



Randy's Work *and You*

December Edition

Dear clients and colleagues,

In four weeks, we will be saying goodbye to 2008. It's been a tough year. For a lot of us, there are now unexpected challenges—loss of a job, fear of losing same, reduced income and savings, and uncertainty of the future to name just a few.

The emotion of fear will be a barrier to successfully meeting those challenges. Developing strategic working relationships in 2009 more than ever before is akin to putting money in the bank. Employed or not, security for yourself and your family in 2009 will have its foundation in a strong personal network. If looking for a job, 80% of your time should be devoted to strategic networking. And to keep your present job, it is 10 to 20% of your time.

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. Featured Article: 3 Tips to Benefit from the Wall Street Collapse**
- 2. Interview Tips: Preparation for the personal interview**
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1. 3 Tips to Benefit from the Wall Street Collapse

By Joe Turner, the "Job Search Guy"

The current economic meltdown is just the tip of a much larger iceberg that will have far reaching economic implications for all of us here in the U.S. Tens of thousands of layoffs in and beyond the financial industry will only be the start of more sober times as companies across the country will be forced to rethink their future hiring plans.

One fact seems certain. All of these circumstances will combine to have huge

ramifications for job seekers. The failing economy and a constantly rising unemployment rate, will require individuals to take a fresh approach to their job search.

Referencing the most recent economic crisis, Neil McNulty, Principal Recruiter, McNulty Management Group states, " The game has changed, but the rules remain the same: now, more than ever, job seekers need to change their mindset from looking for 'openings' to looking for 'opportunities'...and opportunities are borne out of crisis and chaos, and exist even in the worst economy."

This means that you, as a job seeker, must look beyond job postings and move into marketing yourself to the managers of the companies and organizations who are experiencing problems that you can solve.

1) Change Your Mindset

Move away from being a passive job seeker to an active problem-solver. Don't just rely on the Internet to find job openings. Scour the marketplace to find the hidden jobs that aren't advertised. Most jobs are not posted or advertised. The best jobs are often found through networking, word-of-mouth and informational interviews.

2) Stop Thinking of Yourself as Just an Assortment of Job Skills.

See yourself as a product to package and market, and then create your own marketing campaign to find your desired job. This includes having a state-of-the-art resume, and sharpening your interviewing skills.

3) Sell ROI

View yourself in terms of Return on Investment for an employer. See yourself as a mini-Profit and Loss Center. Be prepared to demonstrate ways you have helped to positively impact the bottom line of your past or current employer. This means demonstrating ways you've helped make money or save money for an employer or clients. As employees, we all touch money. Some of us may be closer to it than others. Regardless, we must find ways to prove this in short "sound bites" when given the opportunity.

Remember, it's not about you, but about the employer. All communication with a prospective employer must answer the question, "What's in it for me?"

The road ahead will be littered with casualties, no mistake about that. We could sit by and whine about the circumstances. We could wait for the government to initiate a "bailout" package that might somehow rescue the unemployed. Or, we could take charge of our own lives and power ourselves forward regardless of the hysteria of others. Joseph P. Kennedy said many years ago, "When the going gets tough, the tough get going". That statement is just as true today as it was then. We all share this rocky, tough economy in common, whether employed or

not. We can respond as victims of the economy or we can get tough and get going.

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. Author of ***Job Search Secrets Unlocked*** and ***Paycheck 911***, Joe has interviewed on radio talk shows and offers free insider job search secrets at: <http://www.jobchangesecrets.com> <<http://www.jobchangesecrets.com>> .

2. Interview Tips— Preparation For the Personal Interview

By Randy Block

If you were going to paint a room, the most important part of the process is preparation. Bad prep equals a lousy and sloppy pint job. Proper preparation for the interview is just as important.

Congratulations! You passed the phone screen. In a past Ezine, we discussed how you prepared for the phone screen (evaluating the company and the position – see the June Edition on my website <http://www.randyblock.com>).

Now the hiring organization is calling you to set up an initial interview.

During that call, it's important to ask the following questions:

1. With whom will you be interviewing? It is important to get the exact title and name of the person and/or persons involved in the interview process. You will subsequently check out each person via an online search and your network.
2. How long should you allow for the total interview process? And what is the time allowed for each person on the screening team? For multiple interviews (peers, the hiring manager's boss, and other stakeholders etc.) a general rule of thumb: 30 minutes or less can be interpreted as a "chemistry" interview. That is, "can the person work with you?" If the time frame is 45 minutes or longer per interviewer, you are being evaluated for specific competencies as well as chemistry.
3. What is the system of notification in case there are any last minute changes? Give them your mobile number and you should have the name of the person to contact in case of an emergency on your end (traffic, illness). I suggest that you program their number into your mobile phone.
4. Do not ask for directions to the interview!! This a really bad start. Everyone now uses MapQuest or Yahoo Maps.

