



Randy's Work *and You*

September Edition

Dear clients and colleagues,

Here are the 20 best-paying jobs for people with a high level of social skills. This information has been excerpted from "150 Best Jobs for Your Skills" (Michael Farr & Laurence Shatkin, Ph.D.) This list denotes occupational category and annual earnings.

Internists, General - \$145,600+
Obstetricians & Gynecologists - \$145,600+
Psychiatrists - \$145,600+
Chief Executives - \$142,440
Family & General Practitioners - \$140,400
Lawyers - \$98,930
Marketing Managers - 92,680
Sales Managers - \$87,580
Financial Managers - \$86,280
General & Operations Managers - \$81,480
Public Relations Managers - \$76,450
Training & Development Managers - \$74,180
Post-Secondary Education Administrators - \$70,350
Medical & Health Services Managers - \$69,700
Advertising & Promotions Managers - \$68,860
Physical Therapists - \$63,080
Dental Hygienists - \$60,890
Market Research Analysts - \$57,300
Clinical Psychologists - \$57,170

Pretty interesting information ... 8 out of the top 20 are in health care and related services!

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This month's topics:

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1. Why Making a Career Change Can Look Good on a Résumé

By Diana Ransom

The Wall Street Journal

August 22, 2007

Say you want to quit your job in sales to become a bartender. Or maybe you're ready to bag your law practice and open up that café you've been dreaming about since undergraduate school.

Should you or shouldn't you? And what are the implications?

Making a radical career change at any age is risky. But for many workers -- especially those in their 20s -- a career change, not just a job change, can be a welcome addition to your resume, say some career counselors and recruiters.

While sticking to one career demonstrates focus and dedication, changing course "shows a degree of risk taking and self-awareness," which can be attractive qualities to some employers, says Joseph McCabe, a vice chairman for CTPartners, an executive search firm in Boston.

It's also a part of being young, he says, adding that most people "in their 20s right now won't wind up working for the same employer their entire career."

Take a Chance

A younger person usually has more opportunities to change than does someone who has been working for a while, says David Bowman, chairman of TTG Consultants, a human-resources consulting firm in Los Angeles.

And the younger person has less money, which can be a good thing when you don't have to give up a lot to follow your bliss.

"Once you start making hundreds of thousands of dollars a year, you can't readily make that career change and replicate your current salary," says Mr. McCabe.

Employers at this stage also don't necessarily focus on your experience as much as your "core competencies" -- that is, your natural abilities and your capacity to learn. Additionally, younger people often don't have families and other debt obligations that might hamper major changes.

Weigh Costs and Benefits

"You really need to think like a statistician," says Marty Nemko, a career coach in Oakland, Calif., and author of "Cool Careers for Dummies." Consider the odds that your investment of time and money in a change will result in a happier or more lucrative career.

Mr. Bowman suggests seeking the advice of individuals who know you both personally and professionally. They can help you identify pros and cons that you may not have considered.

That's what 27-year-old New York resident Jenna Carl did before quitting her job as a management consultant to go to Spain to teach history.

"It's safer to keep going in the same field," admits Ms. Carl, who is preparing to move in October, "but I would have been denying my passion."

Be Selective

But while young people should feel free to experiment with different careers, too many dramatic moves -- even in today's transitional work force -- can raise red flags to future employers.

Additionally, job hoppers face a possible loss of retirement savings. Your new employer may not offer a 401(k) plan, and if it does, it may not match your contributions right away, if at all.

Another consequence: You could lose pace with your peers. Say you and a co-worker started your jobs at the same time. As you leave in search of greener pastures, your former peer is likely rising in the ranks while you're effectively starting over again.

Get Your Story Straight

Changing careers takes "focus and commitment," says Mr. Nemko. To be successful, carefully consider how each move you make will affect the rest of your career and be able to articulate that for future, and former, bosses.

Once employers see that you thoroughly thought this out, they may not hold one or even two job switches against you.

And whatever you do, don't burn bridges, warns Mr. McCabe: "As long as you leave professionally and gracefully you will likely get an invite back."

