



## Randy's Work *and You*

March Edition

Dear clients and colleagues,

**Industry Trends for Six-Figure Incomes** (contributed by Mark Hovind of JobBait.com): The site tracks industry trends illustrated in graphs, trend interpretations, and summaries of changes in the last 5 years. Currently:

**What's Hot:** Construction, Financial, Business Services, Leisure/Hospitality and some Health Care.

**What's Not:** Manufacturing, Information, and more.

"Today's situation is unprecedented" according to *Forbes*. "Global labor markets on a broad scale are a new phenomenon that could, for better or worse, transform the country."

The site features include added information:

- Each industry now has the population growth rate added so you can see how fast your industry is growing or declining over time.
- A composite has been added - putting it all together.
- Unemployment trends have been added:

"The good news: Unemployment remained at 5% for most of 2005" and more...

"The bad news: It's not enough - we're not closing the gap."

For more detailed information and useful charts: <http://www.jobbait.com/exclusive/industry.htm>

### **ANNOUNCEMENT:**

Do you have the "Interviewing Blues?"

Are you satisfied with your interviewing skills? Coming in second place? Can you honestly tell yourself that you are maximizing each and every interview?

*Yes it's true.* Companies have a tendency to hire those who have good interviewing skills— not necessarily those who are the most qualified.

I am now offering three levels of Interview Coaching programs (and one is *free*).

Click here for more details:

<http://www.randyblock.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. **Four Red Flags That Signal It's Time to Quit a Job**
2. **Four Techniques that Get Employers To Return Your Phone Calls**
3. **Boomer Corner: Where baby boom outshines 'greatest generation'**
4. **Success Story**
5. **Humor Department: Useful Phrases At Work**
6. **Words that Inspire**

### **1. Four Red Flags That Signal it's Time to Quit a Job**

**By Sarah E. Needleman**

Should you stay or should you go?

There's no surefire sign that it's time to start looking for greener professional pastures. Job-search triggers can vary widely. Common reasons include better pay elsewhere, boredom and lack of advancement, according to a 2005 survey by the Society for Human Resource Management, a professional association based in Alexandria, Va.

Sometimes what prompts a resignation isn't just one thing. It can be collection of little factors that add up. It's important to recognize when it's time to quit, says Greg Gostanian, managing partner at ClearRock Inc., an outplacement and executive-coaching firm in Boston. "If you don't catch those signs in time, you can go into a spiral," he says. "When people come to us and say they've been separated from a company, I ask how they'd felt, and many said they were almost relieved when they were let go."

Here are four reasons that could signal it's time to change jobs:

### **1. Culture clash.**

Greg Brooks says when he was a vice president at a small public-relations agency, his entrepreneurial nature was at odds with the collaborative style of his co-workers, who frequently teamed up on projects. "I didn't like staff meetings, and my first instinct was to always take on assignments by myself," he explains. Attempts to adapt resulted in frustration, he says. "I learned that you need to 'know thyself,' and if you're like me, you need to find a job where you own your own piece of turf," says Mr. Brooks, who is 40. The final nail in the coffin was receiving an unflattering email about his work style that he wasn't intended to read. "I felt denigrated," he says. Mr. Brooks resigned in 2003. He says he's now happy working from his home in Plattsburg, Mo., as a public-relations consultant.

### **2. The rewards are meager.**

In nearly six years as a managing director at a staffing firm, Mark Davies says, he went from overseeing one business unit to several. Though he received the firm's standard raise annually, he says, he never advanced to a higher pay scale and wasn't awarded a new title. "I was successful in my job, but I knew I could be even more successful," says Mr. Davies, 37.

After failing to negotiate a change for the better, he resigned in August, joining a competitor, Switzerland-based Adecco SA, in its Saddle Brook, N.J., office, as a regional vice president. "It became clear in the interviews that the company offered more room for growth," he says. Within two months, he was promoted to senior regional vice president, with a bump up in pay, and is earning about 40% more than in his previous job, he says.

### **3. You see signs of financial stress at your company.**

In her second year as an account manager at a small marketing-communications firm near Chicago, Kristi Mendez began receiving complaints from vendors about late payments. Then, more than a dozen employees quit or were laid off. When a paycheck bounced, she says, "it was the final straw," though she later recovered the money. In January 2003, Ms. Mendez, who is now 32, began searching job sites and networking to find a new position.

Within six months, she had two offers and accepted a public-relations-director post at a small printing company in Northlake, Ill. In that time, she says, the company where she worked had cut her salary by 25%, though her new pay package brought her earnings back to the previous rate.

