



Randy's Work *and You*

November Version

Dear clients and colleagues,

The High Growth of Global Temporary Staffing.

In a recent survey, temp firms were ranked according to global revenue for firms with a significant U.S. presence.

Revenue growth and earnings are strong in the global temporary staffing industry. Continued growth is assured across all geographies as contingent labor becomes a substantial and permanent part of the workforce in virtually all of the major economies and the cyclicity of the industry declines.

The largest staffing firms are spread around the world and engaged in a high number of acquisitions geared to open new markets and provide broader occupational reach. With the strongest growth now occurring in professional and technology positions, firms that once focused on low-skill labor are rapidly adding high-skill positions. The best firms are offering a wider range of services to meet employer needs with greater flexibility.

The five largest staffing firms in the U.S. market are Adecco, Allegis, Manpower, Kelly and Robert Half, according to Staffing Industry Analysts Inc.

See the complete "Hot List" at: www.workforce.com/section/06/feature/24/92/13/index.html

Copies of all past E-zines are archived on my website. Feel free to pass this E-zine on.

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1. Five Secrets of Winning Job Hunters

By Joe Turner

Completing a 26-mile marathon race shares some characteristics with a successful job search.

There is one “winner” who crosses the finish line first. There are the many who quit before they’ve completed the race. Finally, there are the rest of us who don’t finish first, but are determined to complete the race nevertheless.

For most of us, half the battle is finishing the race, regardless of where we place among the finishers. The same goes for a job search.

I’m a veteran of three career changes and numerous job searches. For me, job hunting made flying during turbulence, nails dug into the arms of my seat, seem relaxing by comparison. Yet it was a learning experience; what some call a “character builder.” The good news is that after each episode of job-hunting, I became better at the game. I also noticed that job hunting always strengthened and prepared me for my next job. Looking both at my own growth plus that of other successful job seekers, it boils down to 5 characteristics.

Here are Five Secrets of Winning Job Hunters:

- 1) Visualize:** Marathon runners and other goal-directed athletes are great at visualization. They set a goal and see themselves achieving it. The same applies for your job search. Set a goal and see yourself achieving it. No matter how many setbacks you have, hold that vision of the job you want. Continue to hold it. Focus on the outcome you want, and not on how you’re going to achieve it. Picture it in your mind. Be specific. What is your supervisor like? How about your co-workers? What is your workspace like? What is your workday like? How do you dress? What hours do you work? Including your right brain in the imagination and visualization process enhances the achievement of your goal.
- 2) Be Persistent:** Just as in running a marathon, nothing worth having is ever easy to achieve. There is a lot of rejection in job search. Sometimes it seems as if you’ll never get a “yes”. Remember what good sales people already know. That winning a sale, a job, or any other goal is a numbers game. Commission sales people will tell you that every “no” is one step closer to a “yes”. When you can see your process from a more objective viewpoint, knowing that you’re one more rejection closer to a “yes”, you’ll be less inclined to take the “no’s” personally, and less likely to get discouraged.
- 3) Replenish Yourself:** The job search process, like a marathon race, can be an endurance test with a lot of disappointments and setbacks. It can also go on for weeks, months, and for some people, even a year or more. Top marathoners know that they have to nourish their bodies in order to prevail. You need to nourish your mind and spirit as well. If you’re going to outlast this process and prevail, you have to take care of yourself. This means taking time to relax to take your mind off the challenges, frustrations and rejections. Work hard on your job search, then take time out to exercise and pursue activities that bring you joy and replenish you.

