



Randy's Work *and You*

October Edition

Dear clients and colleagues,

We are now beginning the last quarter of 2009. For job seekers, it's a fertile time for networking in October and November. For those with jobs, it's time to finish strong and set career goals for 2010.

In today's' edition, we have a Joe Turner article who talks about "BOD". In Boomer corner we discuss your "bod". And there is a list of Federal job openings over \$70,000.

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: Do You Know Your Job Search "BOD"?**
2. **10 Government Careers That Earn \$70K+**
3. **Boomer Corner: Older, Wiser, Slower**
4. **Success Story**
5. **Humor Department: Performance reviews**
6. **Words that Inspire:**

1. Do You Know Your Job Search "BOD"?

By Joe Turner, the Job Search Guy™

Using social media sites such as Facebook, Twitter and LinkedIn has been front and center on many job hunters' "To Do" lists these days. Most likely, you've made some forays into these areas already. While some are reporting success by incorporating these sites into their job search strategy, if you have little experience using these sites, you might not know where to begin.

Before you jump into the social media fray, first decide your overall purpose. In a recent interview, Shama Hyder, social media expert and CEO of the Internet marketing firm, Click-to-Client, advises job hunters to first start with a focus. The biggest mistake she notices is that most people post profiles to social media sites without having a future employer in mind. So start with a purposeful profile and think from the perspective of

what overall first impression that employer will have of you. Hyder suggests only listing interests that support or underscore your purpose.

When we talk about purpose or focus, most job hunters think of themselves as a list of skills, job duties and responsibilities developed over the years. Unfortunately, this is not going to make you stand out in the world of social media. Two major issues today grip employers: too little time, and unfilled job problems. They don't have the time to leisurely read through hundreds, if not thousands, of candidate profiles on Facebook or LinkedIn. Furthermore, their mind is focused on their immediate job opening and the problems this is causing them. So, how do you break through these social media barriers?

Consider your BOD.

Before you jump into the social media world, make sure you have a clear understanding of why an employer would hire you. One good way to do that according to Hyder, is to develop what she calls a "BOD". This stands for Brand, Outcome, and Differentiator, and is a good way to answer the question "Why would an employer hire me?"

Brand

You can find a lot of personal brand information on the Web. Actually, a brand is a concise sentence or phrase that can quickly describe you to an employer. In the marketing world this is called the Unique Selling Proposition. What is it that sets you apart from other candidates looking for a similar job or opportunity? Since time is of the essence, Hyder goes even further by asking if your brand can be summed up with one word. While most of us may not be able to distill our brand into one word, we should at least have it down to a sentence or phrase.

Outcome

This is what I see missing from so many resumes and profiles. *What is the one clear benefit of hiring you?* Remember, employers have no interest in pawing through lists of skill sets or past duties. They want to know whether you can solve their problem. Right now. So imagine that if an employer were to hire you, what is the single biggest benefit that YOU bring? This is the *outcome* of hiring you.

Differentiator

Employers today may look through thousands of potential candidates before settling on just a handful that they'll interview. So ask yourself, what makes you stand out from the pack? What do you bring that other candidates with similar skills and experience don't?

This is your differentiator. Examples of good differentiators might be your expertise as a cold caller, your bi-lingual expertise or your combined technical and management abilities as a project manager.

Look for factors that employers would highly value when searching for your differentiator.

Summary

While it's true that social media sites offer new venues for both employers and job hunters, start with a profile that is purposeful from your standpoint. Consider the employer's first impression and use your BOD to your best advantage to quickly cut through the white noise of your competitors. Once your message is clear, you'll enjoy more of the benefits that social media sites like Facebook, LinkedIn and Twitter can provide you as a job hunter.

A former recruiter, Joe Turner spent 15 years finding and placing top candidates in some of the best jobs of their careers. The author of ***Job Search Secrets Unlocked*** and ***Paycheck 911***, Joe also hosts his weekly ***Job Search Guy Radio Show*** on JobRadio.fm as well as other locations. You'll find Joe's free tips and advice on landing a job in this tough economy at: <http://www.jobchangesecrets.com>.

