

Finding the Best Job for You Career Guide –

***Life altering tools
to achieve a fulfilling career***

***Achievement comes when we decide
to live our possibilities***

Career Coaches of Canada Inc.

Vancouver, British Columbia, Canada

**Finding the Best Job for You Career Guide -
*Life altering tools to achieve a fulfilling career***

Written by Shelagh Kennett

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“Finding the Best Job for You Career Guide” is a proven reference for success. The theories and ideas have been used to jump start career changes for more than 1200 people. It contains over 60 pages of innovative job search suggestions, practical work sheets, samples of different resume styles and cover letters, as well as motivational affirmations. Applying the concepts in this manual has enabled hundreds of people to expand job opportunities and maximize their career potential. It is greatly enhanced by participating in a career planning program.

Significantly increase your chances to achieve satisfying work. Learn where you can participate in a program to apply the theories and ideas outlined in “Finding the Best Job for You Career Guide”. For individualized one on one coaching, in person, on the telephone or via email, and any other inquiries, contact us today.

Email shelaghk4@gmail.com
Phone 604.619.9393

ARE YOU AT A CRUCIAL CROSSROAD IN YOUR CAREER?

- ✓ Wondering how to promote yourself?
- ✓ Relocating and frustrated with your job search?
- ✓ Unsure of where you fit best in the workplace?
- ✓ Overqualified and underemployed?
- ✓ Stuck in an unfulfilling job and unsure how to advance?
- ✓ Do you dream of changing careers altogether?
- ✓ Feeling unfulfilled and wanting to return to the work force?

WE CAN HELP – CONTACT US TODAY

EXPERIENCE THE FOLLOWING BENEFITS:

- Learn the art of true job security; never be unemployed again!
- Discover the new millennium job search model; promote yourself
- Understand the resume myths; find hidden work opportunities
- Attain an image makeover; reframe your skills with professional help
- Ace the interviews and the salary negotiation
- Develop confidence and expertise making telephone calls
- Gain a competitive advantage with innovative self marketing strategies
- Succeed by improving motivation, interpersonal skills and self esteem
- Empower yourself to achieve your potential; create the life you deserve

WHEREVER YOU ARE IS A GOOD PLACE TO START

Developing a successful career has become a critical life skill
needed to attain fulfillment and balance.

Bridge the gap between your dreams and reality;
Make a career out of living; create the life you deserve!

***“To each of us at certain points of our lives,
There come opportunities
to rearrange our formulas and assumptions –
Not necessarily to be rid of the old,
But more to profit from adding something new.”***

Leo Buscaglia

***“If you have built castles in the air
Your work need not be lost,
That is where they should be.
Now put foundations under them.”***

Henry David Thoreau

***“If you feed a hungry person a fish,
you feed one for a day;
If you teach one how to fish,
You feed one for a lifetime!”***

Unknown

Our mission is to coach you to a new level of “whole life” achievement with the
skills to expand your career for a lifetime.

WHERE ARE YOU TODAY?

*One can never consent to creep when one feels an impulse to soar –
Life is either a daring adventure, or nothing. – Helen Keller*

You have taken a proactive step in exploring what new career options might be available to you by deciding to read this book. Start to reflect on what brought you to this point. Write one or two sentences summarizing your responses to the following three questions.

**1. I want to find new/different/any work
because.....(circumstances)**

2. I want a career that will enable me to.....(goals)

**3. I love to.....(things I don't call work and hope to
find in a job)**

NOTES PAGE

Finding the Best Job for You

Career Guide

A Proven Reference for Success

TABLE OF CONTENTS

BELIEVE IN YOURSELF

(convince your greatest critic)

- ◆ Image Makeover - New Eyes
- ◆ Knowledge is King
- ◆ U R A Product
- ◆ Communicate with Power

WRITE ABOUT YOU

(tools to sell yourself)

- ◆ The Hook
- ◆ Résumé
- ◆ Cover Letter
- ◆ Thank You Letter
- ◆ Letter of Introduction
- ◆ References
- ◆ Self Marketing Portfolio
- ◆ Telephone Script

DELIVER YOUR MESSAGE

(communicate your value)

- ◆ To Open Doors – Be Open
- ◆ An Interview Is.../Is Not
- ◆ The Universal Language
- ◆ Are You on the Same Page?
- ◆ “Non-Upgradeable” Skills
- ◆ The Question of Salary
- ◆ Why Should I Hire You?
- ◆ Close with Class!
- ◆ Three Key Criteria for Success

BELIEVE IN YOURSELF

(CONVINCE YOUR GREATEST CRITIC)

BACKGROUND

Today job security has taken on a whole new meaning. It isn't out there anymore. It lies within each of us and our ability to keep starting over and recreating opportunities. It is an ominous responsibility to continue to discover and rediscover our potential; it is an equally daunting task to then uncover the best fit for our value in the workplace.