### **4. You can't see a future there.**

In April 2004, Greg Van Ullen, 25, joined a New Jersey-based online retailer as a Web designer and marketing specialist. His first project, to revamp several Internet sites, lasted about a year. He was then assigned mostly data-entry tasks, he says, adding, "They didn't seem to have a long-term plan for me outside of the initial redesign." Though he suggested new marketing and Web-design projects, he says he received no feedback or green light to pursue them.

In August, he began searching for a new employer and landed a marketing-production post at MLB Advanced Media LP, a New York-based subsidiary of Major League Baseball. He says the job took three months to find and pays 30% more.

-- Ms. Needleman is associate editor at *CareerJournal.com*.

## **2. Four Techniques That Get Employers To Return Your Phone Calls**

Are you frustrated when you receive no response after you send out resumes, no follow-up calls to hear how you did on interviews, no replies when you are trying to gather more information about a prospective employer?

Well, you are not alone. Over the past few years, it seems like it has been impossible to get people to return phone calls. The truth is this has always been the case. The employment decision-making process often

moves slowly. As a result, getting back to you happens slowly too. But when you are out of work, or are trying to jump from your current position, the waiting hurts more, because the stakes are higher. In many cases, you can't afford to wait, because you need an answer now. However, if you are proactive and creative, you can get people to return your calls. Here are some tips that work:

### **1. Don't Expect People To Get Back To You.**

This means follow-up on a regular basis. People get busy and do not always remember to get back to you because they get sidetracked on other projects. They are not avoiding you, they are just working on other priorities, or do not have an answer for you yet. The person who wants something is the person who is responsible for following-up. This means you. You cannot make one call and then say to yourself "if the person wanted to get back to me they would" and then give up. You have to be persistent. This is how you will get what you want.

### **1. Schedule A Follow-Up Call At The End Of Each Call Or Meeting.**

Try not to leave any meeting or telephone conversation without another one scheduled. This way you have a time and a commitment from the other person to talk again. So when you are following up you do not have to feel like you are being pushy, rather you are fulfilling on a commitment you made to have another call.

### **1. If They Cannot Give You A Follow-Up Time, Ask Them When Would Be A Good Time Or Day To Call Them Again.**

This way you do not leave the conversation hearing the dreaded "I'll get back to you." or "I will call you." These words only keep you sitting by your phone for days waiting for it to ring. In the meantime, you are going over the last conversation in your head over and over again, looking for clues of what you did wrong. Don't waste your time and energy. Let people know you will be calling again.

### **1. If They Give You No Commitment (Or You Were Afraid To Ask) Call Them**

Here's a trick that is very effective. Wait 3 days after you've had a conversation with someone, and call them. Then, call them once a week until they get back to you. Many people feel funny about this, but it does work. The goal here is to be as nice and gracious on the first call as the 16th (or later.) If you get angry and it comes across in your voice mail messages, you will not get a return call.

Side note: Please do not think I am telling you to stalk someone or be overly pushy. If someone says they will get back to you, they should. Following-up is your way of ensuring that they do. One rule to the follow-up calls: if someone says stop calling, then stop calling. But this happens very rarely.

In many cases the person you are trying to reach just got busy and is grateful that you were persistent, and thanks you for following-up. You both win, they get a stellar employee, and you get a new job.

So what do you say? You only have one life to live so it might as well be a life you love!

-Deborah Brown-Volkman

Deborah Brown-Volkman is the President of Surpass Your Dreams, Inc. a career and mentor coaching company that has been delivering a message of motivation, success, and personal fulfillment since 1998. We work with Senior Executives, Vice Presidents, and Managers, who are out of work or overworked, and Coaches who want to build profitable coaching practices. Deborah is also the author of "Coach Yourself To A New Career: A Book To Discover Your Ultimate Profession," that can be found on Amazon. COM. To Learn More Visit: [www.surpassyourdreams.com](http://www.surpassyourdreams.com) <<http://www.surpassyourdreams.com/>> , send an e-mail to [info@surpassyourdreams.com](mailto:info@surpassyourdreams.com) or call (631) 874-2877.

### **3. Boomer Corner: Where baby boom outshines 'greatest generation'**

By LEONARD STEINHORN

February 8, 2006

WASHINGTON -- The oldest members of the most mocked and vilified generation in our nation's history, the baby boomers, are turning 60, making it a good time to reflect on the boomer legacy.

Are boomers just a collection of self-absorbed, latte-drinking narcissists who threw a tantrum in the 1960s and haven't stopped whining since, as conventional wisdom suggests? Or is there more to the story than this well-worn media caricature?

