



Randy's Work *and You*

October Edition

Dear clients and colleagues,

As I write this, Congress will vote today on the bailout. We certainly live in challenging times. In my view, we know what we can control and what we can't. Getting caught up in the doom and gloom does not help you with your job search, keeping your job or managing your career. In times of change and fear, there is an abundance of opportunity. Thinking like a solution, you will find problems that need addressing. Stay positive. Emotional intelligence cannot be over emphasized.

Our feature article is a good segue: "Wall Street Shakeup Changes the Job Search Game" by Joe Turner. In Interview Tips, I discuss whether or not to accept a beverage offer at an interview ("To Drink Or Not To Drink".)

Netshare is sponsoring a talk I will be giving 10/22. The topic is "Looking For Work Over The Age of 50."

For details click on <http://www.expertsconnection.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. Featured Article: "Wall Street Shakeup Changes the Job Search Game"**
- 2. Interview Tips: "To Drink Or Not To Drink"**
- 3. Boomer Corner: Setting Up Your Home Office**
- 4. Success Story**
- 5. Humor Department: *MURPHY'S LAWS ON WORK***
- 6. Words that Inspire**

- 1. Wall Street Shakeup Changes the Job Search Game**

By Joe Turner, the "Job Search Guy"

The recent Lehman Brothers bankruptcy and Merrill Lynch sell-off are just tips of a much larger iceberg that will have far reaching economic implications for all of us in the U.S. Tens of thousands of layoffs in and beyond the financial industry will signal more sober times as companies across the country will be forced into rethinking their future hiring plans.

Investors are primed for even more bad news. For example, how the untold costs of Hurricane Ike will hit the insurance and energy industries. Further drops in the stock market and other economic losses will also likely result in the weeks ahead.

One fact seems certain. All of these circumstances will combine to have huge ramifications for job seekers. The combination of a failing economy along with rising unemployment will require individuals to take a fresh approach to their job search.

Referencing the most recent economic crisis, Neil McNulty, Principal Recruiter, McNulty Management Group states, "*The game has changed, but the rules remain the same: now, more than ever, job seekers need to change their mindset from looking for 'openings' to looking for 'opportunities'...and opportunities are borne out of crisis and chaos, and exist even in the worst economy.*"

This means that you, as a job seeker, must look beyond job postings and move into marketing yourself to the managers of the companies and organizations who are experiencing problems that you can solve.

Action Steps:

1) Change your mindset from a passive job seeker to an active problem-solver. Don't just rely on the Internet to find job openings. Scour the marketplace to identify the hidden jobs that aren't advertised. Get yourself in front of people who are receptive to a problem solving approach rather than one of "Will you hire me?"

2) Talk "results" rather than skills. Stop thinking of yourself as just an assortment of job skills and focus on results that employers want to buy. See yourself as a product to package and market, and then create your own marketing campaign to find your desired job. This includes having a state-of-the-art resume, and sharpening your interviewing skills.

3) Think and talk in terms of Return-on-Investment. View yourself as a mini-Profit and Loss center for an employer. Be prepared to talk the language of money and demonstrate ways you have helped to positively impact the bottom

line of your past or current employer. This means demonstrating ways you've helped make money or save money for your employer or their clients. As employees, we all touch money, though some of us may be closer to it than others. All of us must find ways to prove that we make or save money, and be ready to indicate that in short "sound bites" when we get the opportunity.

Joseph P. Kennedy said many years ago, "*When the going gets tough, the tough get going*". That statement is just as true today as it was then. In this tough economy, whether employed or not, we all share something in common. We all have to get tough and we all have to get going.

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— “To Drink Or Not To Drink”

Clients often ask me whether it is appropriate to accept a beverage offer from the hiring manager before or during the interview. First of all, never drink a beverage, which contains alcohol in an interview, even if the hiring manager is imbibing. You need all of your faculties to stay on top of your game. Also, if caffeine transforms you into hyper drive, then drink decaffeinated.

With those caveats, here are some advantages of accepting the offer of a beverage:

1. The drink can act as a “prop”. If you are being asked a question that you need some extra time to ponder, you can “buy” a few seconds by taking a couple of swallows.
2. For those of you who get dry mouth, bottled water or a soda can be a godsend during the interview.
3. Just the mere action of reaching for the drink and bending the elbow can help disperse nervous energy.
4. You have accepted the interviewer’s hospitality.

Hey, you need every advantage!

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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: Setting Up Your Home Office

By: Vlad Ehram

If you are thinking about running your own business from home, be prepared to work hard. While managing your own business can be very difficult it can also be very rewarding. Spending more time with your family and feeling a sense of pride and accomplishment are only a few benefits to running your own business. However, setting your home office up properly from the get go is vital to your success.

