



Randy's Work *and You*

February Edition

Dear clients and colleagues,

Announcing an executive level Networking Forum being held in all major metropolitan areas (except Chicago)

NETSHARE, Inc. is pleased to offer open forums for the exchange of leads, contacts, tools and information with your peers. You will have an opportunity to talk about your background, what type of role you're looking for, and where you may need assistance in finding your target companies, appropriate contacts, and beneficial associations. Other topics may also include interview techniques, resume and bio formats, branding, onboarding, and salary negotiations. Each meeting will be facilitated by a business-savvy professional in the career field.

Click on <http://tinyurl.com/aklu6d> for upcoming February dates and more information.

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:

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1. Job Search Rejection? No Sweat.

By Joe Turner, The "Job Search Guy"

Success in job search is easy to deal with. A job offer feels good it validates us and allows us to move forward in life. It's what we all want and strive for. But for most job seekers, our successes are infrequent. They're sandwiched between boatloads of indifference, rejection and apparent failure. If you've been hunting for a job very long, you know what I'm talking about. Job search is one big exercise in rejection until you win that job you've been pursuing.

So, what can you do when you get rejected?

Here are five survival tips for dealing with those vast and daunting oceans of rejection and failure that encircle the tiny islands of success that we all seek.

Put on Your Sales Hat

Any successful commission-driven salesperson knows that success is a numbers game. Sales people know that every rejection is just one step closer to success. With this attitude, you know that rejection leads to success, and you can put rejection into perspective. Just keep going. Count up those rejections, and know that you're one step closer to success - and a good job offer.

Know there is a Positive End to This

Step back and observe your job search process from a larger viewpoint. You may feel that you're wandering in the desert and that you can't see the solution or find the right job, but know that your search is *finite*. You will, sooner or later, *find employment that's right for you*. Accept that you're in a process, and let yourself live with the questions. One day you will grow into the answers, and you will find the right job for you.

Be Grateful

When you lose out on a job opportunity, it is because it wasn't the right job for you. You do not want to win a job that is wrong for you. I can think of at least 4 jobs that I was rejected from in my own past. I remember feeling dejected and depressed at the time because I felt each one was the "perfect opportunity" for me. As so often happens, the irony of life plays itself out. I later realized that, for various reasons, *none* of those jobs would have worked for me. Because of later events in the economy and my own life, I realized I would have failed in all of those jobs. The flip side was that less than two months later, I found and accepted an opportunity that allowed me huge career growth and financial reward beyond my expectations.

Try this: set a goal and hold a vision of what you want. Then give the Universe room to deliver the best job for you. Always set your intention with the words "or better". You can say, "I win job X job or better." Admit that you don't really know which job is right for you. Know that the right job will come to you. This will alleviate some anxiety.

Activity over Passivity

Do something every day to further your search. Positive action diminishes anxiety and other negative feelings. To prevail in today's competitive job search process,

it requires an iron will and determination that you will not be defeated. Remind yourself daily that you will prevail and succeed at this challenge.

If you're really serious about finding employment, become more proactive. Stretch yourself. Get out of your comfort zone and aggressively seek out the so-called "hidden job" market. It's been estimated that 70% to 80% of job hires come from sources other than Internet job postings or recruiters. These are the jobs that aren't listed, don't have an actual req. or are otherwise "created" when the right person shows up. This is the segment known informally as "inside referrals".

What's your game plan for tapping into this market? There are many approaches involving direct marketing, personal branding and networking. Whatever approach you choose, develop a concerted action-based game plan with the expectation that you're going to win. You'll feel more in control of your destiny when you move beyond searching the Internet postings for your next job opportunity. Job search is tough enough. Don't isolate yourself behind a computer screen.

I Don't Need This Job

As one HR Director once told me, "We can smell blood five miles away". Lose the emotions of "desperation" and "defeat" in your interviews. Sure, one particular opportunity may look great walking in, but remember this: you may need a lot of things in life but *you don't need this job*. Register this in your brain.

Also remember that the employer has a *problem*, not a job. Think of the interview as a problem-solving opportunity with this hiring manager. It allows you to focus on what the *employer* needs, not your needs. Now you're able to sell yourself in the many specific ways you can help solve their problem. That's all they really care about. Once done, you gain their attention, respect and desire to know more about you. You can't get there by walking in wounded and bloody with anxiety and desperation.

Summary

Don't fear or try to avoid rejection. It's a normal part of life's processes, but especially so in job search. By using the five tips above, you'll learn how to go with it, through it and beyond it, to your next job.

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— What time do I show up?

So what time do *you* show up at an interview? 30, 20, 10 minutes ahead of time?

In my view, showing up too early is as bad as showing up late. Here's a good story that illustrates why. At my client's premises, I was interviewing candidates for a VP of sales. I was allowing about 30 minutes in between interviews for summarizing and preparing for the next interview. I had just finished my interview and was walking my candidate out through the lobby. To my complete horror, there was my next candidate sitting in lobby. He was rising to meet me when I had to hustle my other candidate out the door. In case you missed it, candidates should not meet each other!

Keep in mind that people with jobs these days are typically under a lot of pressure and some are a little edgy. Don't get off on the wrong foot when they ask: "Why is this candidate here so early?"

The best time to arrive at an interview? I recommend 5 minutes before the scheduled time. The caveat to this is if they request you 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-- Older Workers: Use Your Age to Your Advantage

By Joe Turner, the "Job Search Guy"

While it's true that not all employers will be gung-ho about hiring, or even retaining, older workers in the coming years, the overall statistics might well be on your side, if you're 50+ years. As has been reported often enough, the limited numbers of workers in the Gen-Y age group will not match the rising need for workers over the next ten years.