Other preparation includes:

1. Three hard copies of the résumé that you sent them. Tailored résumés are used quite often. Be sure you bring the résumé that you sent them.
2. A *written* list of questions that you wish to ask them. You are not expected to memorize them. A list of about 8 to 10 should suffice. If in multiple interviews, a

good question to ask each person: "How can the person in this position help you succeed?"

3. Announce yourself at the reception desk 5 minutes before the appointed hour. You can arrive in the parking lot anytime. Showing up too early is as bad as showing up too late. The caveat here is the request by the organization to come in early to fill out an application.

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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 for self-employment, freelancing and consulting. He holds an IJCTC certificate from the Career Planning and Adult Development, a CCMC (Certified Career Management Coach) from Career Coach Academy.

3. Boomer Corner: PAUL NEWMAN (1925-2008)

He was such an inspiration. Here is a summary that has been passed around the Internet.

Creating a world of positive aging requires its models, and in this respect we owe much to the life of actor, Paul Newman. Many of us in the Baby Boomer and plus generations always have had a special attraction to Newman, who recently died of cancer.

We have joined so many others who appreciated such films as, *Cat on a Hot Tin Roof* (1958), *Hud* (1963), *Cool Hand Luke* (1967), *The Sting* (1973), and perhaps most of all his buddy film with Robert Redford, *Butch Cassidy and the Sundance Kid* (1969). Besides his work as an actor, he involved himself in many other endeavors. After learning to racecars for a movie in 1969, he continued to pursue this passion, becoming a dedicated racecar driver. Eventually he won a 24-hour race at Daytona, making him, at 70 years old, the oldest driver ever to win a major professional auto race.

He also loved to cook, and his friends persuaded him to market his products, including the salad dressing we all know. The millions of dollars in profits went into charitable foundations, most prominent of which was the Hole in the Wall Gang camp for seriously ill children. He often visited the camp, and even built a cabin on the grounds so he could stay there over night. His 50 year long marriage to actress Joanne Woodward was an exception for Hollywood stars, and he was famous for commenting to *Playboy* magazine on his faithfulness to her, "Why go out for hamburger when you can get steak at home?" According to Woodward, the secret of their success was the friendship they shared.

Newman seemed to be very grateful for the lucky breaks that helped him along

his path, and he was dedicated to giving back for what he had received. Some of Paul Newman's last words, "It's been a hell of a ride."

4. Success Story

Jeff B. Age 37.

Jeff had a great career going as a strategic marketing executive in high technology. Before high tech, he had made several contributions in the agency side of the business in New York.

He was laid off in early in the year. Simultaneous with his job search, he marketed himself as a consultant to his high tech contacts with the tagline, "Natural born marketing strategist for all of your marketing needs." He got interviews and leads but no offers.

He networked with his friend who ran a financial services company. They needed his marketing services for a 3-month contract. Things evolved and Jeff noticed that the company was growing quickly, and the two founders had very little time to run the day-to-day operations. Jeff introduced the idea of a "COO" to relieve them, so they could do the things they liked to do—write contracts and increase revenue.

Jeff started there as the COO in the summer.

5. Humor Department: Cover letter blunders:

"Please disregard the inaccuracies in the attached resume -- it is out of date."

"I am superior to anyone else you could hire."

"I vow to fulfill the goals of the company as long as I live."

"You are privileged to receive my resume."

"My salary requirement is \$34 per year."

"I'll need \$30K to start, full medical, three weeks vacation, stock options and ideally a European sedan."

"I'm submitting my resume to spite my lack of C++ and HTML experience."

"Although I am seeking an counseling job, the fact that I have no actual experience in counseling may seem discouraging. However..."

"I apologize for my total lack of appropriate experience and worry that it may

concern those considering me for employment."

"I'll starve without a job but don't feel you have to give me one."

6. Words that Inspire

"Nothing can come of nothing."

—William Shakespeare

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Randy Block . Staffing Consultant & Executive Coach
[ph.. 415-383-6471 (vm only) e. randy@randyblock.com
w. www.randyblock.com]

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