- 4) **Inoculate Yourself Against Negative Messages:** Succeeding at a job search is a mental process, and negative input from anywhere can poison your mental outlook and encourage fear, discouragement, anxiety, anger and other negative emotions. Associate with positive people and protect yourself from all types of negativity. A job search journey can be a big undertaking. You need all of the assets and advantages that you can possibly bring to the party. You can't afford to be exposed to the negativity of others. This includes friends, relatives and negative articles in newspapers and magazines as well as negative TV shows. Make a point of reading books and articles that motivate, encourage and inspire you. Avoid anything and anyone that doesn't fall into this category.
- 5) **Meditate:** This can be the most important secret, yet it can be very simple. Take some time every day to be still and to get away from the "white noise" of life. Whether you are a spiritual person or not, commit to some quiet time away from the noise of TV, radio and other distractions. Give yourself the gift of quietness to contemplate, calm down and center yourself. Even five minutes of quiet time can make a positive difference in your life. This is an opportunity to relax, focus, and renew yourself. It will ground you and make it easier to face and overcome the stresses of your job search journey ahead.

As with successful marathoners, job hunters have some secret tactics that make their success look easy to others. Winning the job search game has a mental component. Developing the above five winning secret tactics will enhance your chances of success, and make the process more pleasant and less stressful.

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. Known on the Internet as "The Job Search Guy", Joe has also authored 'how-to' books on interviewing and job search. He's been interviewed on several radio talk shows. Discover more insider job search secrets by visiting: <http://www.jobchangesecrets.com>

2. Top 10 Secrets to Turn Networking Pain to Career Gain

It's not what you know; it's who you know that gets you hired. We've all heard this phrase so many times our ears are bleeding, right? Here are the facts: 61% to 85% of people land new careers through networking. With that in mind, here are 10 secrets to help turn your networking pain into career gain:

1. Know yourself and your personal brand: Are you hip, trendy, and cool? If you are, then the networking group you join should match your style and your attitude. Sure, you want to meet different types of people to successfully manage your career, but you also want them to "get you." And you want them to be fun to work with, right?

2. Know what you want: when you attend a networking event, what is it you want from the event? Contacts? Referrals? Ideas? Notice I didn't say "job." Unless of course you're networking at a job fair. The goal for networking is to create relationships that can help you propel your career in the direction of your overall goals.

3. Know what you bring to the table that no one else does – what makes you or your qualifications unique among your competitors? "I'm a people person" is not a unique skill set.

4. Know your audience: who needs to know about you to help you reach your goals? Does this networking organization serve your audience? Does it have members who are your audience? If not, it's probably not the group for you. What groups should you join? Join at least three types groups. 1) A peer group for brainstorming, education, commiserating, and more importantly for creating referral or alliance partners; 2) Prospects: a group that is your ideal target market or knows your ideal target market. (In my case, I network with professional staffing organizations such as the Wisconsin Association of Staffing Services. They know people who are in job search mode.); 3) professional business group or leads group. Hiring decision-makers often Google your name before meeting with you. A professional organization can boost your online presence.

5. Know that the more you give, the more you get. It's not all about you.

6. Know how to start a conversation. Develop at least 3 open-ended questions you can ask a person in your new networking group. And it's not: "Hey, know anyone who's hiring?"

7. If you're shy, know that it's A-OK to team up with a friend to attend events and meet new people. Networking becomes much easier when you can introduce your friend as well as yourself when meeting new people.

8. Know when a group's a great fit for your career or business – and when it is not. When you think about writing off a group, you want to think about how profitable the group is for you. And I don't necessarily mean in terms of revenue. With some groups you'll know after the first meeting it's not a good fit; others take time to gel. For example, if you're active in the group and meeting the right people, it may be a good fit. The goal is not to collect business cards; the goal is to build relationships that grow with you, your career, and your business. It comes down to this, if you are not building relationships in the group, and you're just going for the food, it's not a good fit. Follow up on those business cards.

9. Know that in order to make the most of a group you've got to take an active role. Networking is more than just showing up. Joining a networking group is a commitment.

10. Know that networking is simply having a conversation with friends. Following these steps takes away the pain for your career gain.

Keep in mind, networking is a two-way street. A good networker gives to their network, maintains their network, and builds a positive, ongoing business relationship. Enjoy building your network and taking your career to the next level.

