



Randy's Work *and You*

February Edition

Dear clients and colleagues,

This month,, Teena Rose writes about the rise job aggregators and the descent of job boards. I offer some thoughts about the personal brand the value proposition. And an article from BBC News discusses scams aimed at the job seeker.

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. Job Boards becoming less relevant**
- 2. The Difference Between the Personal Brand and the Value Proposition**
- 3. Boomer Corner: Net Scams Targeting the Job Seeker**
- 4. Success Story**
- 5. Humor Department**
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1. Job Aggregator Continues to Wow, While Job Boards Wallow

By Teena Rose

Executive resume writer and branding expert

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Job boards are in a predicament — evolve to stay useful and relevant, or jobseekers will set their sights elsewhere.

Competing with boards are aggregators — certainly taking attention away from smaller, less established job boards are meta-search engines that congregate job openings from a multitude of sources; i.e. job boards, newspaper and classified listings, associations, social networks, content sites and company career sites.

But aggregators allow companies to post and sponsor job listings, which take

advertising dollars away from others. For example, Monster has seen continuous declines in revenue between 2008 and 2009, while CareerBuilder North America has seen its own losses.

Aggregators undoubtedly seem more in tune with jobseekers, and just may be leaving older, but not wiser, sites like Monster and CareerBuilder in the dust. Take SimplyHired, for example. A virtual newcomer, going beta in 2005, SimplyHired is no stranger to providing jobseekers with what they want and need, which probably accounts for the company's continued revenue growth

Some believe job boards have one fundamental flaw. While they focus too heavily on job delivery, sponsored ads, visual presentation, and resume collection, jobseekers are shifting to social platforms. Although job boards are using social media to promote their boards they are missing that jobseekers need social networking functionality too as part of the job-search experience — not a separate entity, but an inclusive entity. Simply put, one way for job boards to compete is to embrace social media into their fold of offerings.

SimplyHired's recent addition of LinkedIn into its offerings is certainly a feature that puts job-search on a new level. Take the following example for instance. Conducting a basic search for a Chief Executive Officer position within New York City returns a number of sponsored and organic jobs to peruse.

Jobseekers can now take their search one step further. Using SimplyHired's new feature, *Who Do I Know?* on LinkedIn, a jobseeker can identify those within their LinkedIn network that coincide with current job openings.

After selecting *Who Do I Know?*, I quickly identify the name of the HR Director at Marsh in New York City for a Chief Marketing Officer position. For jobseekers, this information is very important and useful.

A small step forward to helping jobseekers, sure, but there is room to grow. My hope is job boards recognize the need for evolution, to avoid being outdated job-search technology in a next generation job-search world.

2. The Difference between a Personal Brand and a Value Proposition

How do you respond when asked: "Do you have a Personal Brand?"

Or "What is your Value Proposition?" Or "What Do You Do?"

Do you send your résumé in response to those questions? In an interview or networking event what do you say?

For many, the two terms are synonymous. For others they only have a definition for one. And it can be confusing to others.

As we have said in the past, a Personal Brand is a unique statement of what you do. It is based on what you believe in and what you do best. It is a single declaration designed to engage with another. Titles are not used. Nor do you say “how” you get it done. When asked for an example or story, you then have a short 2-minute account that illustrates your branding statement. I like to think that this can be construed as the “elevator speech”.

The Value Proposition is a customized solution to a specific problem that the potential employer is trying to solve. It is an application of your Personal Brand. You offer it after you have a clear understanding of the problem. *And* the decision maker is ready to hear it. The last point is critical because too often solutions are given too soon in the process.

Having a Personal Brand and knowing how to deliver the Value Proposition is vital to very job seeker.

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3. Boomer Corner: Net Scams Targeting the Job Seeker

By Marc Cieslak
Reporter, BBC Click
BBC News

The methods to defraud people online have been evolving since e-mail became the 21st Century's preferred method of communication. Unsolicited e-mails announcing a lottery win or phishing correspondence asking for banking details have become common.

But as net users become savvy, scams are also becoming more sophisticated, for instance by seeking to exploit unemployed people during the economic downturn.

Unsolicited e-mails offering the chance of high-paid employment in fields such as financial services aim to gather people's personal information, which could lead

to identity theft.

