

TAKE CHARGE OF YOUR CAREER!



2008 ANNUAL CONFERENCE

Marshall Brown, a certified career and executive coach, has always had a passion for helping people find ways to live more fulfilling lives. He found that a personalized, "no nonsense" approach to coaching was the most efficient and effective way to get people on a successful life course. As a coach, Marshall helps individuals find their passions and encourages them to move ahead in reaching their goals. His first book, ***High Level Résumés***, reflects his successful work with hundreds of job candidates. He is a Past Board President of the DC Chapters of the International Coach Federation and the Association of Career Professionals, International. Marshall holds a Bachelors Degree in Psychology from the University of Pittsburgh and is certified by the International Coach Federation, Career Coach Institute and the Coaches Training Institute.

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“I always wanted to be somebody, but I should have been more specific.” - Lily Tomlin and Jane Wagner

NEW RULES FOR CAREER SUCCESS

- BE SELF MANAGING
- ENSURE YOUR EMPLOYABILITY
- KEEP ON LEARNING
- BUILD NETWORKS
- FIND A MENTOR
- KEEP YOURSELF CURRENT
- DEVELOP CORE COMPETENCIES
- BUILD FINANCIAL INDEPENDENCE

The Secrets to an Effective Job Search

- Understanding what you offer to your target audience
- Using a well-thought-out and diversified approach to reach your audience in as many ways as possible
- There is a logical and systematic way to succeed – takes organization, acumen, a bit of mental toughness
- Using your time and resources wisely – establish a routine and fine-tune your plan
- Market your value
- Stick with it

Most people fail to truly maximize their search. Posting your resume on Monster.com and waiting for the phone to ring is not a viable strategy!

The Process

DEFINE YOUR TIMELINE

- Short-term (i.e. need a job now)
- Long-term (looking for the right job...willing/able to invest the time)

DEFINE YOUR OBJECTIVE

- What do you want to do, specifically (what does it look like)
- What type of company? What industry? What type of product or service?
- Full-time, part-time, contract
- Create the clearest picture possible of what you want
- One of the keys to any strategy is narrowing the focus as much as possible

IDENTIFY THE POSSIBILITIES

- Brainstorm...where might you find the work detailed in above? (what market, industries, etc?)
- Identify specific companies, industries, etc.

RESEARCH

- Networking - friends, colleagues, family, etc.
- Internet

THE SEARCH STRATEGY

- Think of it, and approach it, as a PROJECT – start with your goal, define action steps, identify resources, establish timelines, and monitor your progress
- Do something every day – review newspapers, wants ads, trade magazines, company websites, write a letter, contact 5 people, get a referral, buy your target company's product, go to a trade show, etc.
- Divide your time and energy properly

Job Search Killers

#1: LACKING A STRUCTURE

- Without a well thought-out plan of action behind your job search, you'll end up wasting a lot of valuable time on minor or unproductive tasks
- Get yourself a dedicated space to work, set yourself a schedule, do your research, set your goals, focus your efforts, and stick to it!
- ***Remember: structure leads to consistency, consistency leads to persistence, and persistence leads to success!***

#2: TRYING TO DO IT ENTIRELY ON YOUR OWN

- Somewhere along the line we assumed that we had to do by ourselves...not true!
- There are countless professional coaches and career consultants out there who can help you succeed

#3: NOT BEING ACCOUNTABLE

- Get others involved in your plan and have them hold you accountable for it
- On your own, it's too easy to get discouraged, get distracted, spin your wheels, and waste precious time
- Best choice is a professional coach, someone who is trained to keep you focused, keep you moving forward, or get you back on track if you to
- Fellow job searchers and networking groups can be helpful, but ONLY if they have a consistently positive attitude – otherwise they are poison!

#4: FORGETTING THAT IT'S ALL ABOUT "MARKETING"

- You market yourself in every piece of documentation you send out, in every personal contact that you have, in every phone call that you make, and every interview that you go to, and in every single chance that you get
- In the job search game, the winner is very often the one who out-markets everybody else
- Use your plan as the basis to get your name, your face, and the value you can add in front of everyone who needs to know

#5: OVER-RELIANCE ON OTHERS (I.E. TAKING A PASSIVE APPROACH)

- Relying on "others" refers to both people and technologies
- If you are going to be successful, you have to recognize that YOU and you alone are responsible for your success – YOU have to be the one in control
- Any job search tactic that sounds too convenient, takes little effort, and does not require you to stretch a little outside of your comfort zone, is probably not going to reap the kind of results you want

