

X-Originating-IP: [66.220.11.35]
From: CDCMarquez@aol.com
Date: Tue, 4 Feb 2003 17:45:39 EST
Subject: Fwd: Randy's Monthly "Work and You"- February
To: randy@randyblock.com

Here it is!

Colleen

To clients and colleagues,

We are well on our way into 2003!

Feel free to pass this E-zine on.

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This month's featured articles are:

- #1. 2003 Workforce Predictions
- #2. Networking: Keep it working and growing
- #3. Tips for attending job fairs
- #4. Success Story
- #5. Humor Department--

- #1. Workforce Predictions

From the Herman Group of North Carolina:

--More people will become independent contractors, selling their services to employers on a project and set-term basis.

-- Fewer people will retire completely. Retirees will move into jobs in other fields, start their own businesses, and engage in other activities to remain active and productive.

--Employers will become more selective in hiring. Culture "fit" will become as important as work experience and skills.

-- Portable benefits will become into vogue, as employees negotiate individualized compensation arrangements with employers forced to be accommodating.

From Terri Levine, author of "Work Yourself happy". and founder and CEO of ComprehensiveCoachingU.com, one of the largest coaching schools in the world. She makes her business to talk to key leaders in the business world. She predicts for the rest of 2003 and the start of 2004.

--As high as 90% of white-collar jobs will no longer exist or will be changed significantly so they no longer resemble their original role.

--More people will leave corporate careers to become entrepreneurs

--People will go through a continual process doing one thing, returning for education, doing something new, returning to education, and doing something different again, etc.

--Traditional white-collar roles will become more project based with more individuals acting as freelancers a contract basis.

--Older employees are stressed with new uncertain conditions relating to their own positions in the workforce. Change is happening too rapidly for them to keep up.

For BusinessWeek's predictions, click on http://www.businessweek.com/bwdaily/dnflash/jan2003/nf2003013_0679.htm > BusinessWeek 2003 Hiring Outlook and check out the cover story article: http://www.businessweek.com/magazine/content/03_05/b3818001.htm?c=bwinsiderj > "The New Global Job Shift" The next round of globalization is sending upscale jobs offshore. They include basic research, chip design, engineering--even financial analysis. Can America lose these jobs and still prosper? Who wins? Who loses?

#2. Networking: keep it working and growing

From my colleague, Debra Feldman:

"In fact, according to everything I can read, over 85% of job seekers report that they found their new position through personal connections-- not the Internet or recruiters or newspaper classified or career fairs. By obtaining a lead or an introduction by a colleague, professional associate, friend or personal referral, candidates definitely gain a distinctly COMPETITIVE EDGE."

Tapping the Hidden Job Market:

Here are a few tips for getting started:

Targeted Marketing- select employers who need help

Purposeful Networking- meet those connected to specific organizations with these needs

Positioning- focus on a specific audience that can relate

Unique Value- makes it clear that only one individual can do the best job

Proof- prepare a proposal demonstrating a needed solution

#3. Tips for attending job fairs

1. Don't go right away when the Career Fair opens. People are standing outside the door and the companies are overwhelmed with lines when the doors open. Thus, tend to take a great deal shorter time with individuals. If you want to go early, spend your time perusing the Career Fair and remind yourself of your target audiences."
2. Research the companies that will attend. Target the ones you have the most interest in.
3. Prepare a 45 second sound bite including your career goals and areas of strengths and passions.
4. Always end with a question (e.g. where do you see me fitting into your organization? Are their open positions in your company that seem to be a match for my skills and abilities?)
5. Be prepared to answer questions (and by the way the hiring managers usually do not attend these events. It's usually a recruiter). Be prepared to answer the following
What are you looking for?
What are your strengths? What do you know about _____(company name)?
6. Presentation is key - Appropriate dress means always dress one level higher (e.g., if everyone is in upscale casual, then dress in a sport coat and tie).
7. Bring well-written resumes and make sure you get business cards from as many people as possible
8. FOLLOW UP! Contact each person you meet and send a follow up e-mail or phone call or letter.

My associate, Kim Batson, who has worked career fairs as the "gatekeeper" from the other side of the table, offers the following insights:

1. Be open to opportunities you may not have thought about
2. Be conscious of the recruiter or hiring manager's time (don't overstay your welcome).
3. Be well-groomed, iron your shirt, brush your teeth; shine your shoes, clean your fingernails, have a breath-mint, etc. (You would be surprised at some of our experiences).
4. Smile, breath deeply so you can relax before approaching the booth of your choice with confidence (without looking nervous)

Kim says:" Remember, companies are competing too. Their competitors are at the show and they are fully aware of that, if you are good, they want you!"

#4. Success Story

Mark Susnow

Mark was a trial attorney for 30 years. He decided it was time to make a change.

He re-directed his talents to other venues. He is now a coach, speaker, musician, and group facilitator who motivates and empowers others to live the life they want and deserve.

Mark now lives in both Marin County and on the island of Kauai with his family.

6. Humor Department

From the Job Interview JokeBook: by Bob Young and Pat Dean

"Job interviews are painful enough without having to survive the most dreaded nightmare of all-- being interviewed by an out-and-out jerk. If you use any of the advice below, no one will ever accuse you of being an interview wimp. BTW, if you do use any of these, you are guaranteed not to get the job. But, who cares? You wouldn't want to work there anyway."

If the interviewer snickers when he notes that you're unemployed and asks you suspiciously. "Why did you leave your last job?"
... bend over and show them half a shoe embedded in your backside.

When the interviewer asks you contemptuously, "What can you do for me that the next candidate cannot do?"
... whip a dart into the hanging photo of their pet collie.

After you have spent 10 minutes describing how your strengths and work experience would fit the position to a tee and the interviewer asks. "What are your strengths?"
... squeeze a ripe tomato onto his desk with one hand.

When the interviewer repeatedly answers the phone during the interview and it rings again,
... yank the receiver out of their hand and shout into the phone, "Thanks for the wake-up call but you are an hour late."

When the interviewer asks if you need more than a day to relocate,
... place an airmail stamp on your forehead and tell them that you'd like to leave right now.

When the interviewer thanks you for "our little chat" and assures you several times that they will get back to you"
... call him immediately from his admin's phone and ask him if he has made a decision about the position.

WORDS THAT INSPIRE:

"The difference between perseverance and obstinacy is that one often comes from a strong will and the other comes from a strong won't."

--Henry Ward Beecher, American Clergyman, (1886)

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.

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