However, once someone replies to these e-mails, the likelihood of gainful employment is very slim indeed.

'Too good to be true'

Caroline Coats, from scam advice website Cyberfraud.org.uk said the main fraudulent scheme at the moment is mystery shopper positions.

"The idea is it tells you about quite a lucrative job that you could be doing, maybe earning in excess of £100 a day, but you have to pay a sign up fee," she said. "You will actually face criminal prosecution and potential imprisonment for acting as a mule".

Andy Auld Serious Organised Crime Agency:

"It doesn't sound quite too good to be true and that is what gets people to pay £34 to sign up". When the net user has signed up, the fraudsters pocket their cash and disappear into the digital ether. There are many variations of this employment scam, and similar ones have existed since the times when physical mail was the main method used by fraudsters.

Recruitment scams

Financial fraud can have particularly devastating consequences for its victims - one example is the money mule scam, which turns unwitting users into money launderers for criminal gangs.

The process begins when a user applies for a job via a legitimate-looking recruitment website which is actually fake.

Andy Auld, head of intelligence for the Serious Organised Crime Agency (Soca), said there had been a recent rise in such online banking crime.

"It's one thing to gain access to an account but it's very difficult to actually transfer funds to the country of origin of the attack," he explained.

"Fraudsters need people in the UK to receive criminal transfers into bank accounts under their control, and this is where mule recruitment operations come in," he added.

He said the fake job adverts on websites are professionally crafted and usually for admin and services positions such as financial controllers.

"People get duped into applying for jobs that appear genuine and involve the forwarding of funds on behalf of e-commerce operations.

"It doesn't matter if you don't realise you are committing an offence," said Mr Auld.

"In certain aggravating circumstances you will actually face criminal prosecution

and potential imprisonment for acting as a mule."
Identity theft.

He added that bank account details, date of birth and e-mail addresses are valuable pieces of information to fraudsters - unwittingly sending these to criminals is tantamount to being recruited as a money launderer.

Ms Coats set up her advice website after falling victim to a money mule scam which resulted in her losing £14,500 and being arrested.
All charges were dropped when it became clear she was victim rather than perpetrator of the scam.

However, with the loss of funds there is also an ongoing risk of identity theft.

"Somebody in the world could have a passport in your name, opened a bank account in your name, and they can also register an address," Ms Coats said.

4. Success Story

Ron Age 59

Ron had a very successful career in advertising and marketing. He held senior positions with J. Walter Thompson and McCann-Erickson advertising. He made a reputation building brand value through customer acquisition programs based on measured Return-On-Investment from Integrated Marketing.

Despite being nationally known, he was having a difficult time finding a position. With vision and a good sense of the possible - and in the true spirit of "networking" - he hooked into an interim revenue stream; a company called Excel Telecommunications in the \$28 billion Network Marketing industry. He has successfully transferred his talents and his business is exploding.

5. Humor Department: Work Excuses

There are some people who don't like their bosses:

1. I won't be in today. My fish is sick and I need to take it to the vet.
2. My neighbor's daughter got a round hairbrush stuck in her hair and I need to help her get it out.

3. I won't be in today because I have come down with Spring Fever.
4. I fell off a ladder fixing the roof on my house and I landed on my elbow.
5. Last night in San Francisco I was attacked by a guy who didn't like the remarks I made about him and he hit me in the face and broke the windshield of my car with a small bat that I tried to hit him with.
6. I have a headache.... # 22...actual times someone at work has called in with this excuse!
7. I don't think I'll be in work for a while. Yesterday I was riding my son's BMX bike and I fell and broke my ankle in two places and I'm in the hospital.
8. I won't be in today. I'm still drunk from last night.
9. I'm not coming in because I need a mental day.
10. Last night we had a party and I woke up with a strange man in my bed!
11. My car caught on fire on the way to work so I can't make it in.
12. My car ran out of gas on the way to work. I was pushing it to a gas station and I got a stomach hernia and I have to go to the doctors.
13. My cat got ran over by a motorcycle and I need to take it to the vet.
14. My boyfriend hit me over the head with a speaker and I'm kind of messed up.
15. I was stepping down out of my trailer and I missed the step and when I landed on the ground I messed up my back.

6. Words that Inspire:'

Only the mediocre are always at their best

---Jean Giraudoux

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