



Randy's Work *and You*

September Edition

Dear clients and colleagues,

Are you confused about social media? Our featured article focuses on debunking the social media myths. In *Résumé Tips*, there are some phrases you want to avoid using. And in *Boomer Corner*, there is some good advice for the over 60-job seeker. .

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

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1. Debunking Social Media Myths

By David Armano
Harvard Business Review

David recently spoke at and attended the Conversational Marketing Summit in NYC. On day two, he heard something from Brian Wallace of Blackberry that echoed thoughts he had been preaching for a while. He said "I was selling in the idea that social media is free, until the community manager headcount came in."

This underscores a fundamental truth to social media that many organizations underestimate--being social means having real live people who actively participate in your initiatives. It's difficult to automate and a challenge to scale, but it can also help move your business forward in ways that produce leveraged outcomes such as new/better products or services.

The economics of using social media in business require the participation of people to fuel it. It is not simply enabled by technology that maintains itself. One of the biggest

lessons to be taken away from a social platform such as Twitter is that the ecosystem it's a part of is itself built on people who keep it humming along with not only content, but a seemingly endless stream of third party applications. This phenomenon is not entirely new--it's been referred to as end-user innovation (innovation by consumers and end users, rather than suppliers).

There are a few considerations every organization needs to consider when developing their blueprints for their own unique social media design. While there is no one-size-fits-all solution, there are few things you can plan for as you review the many options before you.

Here are three to consider:

Seeding. As you plan your approach for designing your social system, take into account that you'll have to invest to grow your effort into a healthy ecosystem that can produce data, insights or even new ideas. People will be required in order to do this.

Feeding. Whether it's a community, Wiki or internal collaboration solution you've put in place, it will have to be fed with a steady stream of content. Some of this can be automated and some of it can come from your participants--but there has to be some editorial judgment made for every piece of content and functionality. People are required for that.

Weeding. A productive social business design will require efforts to prune and weed out material that can inhibit its growth (just like a garden). In some cases, automated moderation services can do this--but in others people will be required to ensure that interactions are productive. Weeding can also include creating a separate environment--for example, Nokia's "blog hub" encourages employees to vent freely internally (using anonymous aliases). You can bet that someone is looking at the data and analyzing it. If not, they should be.

It's worth noting that seeding, feeding, and weeding all take place after any social initiative has been launched. But not taking into account the manpower that's involved in these as you develop your social business design strategy can lead to a lack of adoption or participation--essential elements to any social initiative. Ignoring these realities will continue to propagate the myth that social media is fast, cheap and easy. As organizations look to grow or scale their current initiatives, it's proving to be anything but.

David is part of the founding team at Dachis Corporation, an Austin based start-up delivering social business design services. He is both an active practitioner and thinker in the worlds of digital marketing, experience design, and the social web. You can follow him on Twitter at <http://twitter.com/armano>

2. Résumé Tips: Phrases that kill the résumé

According to my associates of the leading professional resume writing organization (PARW), here are certain phrases that are now clearly overused.

Put another way, seek out and destroy these phrases on your resume.

Here are the worst 10-boilerplate phrases:

- *Results-oriented professional*
- *Cross-functional teams*
- *More than [x] years of progressively responsible experience*
- *Superior (or excellent) communication skills*
- *Strong work ethic*
- *Met or exceeded expectations*
- *Proven track record of success*
- *Works well with all levels of staff*
- *Team player*
- *Bottom-line orientation*

The job seeker must appear different and unique. Using these phrases make you look like everyone else. Even “*runs with scissors*” is better!

3. Boomer Corner: 10 Critical Steps for Job Seekers over 60

The Obvious Expert
August 30, 2009

The economy has driven many of the formerly employed into entrepreneurship. But what about the formerly retired? Or all those people who thought retirement was on the horizon, only to see their plans change as their investment accounts dwindled and perhaps even their current employment disappeared.