This career guide has been designed to move you through three stages of enthusiasm so "I can" becomes "I must" and failing isn't an option anymore. We shift from "I might" to "I will".

In the word "enthusiasm", the key to your success lies in the message from the acronym "iasm". This stands for: "I am sold myself" – a hard thought to maintain throughout the job search process.

The ideas on the following pages are presented to help you achieve a powerful new image makeover and create a compelling way to communicate your value in four steps.

- 1. Image Makeover–New Eyes**
- 2. Knowledge is King**
- 3. U R A Product**
- 4. Communicate with Power**

IMAGE MAKEOVER – NEW EYES

Attitude is Contagious - Is yours worth catching?

*“The longer I live in life the more I realize the impact of attitude on life. Attitude to me is more important than facts. It is more important than the past, than education, than money, than circumstances, than failures, than successes, than what other people think or say or do. It is more important than appearances, giftedness or skills. It will make or break a company...a church...a home. The remarkable thing is **we have a choice every day regarding the attitude we will embrace for the day.***

*We cannot change our past... We cannot change the fact that people will act in a certain way. We cannot change the inevitable. The only thing we can do is play on the one string we have, and that is our attitude...I am convinced that **Life is 10% what happens to me and 90% how I react to it.** And so it is with you...**we are in charge of our attitudes.**”*

Charles Swindoll

“The real voyage of discovery consists not in seeking new landscapes but in having new eyes.”

Marcel Proust

You alone hold the power to see yourself, not as you are today, but as you could become: your potential. Do you see limits or possibilities? Take that potential into every interview and thereby expand your career options.

THE ENTREPRENEURIAL SPIRIT

***“People are always
blaming their circumstances
for what they are.
I don’t believe in circumstances.
The people who
get on in this world
are the people who get up
and look for
the circumstances they want,
and,
if they can’t find them,
make them.”***

George Bernard Shaw

Sometimes in a job advertisement you see, “an entrepreneurial spirit”, as one of the desired personal attributes. What comes to mind when you think of an entrepreneur? - a risk taker, self starter, determined to succeed, committed to learning, changing, networking, following one’s instinct and doing whatever it takes to achieve one’s goals. Whether you are changing and/or expanding your career, within a company or seeking new work, everyone needs to foster this kind of thinking and attitude. It is the best way to keep on “making your own circumstances” and taking charge of your own destiny. See yourself as an entrepreneur for life: “if it’s going to be it’s up to me!”

WHAT IS YOUR VISION OF YOUR WORK?

RECLASSIFICATION OF A JOB

A tourist visiting a large city saw several bricklayers working on a church. She could see that it was a very large church and she was curious. “What are you doing?”

Without looking up the bricklayer growled, “You can plainly see that **I’m laying bricks.**”

The tourist watched for awhile, observing how the bricklayer placed a layer of mortar, and carefully positioned each brick making sure it was straight and true.

One after the other the bricklayer placed the bricks, almost machine-like. He seldom looked up, never smiled.

The tourist moved around the building and met a second bricklayer. He seemed to be following the same procedures as the first bricklayer. Except he was humming a song as he worked.

“What are you doing?” the tourist asked the second bricklayer.

“I’m building a cathedral,” the second bricklayer said proudly, a smile spreading across his sun-tanned face. “**I’m building a cathedral.**”

How do you see yourself?

Are you laying bricks?

Or

Building cathedrals?

**Change your vision;
change the words you use to describe your work,
And, you can change everything!**

HOW DO YOU DESCRIBE YOUR JOB?

RECLASSIFICATION OF A MOTHER

Emily, a woman renewing her driver's license at the County Clerk's offices, was asked by the woman recorder to state her occupation.