2. 10 Government Careers That Earn \$70K+

The Federal government is looking to fill 273,000 mission critical positions in the next three years. Why wait that long? GovCentral analyzed the 10 areas projected to see the largest growth and handpicked current openings that all earn over \$70,000.

The list of 10 Government Industry's projected to see the largest growth in the next three years:

1. Medical and Public Health - 54,114 Projected
2. Security and Protection - 52,007 Projected
3. Compliance and Enforcement - 31,276 Projected
4. Legal - 23,596 Projected
5. Administration/Program Management - 17,287 Projected
6. Accounting and Budget - 16,664 Projected
7. Information Technology - 11,549 Projected
8. Business and Industry - 10,765 Projected
9. Engineering - 10,642 Projected
10. Transportation - 10,560 Projected

To learn more details about the ten industries, go to the web page, <http://tinyurl.com/ycjuqog>

3. After 50, Avid Athletes Find That to Stay Healthy, They Must Let Go of the Need to Win

Wall Street Journal

During Sunday's Chicago Triathlon, I kept my heart rate low, cut my pace at every hint of muscular or cardiovascular pain and crossed the finish line about half an hour behind my personal record in that race. It was exhilarating.

What I accomplished is a goal I once considered unreachable, not to mention

undesirable: I raced without competing. My ranking among the more than 4,200 participants in the Olympic-distance triathlon couldn't have mattered less to me. More important, I ditched the notion of competing against oneself. That had been an appealing concept at age 40, when I was fitter, faster and trimmer than I'd been at age 20. But at 50, the triumphs of the last decade—the time I flew past most of the few-and-proud at the Marine Corps Triathlon—are far behind me, and anyway my cardiologist is urging moderation since the discovery of an aneurysm in my aortic root. "Race all you want," he says, "but keep your heart rate below 120," far lower than most peak workout targets.

'If you have to go as fast at 50 as you did at 20, you will grind yourself into the ground,' says Mark Allen, a former triathlon champ once known as the world's fittest man.

Baby boomers who fueled marathon and triathlon crazes enter their 50s and 60s, their unquenched competitiveness can become a threat to their stiffening joints, rigid muscles, hardening arteries and high-mileage hearts. And it doesn't help that nearly every exercise message they hear emphasizes more. It's as if nobody wants to acknowledge that exercise isn't the fountain of youth.

"The no-pain-no-gain mentality suggests that you can keep making gains if you just work harder," says Mark Allen, a 51-year-old athletic coach once known as the world's fittest man for winning six Ironman Triathlon World Championships. As co-author of a new book called "Fit Soul, Fit Body," Mr. Allen argues against fighting age with more hours on the treadmill. "If you can't let up on the competitive part of it, if you have to go as fast at 50 as you did at 20, you will grind yourself into the ground and become stressed out, bitter and unhealthy," he says.

A growing number of exercise scientists are questioning the more-and-harder philosophy of fitness, and not only for aging athletes. A study published last year in the *Annals of Behavioral Medicine* reinforced other recent research showing that intensity tends to diminish the view of physical activity as pleasant. "Evidence shows that feeling worse during exercise translates to doing less exercise in the future," says Panteleimon Ekkekakis, an author of that study and a professor of kinesiology at Iowa State University.

Taking on new sports or challenges can give long-used muscles a break while feeding the desire for new goals, says Marjorie Albohm, president of the National Athletic Trainers' Association, who at 58 has become a recent devotee of spinning. "As you age, you have to be flexible about new activities.

Of course, exercise can provide substantial protection against chronic ailments ranging from heart disease and diabetes to dementia and depression, all the while helping weight control. But like any medical treatment, exercise can also cause damage, particularly in older athletes. The risk of sudden cardiac death rises substantially during exercise. Overuse injuries, especially involving joints, rise with age.

Older athletes struggling against declining performance are prone to excess training, which can hurt the immune system and raise levels of the stress hormone, cortisol. A

number of medical experts, including Kenneth Cooper, the physician long ago credited with founding the aerobics movement, now believe that extreme exercise can increase the body's vulnerability to disease like cancer.

