



Randy's Work *and You*

January Edition

Dear clients and colleagues,

We are off and running in 2010. After reading several economic forecasts, the consensus seems to be that we can expect a year of transition and modest growth. In terms of employment, one million jobs are expected to be added with unemployment at about 10% for the year (people who stopped looking will be looking again). Business Investment for the new years will be reasonably flat with one exception: firms will spend about 3% more to meet pent-up demand for software and equipment.

I will be co-presenting a webinar January 20th on the topic of “Finding Work in Jobless Recovery”.

Click here to get the details <http://www.netshare.com/>

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 Market will start to mend**
2. **Seek opportunity in 2010**
3. **Boomer Corner: the top 25 jobs for Boomers**
4. **Success Story**
5. **Humor Department: Cover Letter Bloopers**
6. **Words that Inspire**

1. Job Market will start to mend

Challenger 2010 Job Market Outlook

IT MAY BE HARD TO SEE, BUT JOB MARKET WILL BE ON THE MEND IN THE NEW YEAR

CHICAGO, December 22, 2009 – After starting the year with the heaviest downsizing in nearly a decade, the number of announced job cuts

declined dramatically in the second half of 2009, providing hope for an eventual job-market turnaround. The turnaround should become more evident in 2010, as job creation finally begins to outpace job losses, according to an outlook released today by global outplacement and executive coaching consultancy Challenger, Gray & Christmas, Inc.

However, while hiring is expected to accelerate in the new year, unemployment could remain stubbornly high, as millions of Americans who abandoned the job search out of frustration – and, therefore, not counted among the unemployed – reenter the labor pool.

The economy is just beginning to pull out of the worst economic downturn in decades. Since the recession began in December 2007, employers have announced nearly 2.5 million job cuts. The heaviest downsizing occurred between July 2008 and June 2009, with more than 1.6 million job cuts announced.

Topping the list of announced hiring activity for 2010:
Retail, government, entertainment and leisure, financial, computer, telecommunications energy and healthcare.

At the bottom of the 2010 hiring list:
Utility, commodities, chemical, apparel construction, pharmaceutical, real-estate media and consumer products.

2. Seek opportunity in 2010—it may not necessarily look like a full time job.

As noted above, it seems like the employment market will improve in 2010. It will be the year of transparency and authenticity.

The needs of employers will still be there in terms of revenue and productivity. They will need help to stay competitive.

The key here is to know your brand and focus on your target market niche. One way to bond with decision makers is to be authentically excited about what they are excited about. 2010 will not be conducive to those who say “I am just looking for a job for crying out loud”.

More than ever before, in 2010, employers will have a very strong preference to hire proven “subject matter experts” and candidates that are referred to them. They will continue to be reluctant to hire “strangers”.

As a job seeker, it's critical that most of your time is devoted to strategic relationship building.

When there is a possible “fit” (your brand and their needs), you can then decide if it is full time, permanent, part time or short term project (1099)

As the job market improves in 2010, my own prediction is that the best job search strategy will be the “temp to perm”—“try before you buy”. This applies from top executives on down.

If you have been ignoring social media, this could be a mistake. More and more companies are searching for help (subject matter experts) on LinkedIn etc. Some are finding out that advertising for a position may not be the most efficient way to attract candidates. Their experience of being overwhelmed with résumés is getting quite old. They want to hunt and find the best. Social media is becoming more and more the tool of choice.

In 2010, become the hunted.

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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

3. Boomer Corner: 25 best jobs for baby boomers

By Anthony Balderrama, CareerBuilder.com writer Baby boomers, those born between 1946 and 1964, are nearing retirement age. The U.S. Census Bureau estimates that there are 78.2 million boomers, and that every hour, 330 of them turn 60. That means an entire generation of workers might leave the work force in the coming years. But they might not. Many baby boomers are choosing to postpone retirement and stay at their current jobs or find new ones. Some can't afford to retire, but many want to explore new avenues. After decades of working in jobs that paid the bills but didn't fulfill them, they're moving to different industries. For their book "225 Best Jobs for Baby Boomers," authors Michael Farr and Laurence Shatkin decided to comb through data to discover what the best jobs are for baby boomers. They looked at salaries, projected job growth and the number of openings to calculate which jobs have the most promise.