To pundits, the verdict already is in: Boomers are the antithesis of their "Greatest Generation" parents, who fought the good war, braved the Depression and sacrificed for all. To Greatest Generation chronicler Tom Brokaw, his heroes "never whined or whimpered," unlike boomers who "have forgotten the example of their parents."

A newspaper search linking boomers to "spoiled" or "selfish" turns up hundreds of hits, and it's not uncommon to see a headline saying, "A Generation Learns That the World Doesn't Revolve Around Itself After All."

It all makes for a classic media narrative: Partly it's the noble-parents, profligate-children storyline, and partly it's driven by our cultural bias toward the epic, toward the Saving Private Ryan view of history in which only soldiers or stoics claim moral worth. Effectively, the narrative blames boomers by default: They never fought the good war or endured a depression.

To be sure, millions of boomers fought nobly in a pointless and duplicitous war their parents bequeathed them, and millions more risked arrest and ostracism for protesting the pointlessness and duplicity of that war.

But it's really moot to argue over how they would have countered Adolf Hitler, and there's no reason to think they wouldn't have battled as bravely as their parents. More relevant are the choices boomers and their Greatest Generation parents made when faced with the exact same America that emerged from the 1950s. Today we see the '50s as a Norman Rockwell era, but for many Americans it was no golden age - certainly not for blacks, women, minorities, gays or anyone outside the mainstream, anyone who wanted clean air or valued personal freedom or prayed to a different God. Back then, we told women to stay home, blacks to stay separate, gays to stay closeted, Jews to stay inconspicuous and those who didn't conform to stay silent. So how did the Greatest Generation respond to this America? They mostly supported and defended it, fighting fiercely against efforts to change the status quo. And boomers? They challenged the status quo and demanded that America become more equal, inclusive and tolerant.

Today, women, blacks, gays and ethnic minorities enjoy unprecedented equality, winning freedom and respect unimaginable decades ago. We now welcome rather than deny our diversity. No longer do we condone bigotry, condescension and discrimination. No longer do "help wanted" ads ask for girls 5-foot-5 to 5-foot-7 in heels. No longer do high schools limit girls to half-court basketball, fearing they would faint. Men, too, have been liberated to care for kids and value women as equals. Americans now have more freedom to express themselves, choose their lifestyles and do their own thing. At work, those stifling hierarchies have been flattened. And environmental protection is now the norm; we no longer accept pollution as the price of progress.

These advances didn't happen on their own. Boomers made them happen by insisting on change and remaking society attitude-by-attitude, family-by-family, office-by-office and institution-by-institution.

No, boomers haven't eliminated prejudice, narrow-mindedness and fear. But at a minimum, boomers have created a compelling new norm that shuns prejudice, narrow-mindedness and fear.

Those who demean boomers either take these gains for granted, as if it's always been this way, or are social conservatives pining for the 1950s social order, angry at a boomer America that no longer defers to their cultural authority.

There may be nothing Homeric about pushing for a cleaner environment, effecting equality at home or ending the shame minorities feel for being different, but these and other changes spawned by boomers are so far-reaching that they will transform America as profoundly as any war or New Deal.

So forget the lattes. A better America is the true legacy of the baby boom generation.

*Leonard Steinhorn, a professor of communication at American University, is author of "The Greater Generation: In Defense of the Baby Boom Legacy." His e-mail is lsteinh@american.edu.*

### **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: Useful work phrases**

I like you. You remind me of when I was young and stupid.

I'm not being rude. You're just insignificant.

I'm already visualizing the duct tape over your mouth.

It might look like I'm doing nothing, but at the cellular level I'm really quite busy.

Thank you. We're all refreshed and challenged by your unique point of view.

The fact that no one understands you doesn't mean you're an artist

Any connection between your reality and mine is purely coincidental

I have plenty of talent and vision. I just don't care.

I will always cherish the initial misconceptions I had about you.

It's a thankless job, but I've got a lot of Karma to burn off.

Yes, I am an agent of Satan, but my duties are largely ceremonial.

No, my powers can only be used for good.

How about never? Is never good for you?

I'm really easy to get along with once you people learn to worship me

You sound reasonable...Time to up my medication

I'll try being nicer if you'll try being smarter.

I don't work here. I'm a consultant.

Who me? I just wander from room to room.

My toys! My toys! I can't do this job without my toys!

At least I have a positive attitude about my destructive habits.

You are validating my inherent mistrust of strangers.

I see you've set aside this special time to humiliate yourself in public.

Someday, we'll look back on this, laugh nervously and change the subject.

## 6. Words that Inspire

"It is always your next move."  
---Napoleon Hill,  
Writer and motivational speaker

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