For aging athletes, it is loss of prowess that can lead either to abandoning exercise or to a health-endangering doubling up of it, "in pursuit of what can't be recaptured," as Mr. Allen puts it.

His heyday: Mr. Allen competing in 1992.

In his mid-40s, after dozens of triathlons and swimming competitions, Dan Projansky was yearning for something new, so he took up the unusual challenge of open-water distance swimming, using only the butterfly. That's a stroke that wears out many accomplished swimmers after a few hundred yards. But this month, Mr. Projansky gained glory in national swimming circles for completing an open-water 10-kilometer swim using only the butterfly. "I belong in the psych ward," jokes Mr. Projansky, a suburban Chicago insurance professional who is 51.

The competitive flame is hard to extinguish, as the returns from retirement of cyclist Lance Armstrong and professional quarterback Brett Favre have shown. And it's no different for fanatical amateurs. A decade ago, marriage and children brought to an end the elite triathlon career of Matt Rhodes, a 50-year-old Chicago metals trader. But in the pool where he swims these days, he competes against whoever is in the lane beside him, particularly if that athlete appears younger, "and I'm crushed if he's faster than me, even though he doesn't know I exist," says Mr. Rhodes. He still believes, "probably wrongly," that he could match his long-ago feats in triathlon.

Charles North similarly understands the undying nature of competitive urges. He was relieved when knee troubles ended his record of elite-level distance running, including a 2:46:34 Boston Marathon. As a practicing physician with two young children, "I really didn't have time to train like that anymore," he says.

But no sooner did Dr. North start swimming than he began plotting how to finish atop his age group at statewide meets. "Then it occurred to me, 'What does it matter?'" recalls Dr. North, 61. Even so, while cycling in the hills around Albuquerque these days, he often feels compelled to pass the riders he comes upon, he says, especially if they're younger.

In my case, the aneurysm-induced prohibition against high-intensity aerobics seven years ago presented an ultimatum: Either give up trying my hardest in races, or quit racing altogether. At the time, I was still setting personal records, and training alongside competitors who had the Ironman logo tattooed on their ankles.

Unable to imagine myself aiming for last place, I gave up triathlon. For exercise, I devoted usually an hour a day to walking, riding a stationary bike or jogging around a neighborhood track, and occasionally lifting a few weights.

As the years passed, it began to seem remarkable to me that I had ever engaged in hours-long bouts of exercise. Eventually, I started wondering whether I still had the stamina to do it—even at a snail's pace, per doctor's orders.

That's when the old excitement returned. During Sunday's triathlon—a one-mile swim, 25-mile bike ride and 6.2-mile run—there were moments when I felt tempted to speed it up, usually to pass somebody. But mostly I resisted, allowing myself to turn it on only in sight of the finish line. After crossing it, I entered the medical tent and checked my heart rate: It was 97. My time was about 2:54. Next year I'm aiming for just over three hours.

4. Success Story

When Vera Davison packs up her household to move to Greece from Washington, D.C., next week for her husband's job, she'll be taking along a hard-won new asset: her language-translation business.

While moving five times throughout Asia and South America for her husband's career as a foreign-service officer, Ms. Davison gave up her own career as an attorney to create a portable job for herself. Her clients, she says, stick with her via the Internet.

5. Humor Department:

The following quotes are from actual performance reviews:

* "Since my last report, this employee has reached rock bottom and has started to dig."

* "This associate is really not so much of a has-been, but more of a definitely won't be."

* "He would be out of the depth in a parking lot puddle."

* "He sets low personal standards and consistently fails to achieve them."

* "A room temperature IQ."

* "Not the sharpest knife in the drawer."

* "This employee is depriving a village somewhere of an idiot."

* "A photographic memory, but with the lens cap glued on."

* "He has a full 6-pack, but he lacks the plastic thingy to hold it all together."

* "Fell out of the family tree."

* "Gates are down, lights are flashing, but the train isn't coming."

* "He is so dense, that light bends around him."

* "Wheels are turning, but the hamster is dead."

* "Some drink from the fountain of knowledge; he only gargled."

* "He has two brains; one is lost, the other is looking for it."

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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