**Take control, get out there, reach outside your comfort zone,
be creative, and see the success that follows!**

Active vs. Passive Job Searching

Key Factors to Job Search Success	Active	Passive
Your Attitude	<ul style="list-style-type: none"> You feel in control and confident You are willing to take up the challenge You are willing to try new approaches and techniques You are open to feedback and suggestions You are enthusiastic and highly motivated 	<ul style="list-style-type: none"> You feel victimized and/or tend to blame others Generally unwilling and inflexible You are defensive and /or despondent You feel nervous and/or worried
Your Focus	<ul style="list-style-type: none"> You seek external contact You are involved and engaged Your focus is on the job search You are interested in people You have a strategy in place 	<ul style="list-style-type: none"> Your focus is turned inward You feel and remain isolated Your energy is scattered You remain interested only in inanimate resources You are willing to take any job
The scope of your search	<ul style="list-style-type: none"> You look at various industries You seek out unfamiliar organizations You think creatively about roles You actively go out looking for new possibilities 	<ul style="list-style-type: none"> You stay with known industries and have a limited list of organizations You seek to stay only with known roles You are generally closed to (or haven't considered) new possibilities
Hours invested	<ul style="list-style-type: none"> You work at the job search full-time You spend 30-40 hours per week on dedicated job search activities You maintain a sustained effort 	<ul style="list-style-type: none"> You spend 10-20 hours or less each week on the job search Your job search efforts are sporadic at best
Methods employed	<ul style="list-style-type: none"> You spend 75-85% of time actively networking You follow up on leads regardless of how unlikely they seem You create and follow a plan for using agencies or search firms You answers ads and Internet postings You post your resume on Internet job boards...and re-post regularly You plan time for self-care to keep energy and spirits high 	<ul style="list-style-type: none"> You primarily answer ads and Internet postings You post your resume on Internet job boards...once You contact a few agencies or search firms without follow-up You send out broadcast letters with resume attached You send out networking letters without personal follow-up You "network" with only a few close and well-known colleagues and friends
Your Resilience	<ul style="list-style-type: none"> You manage to depersonalize rejection You generate activity on many fronts You are persistent 	<ul style="list-style-type: none"> You take rejection personally You put all eggs in one basket You stop trying after setbacks
How You Measure Success	<ul style="list-style-type: none"> Every plan implemented and every short-goal goal attained is counted as a success and celebrated You find the work that you want 	<ul style="list-style-type: none"> Use only one measure of success—landing a job...any job

Your Job Search Plan

A structured and methodical plan to identify opportunities and get your name and expertise in front of the right people

- Schedule activities in your Daytimer, Palm Pilot, etc.
- Set goals with timelines (“I’ll contact 5 people today”; “I’ll identify 10 target companies by the end of the week”) – consider a point system
- Treat it like a project and you are the Project Manager
- Everyone’s job search plan is different

Will include a combination some or all the following...

Networking

- Without question the most effective job search technique
- Studies suggest we all know an average of 250 people
- Who do you want/need to meet in order to get your network going?
- Consider creating your own Board of Directors or Mastermind group
- Build relationships...and never let your network end, always ask for another name

THOSE YOU KNOW:

- You need to get as many people in your corner as possible
- Involve ALL of your friends and relatives in your job search, along with your doctor, dentist, lawyer, banker, neighbors, hairstylist, everyone

THOSE YOU DON’T KNOW:

- Make a list of those you need/want to talk to?
- Who are the movers and shakers in your industry?
- Try to get in front of them, pick their brains, and sell yourself

Effective job searching is a contact sport . . . you need to make contacts!

The Internet

Recognize its limitations:

- 75% - 85% of job searchers use the internet as their #1 source
- Less than 10% of available jobs are posted online, and those tend to be for larger companies
- Less than 3% of jobs are actually filled online

Best practices:

- Spend no more than 10% of your job search efforts on job boards
- Post and re-post your resume regularly
- Take advantage of Job Agents – those services that email postings of jobs that match your criteria
- Great for doing company and industry research
- LinkedIn.com

“MONSTER” JOB BOARDS

- List tens of thousands of jobs at all levels across all industries
- Great variety but huge competition for jobs

NICHE JOB BOARDS

- Specialize by industry or geography
- Some cities have their own sites that include a job posting page (often a good place to find smaller companies)

MEMBERSHIP BOARDS (“For fee”)