- Wendy J. Terwelp, career coach

Wendy Terwelp is president of Opportunity Knocks™, a career management and personal branding firm in Wisconsin that helps you get hired faster. Learn how to rebuild your network 5 minutes a day with Wendy's upcoming teleclass, "Rebuilding Your Network for 5 Minutes a Day." To learn more, email Wendy at WendyTerwelp@knocks.com.

3. 2007 Age Lessons Boomer Trends Forecast(TM)

1. Technology/Ear prompters. Those ubiquitous ear buds will enjoy another reincarnation providing real-time data feeds to Boomers having a "senior moment" by supplying missing data points.
2. Family/Faux families. Unmarried, single Boomers will form faux families to share daily living, holidays, birthdays and life's major moments, based on shared interests and affinities.
3. Sports/Retro sports. Anticipate a revival of non-contact, less demanding sports options like tether ball, flag tag, hopscotch, Earth Games that minimize the wear and tear on aging knees and cartilage.
4. Social/Cultural Renaissance. Boomers will pursue long-dormant artistic interests in music, painting, writing sidelined by the demands of work and child care.
5. Folklore/Storytelling returns with a modern twist as a social outlet that allows Boomers to connect with children, grandchildren, each other in response to ubiquitous, impersonal electronic media.
6. Housing/Micro developments featuring streets based on niche interests will pop up, with cul de sacs dedicated to a single activity--marathon mews, aerobic avenue, song street, hiking heights, golf grove, tennis terrace.
7. Safety/Envirohats. Flu epidemic? No problem. Air pollution? Breathe easy. Boomers will be fully protected by envirohats that generate a clean, toxin-free mini-atmosphere treated and balanced to individual requirements.

8. Health/Vita-ME-ns. The fountain of youth is at hand with custom-tailored vitamin elixirs and beverages designed to add what's missing and counteract what's extraneous, tuned to one's personal body chemistry.

9. Marriage/Anniversoires. Reality TV has covered over-the-top weddings and Sweet Sixteen parties. Next up? Aging Boomers, celebrating successful marriages with blow-out 25th anniversary parties that show the kids how it's done.

10. Politics/sAGE Power. Gray is the new power color in grassroots politics, as aging Boomers rediscover their revolutionary roots and engage in the political fray to influence the electoral agenda and outcomes.

For more information about emerging Boomer trends and to learn more about the Age Lessons marketing and workplace solutions, contact Laurel Kennedy at 773.252.0123 or visit the company web site www.agelessons.com.

4. Success Story

Rob Polevoi, 48

Rob was a graphic designer. He mastered 3-D graphics programs such as 3D Studio Max for making special effects. He wrote several books about software and other programs. His last company, Eyematic fell on hard times.

With two other fellow high tech dropouts, Rob started a business in gourmet chocolate. They used their credit cards and savings to get it started. They are even getting nibbles from VC's. He knew that people know a lot about their food but know little about chocolate.

They are very successful. "This is an anti-Dilbert business. Everything about it is real."

5. Humor Department: 10 dumbest resume blunders

Job site CareerBuilder.com recently asked pollsters Harris Interactive to survey hiring managers and find out the wackiest resume items they've seen lately. Out of 2,627 responses, here are the top ten resume blunders made by job candidates:

- Attached a letter from her mother.
- Used pale blue paper with teddy bears printed around the border.
- Explained a three-month gap in employment by saying that he was getting over the death of his cat.
- Specified that his availability to work Fridays, Saturdays, or Sundays is limited because the weekends are "drinking time."
- Included a picture of her in a cheerleading uniform.

- Drew a picture of a car on the outside of the envelope and said the car would be a gift to the hiring manager.
- Listed hobbies that included sitting on a levee at night watching alligators.
- Mentioned the fact that her sister had once won a strawberry-eating contest.
- Stated that he works well in the nude.
- Explained an arrest record by stating, "We stole a pig, but it was a really small pig."

6. Words that Inspire

"O would some power the gift to give us to see ourselves as others see us.
It would from many a blunder free us—and foolish notion."

----- Robert Burns

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