

Date: Thu, 31 Oct 2002 11:07:18 -0800
To: Randy
From: Randy Block <randy@randyblock.com>
Subject: Randy's November "Work and You" E-zine
Cc:
Bcc: EZINE
X-Attachments:

Dear Clients and Associates:

Happy Halloween!! Thanks to everyone who provided feedback on my "maiden E-zine issue." I'm having "fun" doing it. Feel free to pass this E-zine on.

Commercial: I am now offering a 2 hour Career Review Session for \$95. In the session we review goals, what has worked and what is working, what areas that could use some help, and develop a plan to get to your next steps. Hit the reply button.

This month's featured articles are:

- #1. More employers see value in personal qualities when hiring
- #2. How to get people to listen to you when you are networking
- #3. Recession hits innovation in Silicon Valley
- #4. The four biggest job boards account for a tiny %Ge of hires
- #5. Success story-November
- #6. Difference between a therapist and a coach
- #7. Sites you can use: compensation information
- #8. Humor Department: 1999 and Today

#1. More Employers see value in personal qualities when hiring

- The question: "What is your IQ?" may be replaced by "What is your EQ"?
- Emotional intelligence (EQ) is playing an increasingly important role in defining an employee's value to the organization.
- EQ encompasses: self confidence, achievement drive, commitment, initiative, self awareness, self regulation, empathy, adaptability, persuasiveness and team building
- There is a rising trend of more and more companies using EQ assessments in their hiring as well as part of their training and development.
- EQ assessments deal with the individual's professional and personal life and puts participants more in touch with how and why they are reacting.

(from the 10/7/02 edition of The North Bay Business Journal, an article by Barbara Molle', 707-579-5518).

#2. How to get people to listen to you when you are networking

- Have you noticed people pretending to listen to you when you are networking?
- They stopped listening because you are talking about you.
- It's about them.
- You talk for a sentence or two, then ask another question.
- If you talk for more than two sentences, they stop listening (even though they "seem" interested).
- You are either asking a question or summarizing what the person said.
- If you want to talk about your skills, ask for permission: "May I spend a minute describing how I can be a solution?" Permission builds trust rapport and respect.
- Again, just two sentences describing your skills (features of your "service") and how they can benefit them.

(from Kendall SummerHawk Published Author, Business Coach and Speaker
<http://www.kendallsummerhawk.com>)

#3. Recession hits innovation in Silicon Valley

- Worst recession of the information technology industry has forced companies to cut R&D.
- The top 30 IT companies (Sun Microsystems, Cisco, Agilent) in Silicon Valley cut R&D spending during the first 6 months of this year by 5% (from \$12.5B to \$11.9B).
- Only Intel and Applied Materials increased their spending in R&D
- California spends most on R&D than any other state.
- Since 1960, American industrial spending on R&D has never fallen
- This year's slowdown in R&D spending is much deeper than the 1991 recession
- Silicon Valley VC funding is down over 50%
- There is a steep decline in patent applications
- The industry is maturing
- The slowdown has occurred due to the recession and the lack of innovation
- "Silicon Valley will never be what it was between 1995 and 1999", John Goodrich of Wilson Sonsini
- The question remains, is this cyclical or has the golden age of innovation gone for good?

(From the 9/30/02 Financial Times)

#4. The four biggest job boards account for a tiny %ge of hires Job seekers are becoming more disenchanted with job boards

- Major complaints are out of date listings and job seeker inquiries go unacknowledged by potential employers
- 6% of hires for management level jobs are made through any Internet site vs. 61% by networking.

- Most successful online job searches went through corporate web sites (16% of corporate hires were made through the company website)
- The percentage of hires through Monster, Hotjobs, Careerbuilder and Headhunter.net was 1.4, 0.39, 0.29 and 0.27 respectively
- The primary use of the Internet should be for collecting information
- Employee referrals are the #1 source of how people get hired
- (I read where a North Bay Firm received over 2,000 resumes form one-job listing on a job board)

(Taken From the SF Chronicle, 1/13/02 edition.)

#5. Success Story

Rex, mid fifties

Rex had enjoyed a successful career as a software sales executive. He was laid off and had been unemployed for several months. It is in Rex's nature to be a successful networker. He was networked out.

The alternative of continuing to look for what he had done all of his life was rapidly becoming unviable.

With his coach, he identified his values and passions/transferable skills. He then looked at his options. Rex had the highest congruence in the field of Financial Planning. He researched the industry and the companies. He established criteria for what he would need to succeed based on the work he did with his coach. He started the contacting potential employers.

He received 5 offers in a month. He chose the offer that best met his values and needs. It took courage and wisdom to accomplish this. Rex admits that he is both excited and anxious. It certainly is a risk but Rex is confident that he will be successful.

I wouldn't bet against him.
(Rex's coach)

#6. Difference between a therapist and a coach

- A therapist does personal strengthening while a coach does personal evolution
- A therapist does triage while a coach does visioning
- A therapist does "why me?/why this?" while a coach does "what's next?/what now?"
- A therapist does "look backward" while a coach "looks forward"
- A therapist does no personal disclosure while a coach does personal disclosure when useful.
- A therapist asks why while a coach asks what
- A therapist does more personal feelings while a coach does more action

oriented

- A therapist does present and past while a coach does present and future
 - A therapist does healing while a coach does achievement
 - A therapist does "arms length" while a coach does close and collaborative
 - A therapist absorbs information while a coach acts on information
 - A therapist heals the past while a coach creates the future
 - A therapist does dysfunctional to functional while a coach does functional to extraordinary
- (excerpt from an article, Coachville website).

#7. Websites for compensation information

- <<http://www.salary.com>>www.salary.com
- <<http://www.rileyguide.com>>www.rileyguide.com

#8. Humor Department: "1999 & Today"

1999___ get \$8 lattes from Starbucks
TODAY___ Get \$8 an hour from Starbucks

1999___ Rent a ski house in Lake Tahoe
TODAY___ Rent skis as a seasonable job

1999___ Launch parties every night
TODAY___ "Law and Order" every night

1999___ Free agent
TODAY___ Free (of work) agent

1999___ Speed dial to PR representative
TODAY___ Speed dial to unemployment office

1999___ Too busy to see films
TODAY___ Regular at the 2:00 p.m. matinee

1999___ Drink water because it's healthy
TODAY___ Drink water because it's free

1999___ Dodging calls from the university asking for money
TODAY___ University dodging you're calls asking for a job

1999___ Sending out business plans
TODAY___ Sending out resumes

1999___ Pleasantly surprised by getting upgraded to first class

TODAY___ Pleasantly surprised by not crashing

1999___ Computer programmer

TODAY___ VCR programmer

1999___ Four letter restaurant that gives you special treatment NOBU.

TODAY___ Four letter restaurant that gives you special treatment IHOP

1999___ Question at the bar: "Where do you work?"

TODAY___ Question at the bar: "Do you work?"

1999___ Trophy girlfriend actress with great body

TODAY___ Trophy girlfriend human resource director with great benefits

1999___ Consider investing in an independent film

TODAY___ Consider appearing in a pornographic film

1999___ Boldface name in social pages

TODAY___ Bold face name in collection agencies

(From the weekend edition of Financial Times, an article by Caroline Waxler)

QUOTE FOR NOVEMBER:

"Life is not measured by the number of breaths we take, but by the moments that take our breath away."

** To unsubscribe from this Monthly E-zine, please hit the reply button and type REMOVE in the subject line.

Your comments on this E-zine and its contents are welcome as always!!

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