Emily had hesitated, uncertain how to classify herself.

"What I mean is," explained the recorder, "do you have a job, or are you just a housewife?"

"Of course I have a job," snapped Emily. "I'm a mother."

"We don't list "mother" as an occupation... "housewife" covers it," said the recorder emphatically.

I forgot all about her story until one day I found myself in the same situation, this time at our own Town Hall. The Clerk was obviously a career woman, poised, efficient, and possessed of a high sounding title like "Official Interrogator" or "Town Registrar." "What is your occupation?" she probed.

What made me say it, I do not know. The words simply popped out.

"I'm a Research Associate in the field of Child Development and Human Relations."

The clerk paused, ball-point pen frozen in midair, and looked up as though she had not heard right.

I repeated the title slowly, emphasizing the most significant words. Then I stared with wonder as my pronouncement was written in bold, black ink on the official questionnaire.

"Might I ask," said the clerk with new interest, "just what you do in your field?"

Coolly, without any trace of fluster in my voice, I heard myself reply, “I have a continuing program of research (what mother doesn’t) in the laboratory and in the field (normally I would have said indoors and out).

I’m working for my Masters (the whole darned family) and already have four credits (all daughters).

Of course the job is one of the most demanding in the humanities (any mother care to disagree?) and I often work 14 hours a day (24 is more like it).

But the job is more challenging than most run-of-the-mill careers and the rewards are more in the form of personal satisfaction rather than just money.”

There was an increasing note of respect in the clerk’s voice as she completed the form, stood up, and personally ushered me to the door.

As I drove into our driveway, buoyed up by my glamorous new career, I was greeted by my lab assistants – ages 13, 7, and 3. Upstairs I could hear our new experimental model (a 6 month old baby) in the child-development program, testing out a new vocal pattern.

I felt triumphant! I had scored a beat on bureaucracy! And I had gone on the official records as someone more distinguished and indispensable to mankind than “just another mother.”

Motherhood...what a glorious career!. Especially when there’s a title on the door!

Does this make grandmothers “Senior Research Associates in the field of Child Development and Human Relations”, and great grandmothers “Executive Senior Research Associates?”

I think so!!!!

Remember – *“We have a choice every day regarding the attitude we will embrace for the day; Life is 10% what happens to us and 90% how we react to it. We are in charge of our attitudes.”*

KNOWLEDGE IS KING

We have all heard the sales person's claim, "I can sell anything if I believe in it myself." The first step is to thoroughly understand the value of the product. To fully appreciate all of your attributes complete the information on these two pages. Sometimes revelations come in unanswered questions or childhood dreams. It is never too late to consider new options. The limits are within us. It has been said that the wealthiest places on the planet are graveyards; therein lie so many lost dreams, ideas, inventions and talent. It starts with believing; believing is reinforced by taking the time to remember all of who you are.

VALUES

The things that matter most to me are:

SKILLS

The best skills I have to offer are:

INTERESTS

I am interested in the following areas:

ACCOMPLISHMENTS

Some of the things that I am proud of are:

OWN WHO YOU ARE

What is important to me?

*What would I do if I were wealthy?
What do I stand for?
What won't I stand for?
What would I risk my life for?*

1. _____
2. _____
3. _____
4. _____

What am I good at?

*What do I get complimented on?
Where have I excelled in the past?
Where have I been successful?
What are some of my strengths?*

1. _____
2. _____
3. _____
4. _____

What do I love to do?

*What activities give me satisfaction?
What excites me about life?
What is my secret ambition?
What are my hobbies?*

1. _____
2. _____
3. _____
4. _____

What was I born to do?

*What have some of my unique contributions been?
Where have I made a difference?
What are some of the possible ways that I can excel in the future?
What do I see as my destiny?*

1. _____
2. _____
3. _____
4. _____

U R A PRODUCT

Nothing has value without a “buyer” and value is directly proportionate to supply and demand. Further, the perfect “buyer” can give a seemingly ordinary product an unbelievably high price. It’s all about finding the customers and matching their specific needs to your diverse qualities. Fill in the following questions by thinking about who needs what you have to offer, how long will this need last, how many others can duplicate your services and how will you get your message out to all the available “buyers” (employers)?