The biggest obstacle to conquer is your family. Each family member must know the importance of their cooperation, and the 'work area' in your home should be free of outside distractions. Take the time to discuss your vision of "how" your office should operate, and list ways they can help.

Necessary Equipment

Getting your home office equipped with the right supplies is necessary to getting a good start for your home business. You'll need a computer, printer, fax machine, dedicated phone line, scanner, filing cabinet, bookshelf, and calculator. You also need some general office supplies and a comfortable desk and chair. Make sure your workspace is comfortable and inviting since you'll be spending much of your time there.

Avoid the Address Dilemma

Using your home address for your business is generally not a wise idea. You don't want potential clients stopping by uninvited. A better idea is to get PO Box at your local post office and use that exclusively. It will also seem more professional than using your home address.

Organize Your Time

Organize your time wisely. The biggest drawback of a home- operated business is the need for time management. Our intentions are good when we first start off, but somewhere between the desire to satisfy every customer and the need to meet deadlines, the time gets lost. Let's face it...no one plans to work on overdrive continuously.

There are many different tools you can use to organize your time. Desk calendars, daily planners, or even e-mail programs such as Microsoft Outlook are perfect for planning your day. Prioritize and plan what you need to accomplish each day so you can organize your time around it. Be sure to leave time for breaks and lunch.

Handle business calls while the kids are at school, or your spouse is out. For

those who have no family members to deal with, quiet time to conduct business shouldn't be hard to acquire.

Avoid Overload

In order to use your time more effectively look into purchasing software programs that can automate some of your filing needs. There are many different software packages that can do everything from tracking inventory to filing your business contacts. This can save you time and money in the long run.

Know your limitations. Yes, you're the boss, but even the boss gets over-booked. Try prioritizing your work and setting daily goals. Running a home-based business often means you're working alone.

Family members can be an inexpensive way to hire help. Contract a family member to help with some of the work - or to do clerical duties - while you tend to the more important issues. Delegating helps you be more efficient while keeping your customers happy.

Overcome obstacles with the right tools. If your home business isn't operating smoothly, you might want to re- evaluate your daily strategies. Take time to prepare your home office to handle the workload.

If you are thinking about running your own business from home, be prepared to work hard. While managing your own business can be very difficult it can also be very rewarding. Spending more time with your family and feeling a sense of pride and accomplishment are only a few benefits to running your own business. However, setting your home office up properly from the get go is vital to your success.

Vlad Ehram runs a very interesting website at <http://tinyurl.com/46kpcm> . it's one of the webs most up to date Business sites.

4. Success Story

Alice Sherman, 42 Divorced mother of a teenage daughter

Alice Sherman was laid off from her program management job in Mountain View. She found a job a year later as marketing coordinator for the Web sales and marketing team for Intuit. Networking played a significant role finding the position--Alice joined job support groups and attended networking nights for unemployed African American professionals. She told everyone she knew that she was out of work, and she reminded him or her often. She treated every encounter as if it were a job opportunity. Through networking, her resume landed in front of the hiring manager at Intuit. She did extensive research on the

company prior to her interview.

Her advice: "Stay really positive. You never know who might talk to one day. People won't recommend you if they don't believe in you or don't like you."

5. Humor Department MURPHY'S LAWS ON WORK

- A pat on the back is only a few centimeters from a kick in the pants.
- Don't be irreplaceable, if you can't be replaced, you can't be promoted.
- You can go anywhere you want if you look serious and carry a clipboard.
- Eat one live toad the first thing in the morning and nothing worse will happen to you the rest of the day.
- When the bosses talk about improving productivity, they are never talking about themselves.
- Mother said there would be days like this, but she never said there would be so many.
- To err is human; to forgive is not company policy.
- Anyone can do any amount of work provided it isn't the work he is supposed to be doing.
- The last person that quit or was fired will be the one held responsible for everything that goes wrong - until the next person quits or is fired.
- There is never enough time to do it right the first time, but there is always enough time to do it over.
- If you are good, you will be assigned all the work. If you are really good, you will get out of it.
- When you don't know what to do, walk fast and look worried.
- When confronted by a difficult problem you can solve it more easily by reducing it to the question, "How would the Lone Ranger handle this?"
- Machines that have broken down will work perfectly when the repairman arrives.
- An "acceptable" level of employment means that the government

economist to whom it is acceptable still has a job.

- €€€€€Success is just a matter of luck, just ask any failure

6. Words that Inspire

“Results! Why, man, I have gotten a lot of results. I know several thousand things that won’t work.”

--Thomas Edison, Inventor

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