement-age workers will pay a higher wage than a similar job in a high unemployment city.

**Housing costs.* Housing costs, including occupancy costs (utilities, taxes, maintenance), as a major component of total living costs, best be as low as possible. Retirees are often trading down from a larger and more costly home and moving to an area with low initial housing purchase prices.

*

**General cost of living.* The overall cost of living, particularly health care, taxes and energy, is another major consideration in selecting a best city for individuals holding retirement jobs.

**Health-care services.* Proximity to high-quality health care is important for age 50-plus workers to consider as are regional health-care costs.

Skladany first scoured the existing literature, including "Best Places to Retire" and "Best Places to Work," cost-of-living ratings and transportation service ratings to create a list of 200 cities. Then he used proprietary RetirementJobs.com information on the number and variety of retirement-type jobs available by state and city.

"The final list is a combination of the traditional high employment, larger cities and some surprising small- to midsize cities," he said

Skladany said these sorts of lists could easily become dominated by Arizona, Texas, Nevada and Florida because of their rapid job growth and moderate living costs. So, instead he selected cities from different geographic locations, the Northeast for instance, based on the type of work available, the presence of age-friendly employer operations, demographics (percent of population with college or advanced degrees), and general lifestyle issues known to be important to older workers and retirees.

Here's is the list of the top cities and regions for retirement jobs:

Northeast

*Harrisburg/Lancaster, Pa.

*Nashua/Manchester, N.H.

Mid- Atlantic/Southeast

*Bethesda, Md.

*Leesburg/Winchester, Va.

*Fayetteville, Ark.

*Raleigh/Durham, N.C.

*Washington D.C. region

*Tampa/Saint Petersburg, Fla.

* Sarasota, Fla.

Central/Midwest

*Louisville, Ky.

*Columbus, Ohio

*Knoxville, Tenn.

*Indianapolis, Ind.

Southwest/Mountain

- *San Antonio, Texas
- *Phoenix, Ariz.
- *Las Vegas, Nev.
- *Greeley, Colo.

Upper Midwest/Great Plains

- *Madison, Wis.
- *Ann Arbor, Mich.
- *Minneapolis/St. Paul
- *Kansas City, Mo.

Northwest/West Coast

- *Seattle/Bellevue, Wash.
- *Medford, Ore.
- *Spokane, Wash.
- *Sacramento, CA

Robert Powell has been a journalist covering personal finance issues for more than 20 years, writing and editing for publications such as The Wall Street Journal, the Financial Times, and Mutual Fund Market News.

4. Success Story

An Executive Networks to Find a Job at 57

By Perri Capell

The beard had to go.

Since the late 1970s, John Wold had worn a beard. As a young executive calling on clients for TransUnion LLC, a Chicago-based credit bureau, Mr. Wold thought it made him look more mature. But by the time he embarked on a job hunt in late 2002, he was concerned that his beard, now bushy and white, might make him seem older than his 57 years. "I thought, 'Maybe I don't look distinguished; maybe I look extinguished,'" he says. Mr. Wold doesn't know whether his clean-shaven look helped his search, but he has found a position he loves. His 18-month job hunt ended in November 2004 when he became chief operating officer of RelyData LLC, a Chicago start-up that helps victims of identify theft resolve credit problems.

His biggest surprise about job hunting was finding out through the networking groups he joined just how many other senior executives were also on the market. "There were many times when I thought, 'There are way too many people out here,'" he says.

Mr. Wold had never been unemployed before and having to create a daily schedule was another unique experience. "I had to get up, get with it and beat the bushes," he says.