Who needs it?	TARGET
What can it do?	“OWN”
Where is it going?	TRENDS
Why this product?	COMPETITION
How to promote?	MARKETING

COMMUNICATE WITH POWER

**REMEMBER WHEN YOU WRITE ABOUT YOURSELF
PEOPLE JUDGE ONE'S CHARACTER BY THE COMPANY ONE KEEPS
AND THE WORDS ONE USES TO DESCRIBE ONESELF —
YOU NEED TO MAXIMIZE 7% WORD POWER —
THE REMAINING 93% IS LIMITED TO VOCAL AND BODY LANGUAGE**

- ◆ results oriented
- ◆ high-energy
- ◆ resourceful
- ◆ professional
- ◆ dedicated
- ◆ detail oriented
- ◆ energetic
- ◆ enthusiastic
- ◆ goal oriented
- ◆ self motivated
- ◆ versatile
- ◆ extensive
- ◆ diverse
- ◆ consistently
- ◆ proven ability
- ◆ dependable and loyal
- ◆ outstanding achievement in..
- ◆ transformed
- ◆ unique combination of..
- ◆ proven track record
- ◆ born leader
- ◆ compassionate
- ◆ surpassed expectations
- ◆ diplomatic and tactful
- ◆ thrive on..
- ◆ consuming interest in..
- ◆ high energy coupled with enthusiasm
- ◆ exceptional talent for..
- ◆ adept at managing change
- ◆ creative flair
- ◆ innovative
- ◆ sharp business acumen
- ◆ accomplished negotiator
- ◆ quick learner
- ◆ one of the most reputable..
- ◆ readily transcend cultural and language differences
- ◆ working knowledge of...
- ◆ extremely adept at..
- ◆ developed rapport quickly with contagious enthusiasm
- ◆ balanced multiple of priorities
- ◆ proven record of dependability
- ◆ excellent communicator
- ◆ inspire and support
- ◆ project a professional image
- ◆ personable and articulate
- ◆ reputation for professionalism and competency
- ◆ skilled at resolving conflicts
- ◆ gain confidence and trust
- ◆ known to pinpoint problems and initiate creative solutions
- ◆ created excellence on a shoestring budget
- ◆ in-depth knowledge of..
- ◆ valuable team member who brings out the best in others
- ◆ able to maintain a sense of humour under pressure
- ◆ excelled at multitasking
- ◆ built solid relationships with stakeholders

THE THREE P'S

Complete the following three sections giving the highlights of your education, training, experience and personal qualities. Use the V.A.L.U.E. paragraphs on the following page and the words and phrases on the previous page to “communicate with power” on paper. Your emphasis will vary depending on the choice of your career objective. Always choose your relevant, specific and unique characteristics that are the closest match to the needs of each position. Only tell them what they need to know; leave out lengthy unrelated content.

1. Professional :	<u>Relevant</u> qualifications
◆ ◆ ◆ ◆	
2. Practical:	<u>Specific</u> work experience
◆ ◆ ◆ ◆	
3. Personal:	<u>Unique</u> attributes
◆ ◆ ◆ ◆	

V.A.L.U.E.

- V** **Verify credentials and qualifications:** expand on the value you bring by elaborating on a) education, b) training, c) work experience; where you worked, how long, with what results to which issues or tasks; provide dollar amounts, percentages of increase in revenue/growth, size of company, etc.
- A** **Achievements:** make these relevant to the specific job; give examples of how you worked in a team and on your own; how you may have gone the extra mile, proven ways you exceeded expectations, surpassed the job requirements, initiated ideas and impacted the success of the organization financially, competitively, motivationally
- L** **Life long learning:** show a progression of continuous learning through professional development, on-the-job training, special volunteer and community projects; illustrate ways that you combined creativity with analytical, conceptual, out-of-the-box thinking, and made a difference, expanded opportunities and grew in your position
- U** **Understanding your Unique Selling Points (USP):** state how you are unique and what your transferable skills are; communicate the impact, influence and leadership you provided in previous positions and what value they bring to a new job
- E** **Enthusiasm - (I am sold myself):** Express experience in strong words and adjectives giving specific examples and creating pictures; show excitement, confidence, energy, effectiveness, passion, commitment, results

NOTES PAGE

WRITE ABOUT YOU

(TOOLS TO SELL YOURSELF)

To apply these powerful tools we need to “own” everything we say and write. If we become effective using the appropriate words to describe our value we will greatly enhance our ability to connect well with each and every prospective employer. To empower our greatest critic, ourselves, we need to first become successful at reframing how **we** see ourselves. Focus on your potential and take those possibilities into every interview. Leave all your limitations at home!

