



Randy's Work *and You*

November Version

Dear clients and colleagues,

Our feature article asks the question: "Are You a Superstar?" by Joe Turner. Joe discusses the kind of mindset that can set you apart from others. I like to think of it as "what's your attitude?"

In *Interview Tips*, I talk about the importance of body language in the interview.

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. Featured Article: Are You a Superstar?**
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1. Are You a Superstar?

By Joe Turner, The "Job Search Guy"

A recent report from ExecuNet lists the top 11 executive job functions in most demand now, according to a recent survey of over 250 employer organizations. ExecuNet, a private network linking C-level talent with recruiting firms, gave top honors to Business Development (14.8%), Sales (12.9%), Operations Management (12.9%), General Management (10.3%), Finance (9.1%), Engineering (9.1%), Marketing (8.7%), MIS/IT (6.2%), Consulting (6.1%), R&D (5.7%) and Human Resources (3.5%).

Amid all of the doom and gloom and hysteria over the recent finance and credit market collapse, it's encouraging to note that the demand for talent in key areas

is on the upswing. True, this is for six-figure C-level performers, but the important take away here is that demand for talent is now increasing in companies across the U.S. After hitting a bottom in January, a recent survey of 138 executive recruiters indicated that 4 out of 5 expected at least a 10% increase in search assignments during the second half of 2008. Demand for top talent in the executive suite, therefore, is rising in spite of all the bad economic news. (source http://www.execunet.com/m_releases_content.cfm?id=4024 <http://www.execunet.com/m_releases_content.cfm?id=4024>)

What if you're not a C-level player? What does this mean for you?

In all of the areas mentioned above, these movers and shakers will need to build and manage superstar teams to revamp or bolster a new corporate entity that can compete more effectively in the next decade. These are not jobs that will go away or get outsourced.

But it will take a new mindset to compete. To be attractive today you need to think "superstar". Superstars don't just view jobs as paychecks, instead:

1. They think of a job as an opportunity to achieve results that can enhance their company.
2. They view a project as a chance to go the extra mile.
3. They also see a crisis or challenge as an opportunity to innovate and improve on the status quo.

Review your work history. Does your resume have examples that can fit into some of these criteria? If not, why not?

If it does, then congratulations, because your mindset of confident competence is the ingredient that is necessary to carry you through to a successful hire, especially in this struggling economic landscape.

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. Author of *Job Search Secrets Unlocked* and *Paycheck 911*, Joe has interviewed on radio talk shows and offers free insider job search secrets at: <http://www.jobchangesecrets.com>

2. Interview Tips— How to lose points with body language

Having interviewed “thousands” over 35 years, I can say I have seen it all. I put together a list of five contrary body languages that have had a negative effect on me.

You can certainly turn of the interviewer with the following body language:

- Arms folded across your chest. This said to me: “You are probably going to attack me so I will protect myself.” Yikes!
- Looking down: This portrays a lack confidence or interest. Too much of this can also send a subliminal message of being submissive. I guarantee the answers are not on the ceiling either.
- Shaking foot or leg: This is *really* distracting. In an interview in Pennsylvania, the candidate shook his leg so much the table rocked. I thought we were having an earthquake!!
- Slouching: Sends the message that perhaps you really are not interested or you are not prepared.
- Leaning forward onto the desk or table for the duration of the interview. My reaction: “Hey, get out of my space!!”

On the positive side, I recommend that you sit upright with your lap and spine at a 90-degree angle. Make that the default position. Good posture not only exudes confidence but also holistically reduces nervousness and anxiety.

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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 for self-employment, freelancing and consulting. He holds an IJCTC certificate from the Career Planning and Adult Development, a CCMC (Certified Career Management Coach) from Career Coach Academy.

3. Boomer Corner: Boomer Bust: How Will the Economy Rebound Without Post-War Babies Financing Their Harleys?

The Wall Street Journal
Oct. 21, 2008

Baby Boomers have pumped up the global economy with their profligate ways for nearly two decades. It's been a great party. Now the music's over.

Generalizations about the 79 million people born between 1946 and 1964 are overdone and easy to debunk. Boomers went to Woodstock, voted for George McGovern and, so the thinking goes, cared deeply about the Rolling Stones. Boomers also helped put Ronald Reagan and fellow Boomer George W. Bush in the White House and turned Nashville into a cultural capital.

But what Baby Boomers of all persuasions have done, without dispute and to an unprecedented degree, is spend money instead of saving it. During the 1990s, Baby Boomers accounted for about half of all consumer spending in the U.S., according to a recent McKinsey Global Institute study.

