

Dear clients and colleagues,

Well, here comes autumn and the last quarter of 2004. October and November can be prime months for hiring. Redoubling your job search efforts (i.e., networking) at this time of year will yield good results. The next “prime hiring period” is February to May.

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

To subscribe, click on my email address, <mailto:randy@randyblock.com>  
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### **Upcoming Seminar:**

Up to 80% of jobs are obtained through networking. In this highly interactive seminar, we will discuss techniques and methods for effective networking. Feel like you are “networked out”? Are you spending 80% of your time networking?

#### **Details:**

The date is October 13, at the Renaissance Parc 55 Hotel in **San Francisco**. Pre-registration is required. For details, click on <http://www.6figurejobs.com/> and then click on upcoming events.

### **This month’s topics:**

- 1. The Overqualified Interview Question(s)**
- 2. Writing Your Resume—Keep It Short!**
- 3. Your Next Chapter**
- 4. Success Story**
- 5. Humor Department**
- 6. Words that Inspire**

### **1. The Overqualified Interview Question(s)**

Ever been asked any of these questions?

"Aren't you over qualified for this position?"

"You may be overqualified or too experienced for the position we have to offer.

"Why do you want this job?"

These have to be toughest interview questions for every tenured professional who's held top leadership roles. Hiring managers want to know, given your past high-level management role, whether you have the hands-on technical skills you might need in this position. They're also concerned with commitment.

It's not a good idea to state your willingness to start at the bottom and work your way up. Better to relate your enthusiasm for the organization and your desire to develop a broader range of skills. Emphasize job related skills such as fact-finding, analysis, your capacity to acquire new knowledge quickly etc.



Whatever you do, don't get defensive or argumentative when someone asks you why you want the lower-level job.

Other possible responses:

"Strong companies need strong people; experienced executives are at a premium today; you will get a faster return on investment because I have more experience and talent than required. "

"I've spent years working to identify the market for the kind of software you develop here. With that knowledge, I can help you streamline your applications and focus on adding the features those users will pay premium prices to have. It will be exciting for me to apply my knowledge in a more hands-on way. That's not something I'm going to walk away from."

Here is another example:

How long do you plan to be with this company?

Many employers expect a womb to tomb attitude, but they can be equally attracted to the candidate with ambition and candor. "As long as I continue to learn and grow in my field", is a good response.

## 2. Writing Your Resume—Keep It Short

In my coaching and recruiting practice, I encounter resumes with a lot of detail. It's obvious that the writer is trying to anticipate every question that could be possibly asked. I've always held the (somewhat unsubstantiated) view that 90% of résumé screeners look at the first page of a resume, 10% look at the second page and from page 3 and on, no one looks at them.

Some of my thoughts and suggestions:

1. What have you accomplished in the last 15 years? Really, duties and responsibilities and whom you reported to in the 70's and 80's are really not that relevant in most cases. This is a great way for senior professionals to streamline the resume. (Summarize before 1989)
2. Who are you as a person? Every one says the same thing (team player, self starter, creative, honest, etc.). Bring out *who you are* on the resume.
3. What unique talents and strengths do you bring to solve issues of raising revenue and increasing productivity?
4. Don't write a job description. (Duties and responsibilities, reported to... etc.) "BORING"
5. Emphasize accomplishments (the "what") NOTE: the "How" of accomplishments will be discussed in the interview.

6. Have a “master resume” which will not be sent out in most cases. Slant this résumé to meet each employers needs (and not what they want). One resume does not fit all openings.

7. Be judicious using a resume to in networking. Or seeking a short term contract position. A resume advertises only one message: “FULL TIME PERMANENT SOLUTION”. In high majority of cases, it will *not* get you a consulting job.

FINAL THOUGHT: A resume should be written as a “movie trailer” or “teaser”. If it is filled with information that is repetitive and unrelated, it will be rejected. You probably wouldn’t see the movie either.

### 3. Your Next Chapter

Ever wonder about generational differences? Each generation sees and values things a little different. This may help the next time you are sitting in front of a younger person in an interview.

Below are the generations of Traditional (born 1920 to 1945), Boomers (born 1946 to 1964 and Generation X Born 1965 to 1980).

The defining moment in history:

Traditional: WWII, post war boom, New Deal, silver screen, labor unions, golden age of radio

Boomers: Civil rights, Viet Nam, “causes”, Sex drugs and rock and roll, political assassinations, cold war

Generation X: Global economy, AIDS, technology, Challenger, changed family values, Watergate

*Common Experiences:*

Traditional: “Keepers of the Grail, loyalty, patriotism, Gray panthers, AARP

Boomers: Many career choices, empowerment, diversity, personal gratification, soul searching

Generation X highly educated, techno savvy, divorced families, two income families, latch key kids

*Economics:*

Traditional: Depression era beliefs: 50’s, 60’s and 70’s good times, Fortune 500 CEO’s

Boomers: Money important career first, family second, two income families

Generation X: rapid domestic declines and downturns, rapid movement global economy.

*Work ethic:*

Traditional: Loyal, dependable, stick-to-it-ness, labor hard, one company one job for life, Depression raised, duty before pleasure

Boomers: Yuppies: workaholics, career first, family second. Hard work rewarded, cynical

Generation X: Understand no guarantee, skills orientated, rejects "can have it all", informal, me focused, pragmatic, life balance important

*Career Expectations:*

Traditional: Any job, find work, keep it.

Boomers: Get better job than Dad, move up the ladder

Generation X: Focus on the journey, skill building

*Leadership Styles:*

Traditional: directive, logical, linear, law and order, command and control, (Lombardi, Patton, MacArthur), take charge, like large teams: personal touch (no email or electronic voice

Boomers: collegial, consensual [participation and spirit in the workplace is important.

Management is magic and leadership is an art.

Generation X: Egalitarian, not hierarchal, , skilled at supporting and developing quality teams skilled at changing directions, promote involvement participation,. Leadership is a job. Fair competent, straightforward technological communication strong.

*From Janine Moon's website PCCC [www.cpcocaching.com](http://www.cpcocaching.com)*

#### **4. Success Story**

Louis. Early fifty's

Louis had over 20 years of successful experience as a business development and marketing executive. His industry background included medical devices, plastics and chemicals.

Outgoing and articulate, he was able to network well but unable to find a full time permanent position as a marketing executive. He had a few short term consulting assignments but he thought there ought to be something more. He liked his independence and valued solving company marketing problems.

After coaching and deliberation, he has elected to be a "broker" of services ranging from legal, to marketing to engineering to human resources. Louis has chosen the top consultants in their respective fields. The consultants he represents pay him a monthly retainer plus a bonus with each contract award. He visits all of the companies in his vast network (as well as new ones). He can now offer a wide range of solutions to a potential client.

Louis will have his website up soon, signing up potential clients and has his stable of experts ready to go. He says he is having "the time of his life".

#### **5. Humor Department**

Actual events from various interviews:

- "He wouldn't get out of the chair until I made him an offer."
- "Pulled out a Polaroid camera and snapped a picture of me. Said he collected photos of everyone who interviewed him."
- "Candidate asked me if I would put on a suit jacket to ensure that the offer was formal."
- "Brought his mother into the room for the interview."
- "Said he wasn't interested in the position because it paid too much."
- "When I refused to make a job offer, he tried to hit me."
- "I'm not actually overqualified. My resume is full of lies."

## 6. **Words that Inspire**

"The problem is not whether business will survive in competition with business, but whether business will survive at all in the face of social change."

--Laurence J. McGinley, educator

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