1. The Hook
2. Résumé
3. Cover Letter
4. Thank You Letter
5. Letter of Introduction
6. References
7. Self Marketing Portfolio
8. Telephone Script

NOTES PAGE

THE HOOK!!

Whenever you are asked: a) could you please tell me a little bit about yourself?
b) briefly summarize your background or c) give me the highlights of your career
In the following situations: 1) on the phone 2) at the start of an interview 3) in a social gathering or 4) on an elevator etc. **TAKE CONTROL** and **do not say** what so many people do: “What would you like to know?” or “Where would you like me to start?” or “Do you want to know more about my work experience or my personal information?”

INCLUDE NUMBERS AND NAMES

When you can use numbers to show measurable results such as \$30 million dollar project, 400% increase in sales; 100% employee retention and/or
Build credibility by using familiar names of companies, well known universities, **or the equivalent** such as the largest software company in China or the fastest growing manufacturing company in Turkey or an international, multinational, world renowned....

ACID TEST: WHAT DO THEY REMEMBER?

FOCUS ON THE 3 P's (page 12)

- | | |
|-------------------------|--------------------------|
| 1. Professional: | relevant qualifications |
| 2. Practical: | specific work experience |
| 3. Personal: | unique attributes |
-

SHOW V. A. L. U. E. (page 13)

- **V** -Verify credentials
- **A** -Achievements
- **L** -Life long learning
- **U** -USP (unique selling point)
- **E** -Enthusiasm (I am sold myself)

KC (Kindergarten Clear)

1. 3 P's (page 12)
 2. V.A.L.U.E. (page 13)
 3. Relevant
 4. Specific
 5. Measurable
-

SAMPLE

(Professional) Everything in my career has contributed to my ability to excel as a career coach. I have a Degree in Education and Counseling from McGill University and a great deal of specialized training in this field. This includes: Level 1 and Level 2 in True Colors, Personality Dimensions™, SuperHost®, Job Club Leadership Training and various courses in labor market, management, marketing and interpersonal skills.

(Practical) I achieved a 90% success ratio with the over 1200 people who participated in my workshops over the past seven and one half years. This is a clear example of my proven success as a coach, facilitator, teacher and master motivator. I believe that my superb oral and written communications skills have enabled me to empower others to capture the essence of who they are and far exceed their personal expectations. In addition, I have a unique combination of diverse experience in training, management, sales and marketing for both large corporations such as IBM and private educational institutions.

(Personal) Enthusiasm, optimism and compassion are the cornerstone of my value to any organization and why I am passionate about pursuing a career in coaching.

TRANSFORM the RÉSUMÉ

T	<u>T</u>reat
R	<u>R</u>ésumé
A	<u>A</u>s
N	<u>N</u>ew
S	<u>S</u>pecific
F	<u>F</u>ormulas
O	<u>O</u>rganized (to)
R	<u>R</u>eflect (your)
M	<u>M</u>akeover

Ironically the only real rule in today's job search is that you must have a resume. However, the resume **DOES NOT get you the job**, only the interview, and rarely even that! Contrary to traditional ideas about writing resumes, the resume **should not include everything** you have done throughout your career. Of course you will want to include a lot of your education, training and experience. However, the resume will be the most effective if it is designed to reflect your potential; what you could do if someone gave you the opportunity. Therefore, when the audience (employer) changes we need to change the words and the emphasis to reflect only the strengths of interest to the reader and the ones that directly relate to the job at hand.. This "makeover" to transform the resume is an art that we need to develop and/or seek professional assistance to achieve. It starts with your greatest critic, YOU.

MAXIMIZING 7% WORD POWER

(Remember too that in the written word the 93% in communication allocated to vocal and body language is missing)

***“All big things have little names
such as
life and death,
peace and war,
or dawn, day, night,
hope, love and home.
Learn to use little words
in a big way.
It is hard to do,
but
they say what you mean.*”**

***When you don't know
what you mean –
use BIG words;
they often fool little people.”***

Arthur Kudner, an advertising executive, as told to his son

What are my Strengths?

