



Randy's Work *and You*

January Edition

This month's topics:

[2020 Most Workers Independent](#)

[Millennials Are Playing You](#)

[NETSHARE: The Undercover Job Search](#)

[Humor Department: Dumb Interviewing Mistakes](#)

[Words That Inspire](#)

Dear Clients and Colleagues,

So where are the "hot jobs" in 2012? Rather than look at "jobs", I found the following areas will have high growth: Organic foods, computational biology, parallel programming, data technology, simulation engineering, boomer care giving, genetic counseling, brain analysis, space tourism and robotics (for more info, click on http://www.dailygalaxy.com/my_weblog/2008/08/future-top-10-h.html). NOTE: that at least three of the above areas are "non technical". For your reinvention consideration ...

By 2020, independent workers will be the majority By Ryan Kim Dec. 8, 2011

Freelancers, consultants and other independent workers account for 16 million people in the country now and will become a majority by 2020, predicts Gene Zaino, the president and CEO of MBO Partners, which connects independent worker with employers. The company, which recently conducted a survey of independent workers, said that based on existing trends, there is expected to be 65 to 70 million independent workers in the next decade, comprising more than half of all employees.

He said this new era is forcing employees, employers and the government to confront a new reality as solo workers become the norm.

"These individuals - whether crowd-sourced or providing tactical solutions or finding their first project on a marketplace or providing strategic advice to client - these are the pioneers of the next era," Zaino said at GigaOM's Net:Work conference.

He said contrary to popular belief, most of the current independent workers (55 percent) choose this route instead of being forced into temporary work. And he said 80 percent of these workers claim they don't want to go back. And 28 million traditionally employed workers said they want to go independent in the next two years. That might be because 50 percent of traditional workers say they are unhappy with their work situations.

Many independents are not average workers at least in their own eyes. Seven out of ten say they are experts in their field and have advanced skills and education. Zaino said companies are turning to these workers not as a low-cost solution but as hired guns who can come in and fix specific problems.

There are still a lot of challenges ahead as this new era takes shape. Employers need to find ways to dole out more work to these independents. And they need to rethink how they look at work, as more of discrete projects to be assigned. And employees need to get used to habit of scrapping for new jobs and dealing without health care and other safety net provisions. Zaino said the government also has to figure out how to deal with a shift in independent workers when it comes to tax income and how to categorize these employees.

There's still a lot that needs to happen, but this will be the new norm as technology unshackles workers and gives them the opportunity to work from anywhere and be open to jobs from all kinds of employers.

"We're pretty confident this is new way of work; this independent way of work is here to stay," Zaino said.

Millennials Are Playing With You

December 12, 2011

by Nick Shore

At MTV, we have long suspected that understanding the relationship between Millennials and game play is one of the keys to understanding the generation as a whole. Our 2011 study, "Let's Play Brand," attempts to understand some of the implications of this "meta-game-mentality" for brand builders and marketers. The study has given us startling reaffirmation of our intuition that a "game-like metaphor" applies to almost every aspect of Millennial life. Half of Millennials said "People my age see real life as a video game" and almost 6 out of 10 said "#winning is the slogan of my generation" (certainly #epic_fail seems to have become their anti-slogan!) To anyone who has spent as much time with Millennials as we at MTV have (and certainly for anyone who employs as many Millennials as we do), it quickly becomes apparent how adept this generation is at navigating the loopholes, trap doors and "Easter eggs" of life, using their smarts, technological resources, and "peer power." They see the workplace as a multiplayer game where power players can find the back door to the top floor; cell phone contracts are riddled with exploitable loopholes; and

navigating the car purchasing experience is akin to advancing levels, with 'experience points' gained along the way.

Perhaps we should be unsurprised by all this. Millennials learned to game the system early in their own homes, negotiating homework rules, privileges and punishments in family democracies with peer-like parents. Indeed, in the study, almost 7 out of 10 Millennials believe they "can successfully negotiate anything with authority figures." And Millennials' brains are - according to the game designers we interviewed in the study - "hard wired" differently than those of older generations. Older generations played analogue - chess with actual people who eventually got tired, sword-fighting with sticks that eventually snapped. Millennials played digital, with an opponent that never tired, that increased and decreased in intensity at their command. World-renowned game designer Jane McGonigal estimates that a 21-year-old has spent 10,000 hours gaming - about the same amount of time he's spent in school from 5th to 12th grade.

No wonder, then, that the hottest business trend of the moment is the gamification of marketing. Whether your brand is playing along or not, Millennials are already playing with you! We put together this "playbook" to further the conversation on how to create a gamified brand experience for Millennials:

THE UNDERCOVER JOB SEARCH: STEALTH TACTICS FOR EMPLOYED EXECUTIVES

Guest Speaker: Ross Macpherson, President of Career Quest and recognized expert in advanced career strategies

Date: Wednesday, January 18, 2012

Time: 4:00-5:30 PM Eastern, 1:00-2:30 PM Pacific

Class Description:

We've all heard the pundits tell us that the best time to look for a job is when you have a job. But how many have actually told you how to do it...how to conduct an effective job search under your employer's nose, how to network more without setting off the alarms, how to safely use social network sites when online communications go viral in an instant?

The most successful job searches are the result of high-yield strategies executed well, and learning how to pursue opportunities safely and quietly while employed is a high-yield strategy you need to know.