2. Five Requirements for a Successful Phone Interview

By Joe Turner

Great! You've just sent off your resume for that "so perfect" job. Now what?

If your resume did its job and sold you for the position, the next step is usually a phone interview with the employer. This phone screen usually takes place with a company recruiter or HR staffer to prequalify you for an opening. Since your attitude and answers can either move you to the next round or signal "*Game Over*", you want to be ready *before* you get that call.

Here are the five required action steps to take during your phone screen to help move you forward to that all-important face-to-face interview:

1. Brand Yourself.

You're not the only candidate being called. A lackluster performance will get you quickly scratched. If you can differentiate yourself from the beginning, you'll rise well above your competitors. One of the surest ways to accomplish this is to develop a personal branding statement of your own. Also called a Unique Selling Proposition, this is a short sentence that describes who you are, your biggest strength, and the major benefit that you offer your next employer.

A personal branding statement (or USP) might be:

"I'm a seasoned Project Manager whose strengths in identifying and solving problems have saved my employers over \$10 Million while completing over \$35 Million in projects during the past 9 years."

A branding statement like this makes you memorable because it's focused and it offers a benefit (saving \$10M). If you develop a branding statement, or USP, that clearly can identify who you are and what you can bring to an employer, you've caught their interest and separated yourself from the pack.

2. Show Enthusiasm.

A positive attitude can go a long way in your marketing efforts. This is your opportunity to shine on the phone, so take full advantage. This is especially important if the call came at an "inopportune moment" and you feel caught off guard. If this is the case, remember, you're not the only candidate they're talking with.

When the call comes, congratulate yourself, knowing that you were one of the few who *did* make the initial cut. Now it's time to put on your "game face", join the conversation with pure enthusiasm and demonstrate the *conviction that you are a top candidate for this job*.

3. Listen and Answer Carefully.

One of the major complaints from employers and recruiters about candidates is that too often the candidate doesn't answer the question being asked. Since you're on the phone, this is especially critical because you don't have the advantage of visual cues such as eye contact or body language. Listen carefully to the question being asked and answer that question only. Don't ramble or try to anticipate the next question, or you may talk your way out of the next step - a possible job interview.

4. Flatter Them.

It pays to do some research on any company you apply to. After all, the question, "why are you interested in us?" *is* going to come up. Therefore, it makes good sense to have your ducks in line before the call and to be ready to mention why this company impresses you. Don't be bashful. Mention the product line, their superior management, their unique marketing approach, etc. Make sure you have something positive to say about THEM.

5. Close.

At the end of the phone interview, if you would like to proceed and talk further with this company, take the initiative and ask what a good time might be for scheduling a face-to-face interview. If you feel uncomfortable asking that, then ask this simple question: "What's our next step?" This should eliminate any confusion and set the stage for your follow-up date, should you not hear back before then.

Summary

Done well, a phone interview can prepare you for your "real" face-to-face interview with your next employer. Prepare now *before* you get the call so you can brand yourself as a "can-do" performer ready and eager to move forward to the next level. That means that you appear enthusiastic, you know who you are and what benefits you offer, and you're ready to move forward in the interview process.

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. He makes it easy for anyone to find and land the job they really want all on their own in the shortest time possible. Discover more insider job search secrets by visiting <http://www.jobchangesecrets.com>

3. Boomer Corner: Why Early Retirement Is Losing Its Appeal

By Marshall Loeb

From *The Wall Street Journal*

Listen to the legendary Jack Welch, retired CEO of General Electric, on the sexy subject of retirement: "People don't want to sit on the beach just because they've hit 70. They're too vibrant. They want action: 70 is the new 55."

Welch himself is 72 and keeps up an incandescent schedule of producing business best sellers, giving high-fee speeches and consulting. Of course, not all of us can be as energetic and talented as Jack Welch, but more and more Americans are following his path in retirement. Increasingly, after we hit 62 or 65, we seek action -- not necessarily in full-time jobs, but in part-time work.