(This isn't clear enough – “I'm from Missouri, show me”)

I have proven my ability to embrace change and adapt to a completely new environment with a whole new set of rules and regulations.

I can put all my personal desires on hold and commit to goals that require a single minded focus to meet deadlines and complete projects.

I have worked successfully in multidiscipline multicultural teams with extremely diverse objectives and priorities.

I have accepted limited budgets and restructuring timelines to pursue common goals and reach unexpected successes.

I have been able to put people, values, and integrity ahead of pride, material gain and power to achieve mutually beneficial outcomes.

I have set my own benchmarks of excellence and there is no obstacle too great that will allow me to give up my desire to do whatever it takes to reach my dreams.

I have an unbreakable spirit guaranteed to be an asset to any organization that wants to be competitive, profitable and growth minded.

What are my Transferable Skills? How am I Unique? –Show them

FLEXIBLE	Embraced change by adapting to a completely new environment with a whole new set of rules and regulations
BUSINESS ACUMEN	Achieved excellent results by committing to goals that required a single minded focus to meet deadlines
TEAM WORK	Worked effectively in multidiscipline, multicultural teams with extremely diverse objectives and priorities
CREATIVE CONCEPTUAL THINKING	Solved problems with limited budgets and tight timelines to pursue company goals and surpass expectations
PROFESSIONAL INTEGRITY	Established reputation as a leader who put people, values, and integrity ahead of pride, material gain and power to achieve mutually beneficial outcomes
SELF MOTIVATED RESULTS ORIENTED	Accomplished phenomenal results by working through difficulties; successfully completed projects with a “we will find a way” attitude and “do whatever it takes” work ethic
IMPACT AND INFLUENCE	Described by colleagues as “having an unbreakable spirit”; guaranteed to be an asset to any organization that wants to be competitive, profitable and growth minded
CLIENT FOCUSED	Consistently praised for giving 110% and setting an exemplary benchmark for excellence in service
COMMUNICATION BUILDING PARTNERSHIPS	Applied superb oral and written communication skills and thereby empowered people and projects to capture and communicate the essence of their value
LIFE LONG LEARNER	Initiated demanding challenging circumstances that required long hours of dedicated attention to learn whole new systems

A CLEAR MESSAGE

This is an eight point guide to help you prepare successful written material highlighting your strengths and give you the best chance of connecting with the reader, typically a potential employer.

- 1. Have a clear specific objective**
- 2. Give USP (Unique Selling Points)**
- 3. Be competitive**
- 4. Build credibility with experience**
- 5. Research the supply/demand**
- 6. Show measurable worth**
- 7. Identify and match needs**
- 8. Limit detail to “need to know”**

SKILL + ACTION = RESULT

Turn every “so what” fact into a WOW Benefit statement

(Show what you improved; use well known names, numbers, dollar figures, percentages)

1. **Dramatically impacted the bottom line** by initiating and implementing the recycling of spare parts, resulting in a **cost saving of \$20,000 per annum** for a large multinational company
2. **Showed initiative and increased efficiency** by taking on extra responsibilities for the Managing Director during periods of annual leave
3. **Demonstrated a proactive management style** at IBM by initiating, developing and administering an induction program to ensure new employees were familiar with the workplace
4. **Streamlined systems and increased efficiency** by replacing the paper-based stationery ordering system with an emailed spreadsheet resulting in less order errors
5. **Two time winner of top sales person award in a national company**; exceeded the annual sales target by 10% in the first year and by 15% in the second year
6. **Established a reputation of exceeding customers’ expectations**: received **three written commendations** from customers for excellent customer service, friendliness and product knowledge
7. **Impacted bottom line and productivity** by creatively solving problems such as recovering critical information from the network file-server after it had been infected with a virus
8. **Demonstrated key marketing skills** by designing promotional flyers with discount vouchers, **resulting in 10% increase** in sales during the first month
9. **Contributed to team morale** by suggesting and organising a social committee to arrange after work social activities for all employees, allowing employees to get to know each other in a relaxed atmosphere
10. **Maximized staff potential** by managing a poor performing employee into a competent employee through counselling and the introduction of key performance indicators

The following ten pages illustrate five different styles of resumes. Choose the style that you believe best reflects your value and appeals to your own professional image. Refer to all the ideas and examples in the previous pages.