Affluent Boomers had more to spend than most of their Depression-baby parents could have dreamed. Their appetites buoyed sales of everything from Bavarian sedans to Sumatran coffee to Swedish furniture. Boomers could make or break a brand. Boomers embraced Toyota, and helped make it the world's dominant carmaker. They shunned Oldsmobile, and it died. Boomers have driven the explosive growth of the computer and consumer electronics industries, accounting for half the money spent on techno-gadgets, big-screen televisions, laptops and the like, according to McKinsey.

When Boomers ran out of cash, they financed their dreams. The U.S. household saving rate plunged to 2% of income in the 2000-2005 period, when Boomers were hitting their earning peak, from 10% during the early 1980s. Imposing McMansions sheltered occupants with five-figure credit-card balances, exotic balloon mortgages and V-8 powered sport-utility vehicles financed over five and six years, all adjuncts to a lifestyle that depended on cheap credit and cheap oil.

Now, **millions of Boomers are realizing that "hope I die before I get old"** was just a sarcastic line in a rock and roll song, not a life plan.

Baby Boomers are rounding into the final laps of their careers largely untested and unprepared for what could be the worst economic crisis in their lifetimes. The sluggish 1970s and early 1980s overshadowed the college years and early work lives of the bulk of the Boom generation. But with a few mild hiccups, it's been easy riding since then.

Until now. Some economists and demographers say the **Baby Boomers themselves are driving the current turmoil.** As Boomers send their kids out into the world, they are entering the **phase of life when income starts to fall, spending slows and houses get sold.** The same generational heft that Boomers used to create fads for hula-hoops, sport-utility vehicles and Harleys will now work against them as all of them rush to cash out and slow down at once. **That puts more houses up for sale to far fewer buyers: a younger generation that is also less able to afford them.**

"The generational crash is when there are too many older homeowners and not enough buyers," says Dowell Myers, a University of Southern California professor.

"This is like winter coming," adds Harry S. Dent, an author and consultant who says the U.S. is headed for a slump that will last until 2020. It will take that long for the financial wreckage from this boom-bust cycle to be cleared away, he says, and for the 79.4 million strong "Millennial Generation" -- most of whom are still in high school or college -- to enter adulthood and start buying homes, cars and gadgets of their own. "It happens once every 80 years," Mr. Dent says of this sort

of demographics-driven economic cycle. "It's going to be difficult."

Boomer Bust Hits Economy

But even if these pessimistic views prove overdone, the U.S. economy will need to find a way to grow without relying on Boomers spending their last dimes. Companies that depend on Boomers are hunkering down for the short term and re-evaluating what it will take to succeed long term.

Economists and demographers say **Boomers will need to replace some \$2 trillion of wealth lost in retirement funds** during the recent stock meltdown, **plus the billions in home equity that have vanished in the housing crash.** Government policy makers will have to figure out how to provide for a huge cohort of people who could live well into their 80s.

Olivia Mitchell, a professor at the Wharton business school and a former member of a bipartisan commission established by President Bush to study possible reforms of the Social Security system, says the market crash should be a wake-up call for Boomers to "understand risk better," starting with the risk that they may live way past 64.

"The Baby Boomers are going to have to work longer and eat less," Ms. Mitchell says. "And go back to what my mother was doing -- saving string."

4. Success Story

Barney Flynn, age 60+ and a former prune and almond grower, used his experience as a farmer and businessman to come up with an inventive way to help California farmers transform unprofitable land, save endangered wildlife, boost the local economy, and provide flood control – all at the same time. In 1998, after years of experiencing the annual flooding of farm land from breached levees, Flynn co-founded River Partners in Sacramento CA, a nonprofit organization that helps farmers navigate state regulations and craft deals to restore flood-prone riverfront acreage as habitat for wildlife, much of it endangered, while providing a sustainable flood-control alternative to levees and dams. River Partners also implements the restoration plans, pioneering the use of modern agricultural techniques to cut the costs of river restoration. To date, River Partners has restored about 4,000 acres and planted 510,000 native trees and shrubs.

5. Humor Department: Now hear this boss!

- Never give me work in the morning. Always wait until 4:00 and then bring it to me. The challenge of a deadline is refreshing.

- If you give me more than one job to do, don't tell me which is priority. I am psychic.
- Do your best to keep me late. I adore this office and really have nowhere to go or anything to do. I have no life beyond work.
- If a job I do pleases you, keep it a secret. If that gets out, it could mean a promotion.
- If you have special instructions for a job, don't write them down. In fact, save them until the job is almost done. No use confusing me with useful information.
- Be nice to me only when the job I'm doing for you could really change your life and send you straight to manager's hell.
- Wait until my yearly review and THEN tell me what my goals SHOULD have been. Give me a mediocre performance rating with a cost of living increase. I'm not here for the money anyway.

6. Words that Inspire

“Just when I discovered the meaning of life, it changed.”

---George Carlin, comic

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