- Typically for executives and specialty fields
- Offers “exclusivity” and a promise of quality for members and employers/recruiters
- Flexible fee structures: 1 month, 3 month, 6 month, and 1-year memberships
- E.g. NetShare.com, HigherBracket.com

NEWSGROUPS & USER GROUPS

- Online newsgroups and user groups are designed to allow people of a common interest to communicate
- many are industry-specific (ex. supply chain), skill-specific (ex. Java), or interest-specific (ex Opera)
- Recruiters love to use newsgroups since 1) they’re free, and 2) they can quickly access people with specific skills and expertise
- User Groups are similar to newsgroups and tend to be more technology focused (although there are exceptions) – try GoogleGroups (<http://groups.google.com>).

Recruiters

- Can be a vital resource in your job search strategy, but you have to understand how they work (and therefore, how YOU need to work with THEM)
- Recruiters are not there to find you a job – they work for the company that hired them, not for you
- Your job is to be on their radar when they have a position for which you're a good fit

Other Sources

NEWSPAPERS

Many companies and recruiters still use the major dailies to advertise openings, so you need to look regularly

- Check the newspaper's website – they often have online classified sections that archive job postings (you'd be surprised how many have not been filled yet)
- Check the Appointments in the Business section (lists recent executive promotions and appointments) – you now have the name of a key decision maker who may be looking for good people
- Be sure to check the Career section AND the regular classifieds section of the newspaper
- Companies and recruiters both advertise in the classifieds sections too because it's cheaper

BUSINESS & INDUSTRY PUBLICATIONS

Local and national business and industry publications are a great source since many include at least a page or two of job postings (typically for the higher level executives since this avenue can be expensive)

PROFESSIONAL ASSOCIATIONS

There are professional associations for everything!

- Great place to meet movers and shakers in your industry, and one of the best ways to research an industry and network with people on the inside
- Many have professional development courses, monthly meetings, events with high-powered speakers, online member lists and open job exchanges

TRADE SHOWS

At Trade Shows, you can get in front of emerging and established industry leaders, where you are one of the only job seekers there

- Objective is to learn, network, show genuine interest, casually express an interest in their company, and then ask who you should talk to (get the name of the person you spoke with so that you can mention in your letter that you spoke with them)
- Go early and stay late...it's the best and only time you should be talking to them (during the busy periods they'll be wanting to conduct business).

JOB FAIRS

They can work, but the downside is that you are among hundreds of others with the same agenda

- Generally best for the entry to mid-level positions only
- Check your local and major newspapers for advertisements.

JOB SEARCH CLUBS

Check with local recruiters and search firms to see if they know of any not-for-profit organizations or networking clubs that bring job searchers together

- A great place to meet others, network, stay motivated, and hear speakers on job search techniques.

CHAMBER OF COMMERCE / BOARD OF TRADE

Like your lawyer and your banker, your local chamber of commerce knows who's opening and who's expanding

- Call, ask, join, and attend their networking events (great place to meet the local industry leaders).

Staying Motivated

- ✓ Put a structure in place for your job search – set business hours for yourself just as if you were expected to report to the office
- ✓ Don't let hobbies, volunteer commitments, household chores, etc., take over your schedule
- ✓ Have a plan with daily goals and objectives – make them reasonable so that you can end each day by congratulating yourself for a job well done
- ✓ Build stress-reducing activities into your daily schedule – go for a walk or a workout every day after you've made your tough calls.
- ✓ Organize your day to accommodate your energy levels and mood swings – make your toughest calls when your energy is highest
- ✓ If you're feeling down, cut yourself some slack and seek out those things that you know will help restore your equilibrium
- ✓ Keep weekends off for you and your loved ones
- ✓ Build some volunteer time into your weekly schedule – helping someone whose needs are different from yours can be an excellent way to keep things in perspective
- ✓ Celebrate every success – give yourself a reward for accomplishing your daily or weekly goals. Make the reward something that is healthy, fun, or vitally interesting to you
- ✓ Keep the active job search going full speed ahead even when you are in the final stages of negotiation with an organization – you don't want to have an opportunity that you really want fall through and have nothing else on the go
- ✓ Remind yourself that your family and friends like you because you are YOU – not because you were the Director of Whatever at Previous Co.

* Adapted from *It's Your Move* – Watters & O'Conner

Recommended Readings

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- Yate, Martin, ***Knock 'em Dead***, Adams Media, 2006