The appeal of early retirement is fading, and more and more folks are willing -- even eager -- to work beyond some mythic date. A record 24.6 million Americans age 55 and above are on the job. This is a sharp departure from the recent past, and there are a number of reasons for the change:

- * We are living dramatically longer than our ancestors, so we will have to support ourselves longer and earn more money to pay the bills, often including health-insurance premiums. An American man who today lives to 65 can expect, on average, to live an additional 10 years. A female who survives to 65 can expect to log another 15 years, on average.

- * More and more people prefer the challenge of the workplace to the quietude of retirement. Many have seen their friends, relatives and co-workers expectantly take early retirement in recent years only to encounter boredom and disappointment. After all, how many rounds of golf can you play in one lifetime? As Rhoma Young, a human-resource consultant, says, "They miss a sense of worth and contribution. Especially among the Type A personalities, volunteering doesn't give them quite the same clout they had. There is an increasing amount of depression among people who have been retired two to three years. Relationships between husband and wife start to deteriorate."

- * Scientific surveys have repeatedly shown that people who continue to work as they grow older live longer, healthier lives than those who don't. In a survey by Civic Ventures, a California nonprofit, 65% of older workers agreed with the statement that retirement is a time to begin a new chapter in life by being active and involved, starting new activities and setting new goals. In another survey, Roper and AARP found that 69% of people age 45 to 74 were working, or planning to work, in some capacity after retirement.

- * Employers in many lines of work expect to confront labor shortages in the years ahead -- notably shortages of highly skilled workers. So they are offering unusual rewards to keep older employees on the job. They don't want a large and experienced work force to walk out the door. More and more employers are hiring more part-time workers and empowering them to create their own, personalized, flexible work schedules.

Meanwhile, age discrimination cases reported by the Equal Employment Opportunity Commission are on the decline. Fully 70% of the baby boomers expect to stay in the labor force after 65. Older workers are growing faster than any other group in the labor force. And they are in high demand.

At the other extreme, some workers are obliged to leave their jobs at a certain age, though this mandatory retirement is gradually fading out. Airline pilots are forced by the Federal Aviation Administration to retire at 60 on grounds that they have lost a step or two. Over the next two years, some 5,000 pilots have to give up

their wings thanks to the "Age 60 Rule," according to recent estimates.

Pilots themselves differ on whether this is a good thing, and there are court cases challenging the practice from time to time. Similarly, various rules and conventions pressure some doctors, lawyers and other professionals to leave early.

But, says John Challenger of the outplacement firm Challenger, Gray and Christmas: "In 10 or 20 years, it will be much more common to see organizations filled with people in their 70s. Rather than being the exceptions, they will be the rule."

4. Success Story

Dan P. (mid thirties)

Dan had been working in the steel industry since he graduated from college. He held the title of Fabrication Manager at his current firm. He completed his MBA in 2004 and wanted to move up in the organization. He had several discussions with his management but to no avail.

He decided to make a move. His first inclination was to try to stay in the steel industry. Dan investigated the players and came to the conclusion that the growth was not going to be there (found very few openings). He then decided to look outside at some growth industries (healthcare, retail etc.) He contacted Target and went through an extensive screening process.

Dan is now working for Target heading up one of their distribution centers with a clear career path in front of him.

5. Humor Department Bank Robber Left His Résumé, Photo At Scene

The Tampa Tribune
August 16, 2007

TAMPA - He told the teller not to do anything stupid.

Too bad the bank robber didn't take his own advice.

After he robbed a Bank of America on West Hillsborough Avenue last December, court records say, Etni Ortiz left his resume behind -- dropped it, actually, when the bank's dye pack exploded. Police found it outside the bank in a pile of dye-stained money. There were also photos, one of Ortiz. The picture, too, was stained with red dye.

Ortiz pleaded guilty in May to two counts of bank robbery and one count of transporting a stolen vehicle.

6. Words that Inspire

"There is nothing like returning to a place that remains unchanged to find the ways in which you yourself have altered."

--Nelson Mandela, Nobel Peace Prize winner

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