This means that employers will be faced with more open reqs that force them to look at alternate labor sources. Sure, they can outsource, further automate or contract their staffing ranks, but this will not suffice in all cases.

The plain fact is that you hold many advantages over your younger colleagues, but you're going to need to play your age to your advantage. If you have a few

years under your belt, here are four tips to use age as an *advantage* in your job hunt:

Go on the Offensive

Too often, older workers feel they have to apologize for their years of actually *working*. Remind yourself that you're *experienced*, not old. You're *seasoned*, not over-the-hill. You're here-and-now, not history. It's all about spin and reframing, so drop the apologies.

You may be an older worker, but you're not stupid, and you're not dead. Use your savvy to sell against youth and inexperience. There are benefits to being older, like having wisdom and common sense, and a long work record of accomplishments that you can translate into benefits to the employer. In other words, sell your track record. During the interview, take advantage of your successful work history and draw from those successes to meet the needs of the employer.

Sell *Results*, Not Years

Realize that hiring managers today are looking for results, not years. Talk the language that an employer understands and appreciates, which is *Return-on-Investment*. Instead of citing 20-years of experience, identify your benefits to the employer and put them into monetary terms as much as possible. Back up your accomplishments with facts that are benefit-based. Sell them from the perspective of the end result of your work, and how it positively impacted your present and previous employers.

Money talks, and it talks loudly. Here's some good news: Money can trump age. As an employee, you either make money or save money for your employer. If the hiring manager doesn't see your value in one of these two categories, then you don't want to work for this company. In this recession, if the company isn't concerned about its bottom line, then it may not be around for long, and isn't a viable option for you anyway. Get as close to money as you possibly can through the language of your accomplishments, and list them on your resume.

Wear Just One Hat

While you may have accumulated experience in a number of areas, don't confuse the reader with all the different roles and jobs you performed over the years. Focus only on the job title for which you're applying. Tell them what they want to know, and nothing more. Most likely you've worn many different hats during your career. If any of your duties and experiences don't directly address the job title's requirements, don't emphasize them. In fact, remove them from your resume entirely, if possible, as it will only give employers another reason to screen you out, and you don't want that. This is your story. Tell it your way.

Magnify only the aspects of your background that are relevant to your target objective. You want to focus your resume to reflect yourself in the most positive, powerful ways possible.

Modify Your Resume

Take another look at your resume. Ask, "would I hire myself for this position?"

Spin your story in your favor by reworking your resume to emphasize your strengths. Make sure everything on it relates in some way to your desired job objective. Drop older job titles. You generally shouldn't need to show more than ten years' work history. Any prior work is most likely irrelevant now and will take the reader off track. Remove obvious roadmarkers, like dates. For example, remove college degree dates and other older professional training dates that may go back more than a few years.

Summary

If you're an older, experienced worker, you don't have to take a one-down position in the hiring process. While there will be age discrimination with some employers, you can still stack the deck in your favor. Focus on the employer's needs and draw from successes in your past to provide solid return-on-investment answers to their questions. Remember, it's about being honest, but also about emphasizing your strengths rather than magnifying your vulnerabilities. Do this, and you can find a great job regardless of the economy.

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>.

4. Success Story

Good old Southern hospitality is Cathy Whalen's specialty, and nowadays she has plenty of opportunities to let her graciousness shine. Most weekends she can be found at various locations around Atlanta—from four-star hotels to the Georgia World Congress Center—meeting and greeting visitors, registering attendees, and staffing trade-show booths for the Atlanta Convention and Visitors Bureau.

The bureau plays host to scores of conventions, meetings, and trade shows annually, and Cathy enjoys ensuring that events run smoothly. She also enjoys getting the chance to learn about everything from pet products to woodworking. But what she appreciates most—aside from a paycheck—is her flexible part-time schedule. She works as little or as much as she wants. Some days she puts in 10 hours, others as little as two. "It's great to feel in better control of your life," she says.

Until recently, Cathy wasn't so much in control as she was overwhelmed. Sixty-hour weeks weren't unusual for her at Delta Air Lines, where she'd worked for 25

years, most recently as the manager of corporate identity in consumer marketing. When the airline, like many others, downsized after 9/11, Cathy, then 52, took a retirement package. At first she used her newfound free time to clean out closets, do house renovations, and generally catch up on the things she had neglected while working long hours.

But Cathy never envisioned a permanent retirement. "I had no intention of never working postretirement," she explains. "I wanted a short time to be jobless." So, after several satisfying months spent far from the punch clock, she began looking for work. She had two requirements: less stress and more flexibility. She sounded out former associates and sent her résumé to major Atlanta-area employers. She went on job interviews. Then, through friends, she learned that the convention bureau was looking for temp employees to help host out-of-town visitors. For a people person like Cathy the job was perfect, as were the hours. By the spring of 2002 Cathy had "unretired." And in doing so she became part of a rapidly growing movement: retirees easing out of full-time careers and into part-time and flexible jobs that suit both their wallets and lifestyles. And with more and more workers postponing full retirement, an unprecedented aging of the American work force is underway. According to the Bureau of Labor Statistics, between 2002 and 2012 the number of people in the labor force ages 55 and older will increase by 51 percent, and those ages 65 and older by 43 percent.

5. Humor Department: Consultants

Hiring consultants to conduct studies can be an excellent means of turning problems into gold, your problems into their gold.

6. Words that Inspire

"It is not so much where my motivation comes from but how it manages to survive."

--Louise Bourgeois

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