Ross Macpherson will give you hands-on, tactical strategies to help you conduct an effective job search in full stealth mode.

In this 90 minute session you will learn:

- How to develop "quiet" communications that keep your job search moving, without raising alarms.
- What to do with your LinkedIn profile.
- How to work with recruiters and even your potential employer to ensure you stay under the radar.
- Creative "out of the box" tactics, including one that is so simple and so effective, it's a wonder more people aren't doing it.

About the Speaker:

Ross Macpherson is the President of Career Quest and a recognized expert in advanced career strategies - the strategies that have consistently put his clients miles ahead of their competition. He is a Certified Personal Brand Strategist, Certified Interview and Job Search Coach, and is recognized as one of the best resume writers in North America. Ross has 15 years experience in career development and specializes in the senior and executive market with clients throughout the U.S., Canada and internationally. Ross is also a sought-after speaker and workshop facilitator; he has spoken at major career events , global industry conferences, universities, professional associations and executive networking groups.

To Register:

<https://experts-connection.com/sign-up.aspx>

Humor Department - Dumb Interviewing Mistakes

~~~~~

Interviewer: Tell me an example about a time when you had to perceive where you had to assess the risks in a situation and communicate the risks to others.

Interviewee: I play online poker. So I am familiar with having to take risks.  
(Silence)

Interviewer: Can you explain to me how this relates to my question?

Interviewee: You said give an example about a time when I had to assess risk.

**Moral: Listen carefully to the question and don't give stupid canned responses.**

Interviewer: Let's say a duck is sitting in the middle of a circular pond with radius  $R$ . The duck can swim velocity  $V$ . There's a wolf on the circumference of the pond that can run velocity  $3V$ . The wolf can't leave the circumference of the pond. Can the duck escape?

Interviewee (immediately): No.

Interviewer: Do you want to explain your thought process?

(silence)

Interviewer: What makes you think the duck can't escape?

(silence)

Interviewer: How far does the duck have to travel?

Interviewee: I don't know.

**Moral: Okay so this one was just an idiot. Generally speaking though, when giving a brain-teaser they're more interested in your thought process than your answer. Brain-teasers are inherently slightly unfair, so we look for people who think methodically/systematically and creatively.**

Interviewer: Why didn't you stay with (some firm on their resume).

Interviewee: I didn't really get along with my boss or my coworkers. I also found my job really boring. You wouldn't believe what a slob he was when he was eating at the desk. He farted a lot too. In fact, I don't know why I went there in the first place. Then I got fired.

Interviewer: That was candid. . .

**Moral: Never talk badly about former employers. In this industry there's a good chance they know your old boss. Also it reflects poorly on you to say bad things about others. It's even worse if you elaborate and spread gossip. Never say "I got fired" if you can't give good reason for it (market downturn, scapegoat, etc). Try to spin your last job in a positive light and highlight what you learned from the experience.**

Interviewer: What makes you think you're right for this job?

Interviewee: Well, I am extremely interested in finance. I've taken managerial accounting, corporate finance and introduction to private equity at the business school.

Interviewer: But this is a trading position. You understand what foreign exchange traders don't really look at corporations.

Interviewee: I feel like it's all the same.

Interviewer: Uh. . . no. . .

**Moral: College kids love to give their canned responses and talk about what they've done. You really need to pay attention to each job description and not give canned responses. The more creative and personal a given response the better. We can tell when you're being genuine or just spouting shit (even when it's not this obvious). I hate it when kids spew crap about playing poker showing how they're not risk averse in a trading interview. Everyone plays poker these days. Just because you play your \$5 game with your buddies doesn't make you a risk taker. Maybe if you were playing \$500 games while a student that'd be a different story. . .**

Interviewer: What other positions are you interviewing for?

Interviewee: I am also looking at investment banking jobs at (firm A, B and C). I am looking at private wealth management at (firm D and E). I am considering consulting at (firm F, J and K).

Interviewer: That's quite a lot of different areas. Why would you want to do sales and trading over any of those?

Interviewee: I'm not sure yet. I am trying to keep my options open. Actually I'm currently leaning toward consulting.

**Moral: Always sell yourself as most interested in the role you're currently interviewing for. Yes, you need to LIE. The current role is always bad. Even if you're also entertaining the idea of being a prop guy at Goldman, when you're interviewing for consulting at some nowhere company that's your dream job. You give some BS answer like "I don't think trading is for me. I'd much rather analyze individual companies and help managers make specific decisions. Big companies aren't really for me either. I feel like we get much more personal attention and responsibility at a smaller firm." Practice these before your interview.**

## Words That Inspire

~~~~~



*The only true measure of success is the ratio between what we might have done
and what we might have been on the one hand,*

*and the thing we have made and the things we have made of ourselves on the
other.*

H.G. Wells

Randy Block

Executive Coach & Staffing Consultant

Ph: 415-990-9371 (mobile)

Skype: boomeradvisor

e. randy@randyblock.com

w. <http://www.randyblock.com>

Linkedin:

<http://www.linkedin.com/in/randyblock>

Twitter: <http://twitter.com/boomeradvisor>

Helping professionals maximize their careers and job search

CCMC (Certified Career Management Coach), CPRC (Certified Professional Retirement Coach)

IJCTC (International Job and Career Transition Coach),

Member: The HR Strategy Forum, Career Management Alliance,

The Network