CNNMoney.com reports that, “... there were 450,000 people age 65 and over actively looking for work in July (2009), a whopping 60 percent increase from a year ago, according to the Bureau of Labor Statistics.”

If you are among the people 60 years of age and older who are looking for a job, a way to supplement your retirement, or the opportunity to start your own business or consulting practice, here are ten critical steps you must take in order to succeed:

1. Become social media savvy. It's like an instant makeover and will take years off your business persona, making you more competitive in a market that includes younger job seekers, consultants, and business owners.
2. Set up a LinkedIn account, a Facebook page, a Twitter identity, and start blogging. Your brand matters whether you are selling yourself or selling your services.
3. Make sure you are selling what people are buying. Whether you are trying to get a job or trying to attract new clients, you can't be pedaling yesterday's news.
4. If your computer competence is limited, improve it. If your sales skills are stagnant, take a class or study online. If your writing proficiency is subpar, get it

up to speed. These are three areas where you can reap great rewards by improving your skill set.

5. Redefine yourself as both a generalist and a specialist. The Renaissance man or woman who can adapt, fill multiple needs for an employer or client, and has breadth in his or her expertise has great opportunity. But at the same time, fine-tuning your expertise so that you are differentiated from others in the market, and perceived as the Obvious Expert <<http://www.theobviousexpert.com>> is just as critical. (Yes, you can be both).
6. Dress your age not your era. Don't dress like a 25-year-old. But don't dress like it is 1980, either. Look contemporary, not 'cool'.
7. Step-up your fitness routine. Your high energy and obvious healthy inspire others to have confidence in you. A good exercise plan goes a long way toward increasing your energy levels while concurrently reducing your stress levels.
8. Network with people of all ages.
9. Let go of how things used to be and embrace how things are and the possibilities of how things are going to be.
10. Make an inventory of how much you have to offer—your many years of experience covers a lot, so much you will have actually forgotten how much you know and have to offer. Make a list and then reread it from time to time just to remind yourself that the client or employer who gets you is very luck

4. Success Story

Terry A.
early 50's

Terry had been an operations executive in consumer products, online media & publishing (software industry).

In 2008, He had relocated his family to the Bay Area. His network was very limited locally. However, he developed his brand and, through networking, became on board member of various small companies.

He had several "near misses". With a referral from a fellow board member, he approached another board member of his target company. After several meetings listening to their needs, he offered a revenue solution that they became excited about.

He is now consulting with them (80% of his time). It looks promising that it may turn into a full time slot.

5. Humor Department: 20 Strangest Complaints About Co-Workers

Strange but true

As an HR professional, you probably think you've heard it all when it comes to workers

complaining about one another. Well a new survey has some real doozies!

More than 2,600 hiring managers participated in the nationwide survey from CareerBuilder, citing examples of the oddest complaints they received from employees. Here are the top 20.

1. Employee is too suntanned
2. Employee has "big hair."
3. Employee eats all the good cookies.
4. Employee is so polite, it's infuriating.
5. Employee suspected co-worker was a pimp.
6. Employee is trying to poison me.
7. Employee's body is magnetic and keeps de-activating my magnetic access card.
8. Employee is personally responsible for a federally mandated tax increase.
9. Employee was annoyed the company didn't provide a place for naps during break time.
10. Employee only wears slippers or socks at work.
11. Employee's aura is wrong.
12. Employee smells like road ramps.
13. Employee breathes too loudly.
14. Employee wants to check a co-worker for ticks.
15. 8 o'clock is too early to get up for work.
16. Employee wore pajamas to work.
17. Employee has bells on her shoes, and it's not the holidays.
18. Co-worker reminded the employee too much of Bambi.
19. Employee spends too much time caring for stray cats around the building.
20. A male employee keeps using the ladies' room because the men's room is not as tidy.

Submitted By Sabrina Compagno sabrina@netshare.com
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6. Words that Inspire

"There is no good arguing with the inevitable. The only argument available with an east wind is to put on your overcoat."

James Russell Lowell, diplomat and poet.

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