Mr. Wold had built a career in the credit and data-reporting industries, starting with TransUnion. A consulting job in California was winding down when a former boss at TransUnion called in 1998 and asked him to move to Chicago and become group vice

president for "vertical" markets, a unit that sold credit data for insurance underwriting and direct marketing. He built revenues in his area to \$80 million annually when TransUnion eliminated the business. Mr. Wold was laid off in late 2002 with a year's severance and a noncompete agreement that kept him from working for three large competitors for a year. His first thought was to do some consulting, but most of his contacts were in California or retiring, and competition for consulting jobs from other out-of-work executives was stiff. As he pursued consulting, he began hunting for a new senior-executive role. He responded to leads he received through the networking groups, print ads and online job postings and contacted executive recruiters. He constantly revised his resume, tailoring it to every opening he sought.

But his mainstay was networking. The groups Mr. Wold joined stressed the importance of helping others when networking. He usually attended about five events for job hunters in Chicago each week, some in the morning, some at night and smaller get-togethers for coffee in between. He and other unemployed executives began calling Starbucks "the Transitional Cafe."

"I became a networking fool," he says. "There wasn't anybody I didn't want to meet. I made it my business to find out if there was anything I could do for others and others could do for me -- but it was mostly the former."

From networking and other leads, he estimates he pursued about 100 full-time opportunities during the 18 months. In all, he had 40 to 50 phone interviews and eight to 10 in-person interviews for jobs with Midwest companies. These included openings for a director of business development at a midsize database-marketing company; vice president or chief operating officer (COO) of a collection agency that sought debts owed to government agencies; and an executive role with a credit-industry software provider. No offers resulted.

He says he believes his age and experience may have been among the reasons behind his lack of offers. It was never overt, he says. He just had the sense that employers thought he was too experienced or wouldn't be happy unless he held a high-level position. "Many times, there would be great interest in me, then they would get my resume, see that I had all this experience, and things would just die," he says.

Mr. Wold says that besides shaving his beard, he lost a few pounds in an effort to appear more fit. He tried to address the age issue directly, by making it clear he wasn't interested in being chief executive officer and that he wanted to use his experience to make a contribution, "but maybe it didn't go over too well," he says.

In 2004, his personal networking paid off. Mr. Wold had acquired some consulting clients in the data-reporting industry and also was helping his son build a company that provides software to help creditors access credit-reporting data. Impressed by Mr. Wold's expertise, a lawyer for his son's business referred him to the founders of RelyData, who were attempting to get their idea off the ground. He began working for the company as a consultant in June 2004.

RelyData couldn't afford Mr. Wold's services full time, but he was attracted to its mission and wanted to devote more time and energy to the start-up. He and the founders negotiated an agreement in which he received equity instead of a full fee in exchange for more of his time. In November, he signed on as its new COO and now is seeking more seed money from investors. RelyData's president Garnet Steen confirms this account. Although his new salary is well below his former annual pay, which ranged from \$240,000

to \$300,000, Mr. Wold is willing to accept the pay cut because he finds the work exciting and sees a larger payoff down the road.

Mr. Wold says the support and encouragement he received from his wife, Marilyn, was key to his eventual success. But he says she worried about the couple's economic future. He believes that talking openly and often with her about his progress was key to helping her understand that the process takes time. "She could see that I was doing everything I could," Mr. Wold says. "We talked often, and her support was wonderful."

His advice to other out-of-work executives? "Don't ever stop networking. Don't pass up opportunities to stay in touch with someone, because it will come back to you," he says.

5. Humor Department:

Top Ten Things You'll Never Hear from your Consultant

- 1) You're right; we're billing way too much for this.
- 2) Bet you I can go a week without saying "synergy" or "value-added".
- 3) How about paying us based on the success of the project?
- 4) This whole strategy is based on a Harvard business case I read.
- 5) Actually, the only difference is that we charge more than they do.
- 6) I don't know enough to speak intelligently about that.
- 7) Implementation? I only care about writing long reports.
- 8) I can't take the credit. It was Ed in your marketing department.
- 9) The problem is, you have too much work for too few people.
- 10) Everything looks okay to me. You really don't need me.

6. Words that Inspire

"Change is Good,
You Go First!"

Author Unknown

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