Farr and Shatkin break down their findings in more than 70 lists, ranging from the best-paying jobs to the best jobs for boomers age 45-54. Below you'll find the list for the 25 overall best jobs for all baby boomers:

1. Management analysts

What they make*: \$67,005

Projected annual openings**: 78,000

2. Teachers, post-secondary

What they make: \$68,456

Projected annual openings: 216,000

3. Logisticians

What they make: \$44,563

Projected annual openings: 162,000

4. General and operations managers

What they make: \$93,594

Projected annual openings: 260,000

5. Registered nurses

What they make: \$66,427

Projected annual openings: 215,000

6. Anesthesiologists

What they make: \$310,132

Projected annual openings: 38,000

7. General internists

What they make: \$351,307

Projected annual openings: 38,000

8. Obstetricians and gynecologists

What they make: \$285,254

Projected annual openings: 38,000

9. Family and general practitioners

What they make: \$198,221

Projected annual openings: 38,000

10. Psychiatrists

What they make: \$191,080

Project annual openings: 38,000

11. Surgeons

What they make: \$322,281

Projected annual openings: 38,000

12. General pediatricians

What they make: \$181,764

Projected annual openings: 38,000

13. Medical and health services managers

What they make: \$94,269

Projected annual openings: 33,000

14. Financial managers, branch or department

What they make: \$101,963

Projected annual openings: 71,000

15. Treasurers, controllers and chief financial officers

What they make: \$172,946 - \$240,588

Projected annual openings: 71,000

16. Chief executives

What they make: \$382,705

Projected annual openings: 63,000

17. Government service executives

What they make: \$167,766

Projected annual openings: 63,000

18. Private sector executives

What they make: \$169,570

Projected annual openings: 63,000

19. Pharmacists

What they make: \$108,499

Projected annual openings: 23,000

20. Lawyers

What they make: \$116,810

Projected annual openings: 53,000

21. Education administrators, elementary and secondary school

What they make: \$150,467

Projected annual openings: 31,000

22. Administrative services managers

What they make: \$86,666

Projected annual openings: 40,000

23. Sales representatives, agricultural

What they make: \$53,034

Projected annual openings: 44,000

24. Sales representatives, chemical and pharmaceutical

What they make: \$88,049

Projected annual openings: 44,000

25. Sales representatives, electrical/electronics

What they make: \$51,105

Projected annual openings: 44,000 **Salary figures based on data from CBsalary.com, powered by SalaryExpert.com **Projected annual openings figures based on data from the Bureau of Labor Statistics.*

4. Success Story:

Aaron Rosenthal age 30, Mill Valley

Aaron lost his high tech marketing job . He knew it was only a matter of time before he the ax would fall. With his wife working, he decided he would concentrate on jobs in the non-profit sector, even if he never held a full time position of a non-profit. He performed part time consulting jobs while he looked at non-profits opportunities. He found a position for marketing and outreach for the Jewish Community Center of San Francisco on an Internet job site directed at non-profits (www.opportunitynocs.org). The job pays \$20,000 less than his old job. He convinced them that he was going to be committed and dedicated.

5. Humor Department: Cover Letter Bloopers:

Humorous Cover letter blunders:

"What kind of skills would you like me to pretend I have? Illustrator, Powerpoint, Excel, Mac and PC operating systems? Excel, Word, Motion, Photoshop, Adobe Pro? I know almost every program out there and if I don't I can learn it in two weeks. You name it, I'll know it in two weeks. Or by my start-date, whichever comes first."

Humorous Cover Letter Bloopers: Arrogant, by any chance?

"Please disregard the inaccuracies in the attached resume -- it is out of date."
"You hold in your hands the resume of a truly outstanding candidate!"
"Below are the top 10 reasons to hire me."
"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."

Humorous Cover Letter Bloopers: What part of the process do you understand? Just plain no excuse!

"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."

Humorous Cover Letter Bloopers: Okay what's the point?

"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

If you're not failing every now and again, it's a sign you're not doing anything very innovative.

Woody Allen

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Helping professionals maximize their careers and job search

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IJCTC (International Job and Career Transition Coach), **Now What? Life Blueprint™ Training**
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