Name

Address (optional)

E-mail:

Phone:

CAREER OBJECTIVE

Short and Specific (recommend exact ad title)

HIGHLIGHTS OF PROFESSIONAL QUALIFICATIONS (V.A.L.U.E. –PAGE 13)

- Professional (years of experience, companies, scope: related to career objective)
 - Practical (specific skills and training and accomplishments using them on the job)
 - Languages and other special achievements (awards, productions, projects)
 - Personal attributes
-

PROFESSIONAL EXPERIENCE

POSITION	COMPANY, LOCATION, DESCRIPTION	DATES (STAR – END)
• X		
• X		
• X		

POSITION	COMPANY, LOCATION, DESCRIPTION	DATES (STAR – END)
• X		
• X		
• X		

Name

Address (optional)

E-mail:

Phone:

POSITION	COMPANY, LOCATION, DESCRIPTION	DATES (START– END)
----------	--------------------------------	--------------------

- X
- X
- X

POSITION	COMPANY, LOCATION, DESCRIPTION	DATES (START – END)
----------	--------------------------------	---------------------

- X
- X
- X

VOLUNTEER/COMMUNITY WORK

POSITION	ORGANIZATION	DATES (START– END)
----------	--------------	--------------------

POSITION	ORGANIZATION	DATES (START– END)
----------	--------------	--------------------

EDUCATION (SAMPLE)

BUSINESS ENGLISH CERTIFICATE (BA Equivalent- Honours)	Name of University, location	DATES (START– END)
--	------------------------------	--------------------

MANAGEMENT OF BUSINESS ADMINISTRATION FOR INTERNATIONAL TRADE (GRADUATED WITH HONOURS)	Name of University, location	DATES (START– END)
---	------------------------------	--------------------

Excellent references available upon request

NAME

Address
Cell:
E-mail:



Objective: SENIOR DEVELOPER POSITION IN ORACLE ENVIRONMENT

Highlights of Qualifications (V.A.L.U.E. page 13)

- ❖ Played a key role as a Senior Oracle Developer in two migrating projects for the biggest Software Company in _____
- ❖ Participated in an eight month migrating project for one of the biggest Wholesale and Retail Companies in _____
- ❖ Achieved on-line Brainbench Certificates: Oracle Forms 6.0 (2002), Oracle PL/SQL (2001) and Oracle Developer 2000 (2001)
- ❖ Specialized in PL/SQL programming on 2-tier architecture systems over a four year period
- ❖ Developed expertise in writing reports, forms and packages with Oracle Forms & Reports 6i and Oracle Developer 2000 tools for Purchasing, Sales, Distribution, Accounting and Finance modules of the projects
- ❖ Mentored junior and intermediate developers in programming, as well as employees in using MS Windows 98 and written modules
- ❖ Flexible and adaptable with excellent interpersonal and organizational skills; quick learner, committed to achieving goals and meeting deadlines

Technical Skills: (Years of Experience, Level, Last Used)

	Years of Experience	Level	Last Used		Years of Experience	Level	Last Used
Programming Languages:				Development Tools:			
PL/SQL	4	E	2003	Oracle Forms & Reports 6i	1	E	2003
Delphi	2	I	2002	Oracle Developer 2000	3	E	2002
Visual Basic	1	B	1999	SQL*Plus 8.0	4	E	2003
C++	< 1	B	1996	SQL*Loader	4	I	2003
C	< 1	B	1994	Quest Software T.O.A.D.	1	E	2003
Java, JavaScript, HTML, JSP	< 1	B	2002	Q. Soft. SQL Navigator 3.1	1	E	2003
				UltraEdit 8.0	1	E	2003
Operating Systems:				Borland Delphi 1.0			
MS Windows 9x, 2000	8	E	2003	MS Visual Basic 6.0	1	B	1999
MS DOS	8	E	2003	Seagate Crystal Report 5.0	< 1	I	1999
Unix Sun Solaris 5.7	3	B	2002	Borland C++ 3.4	< 1	B	1996
Linux Red Hat 7.1	< 1	B	2002				
				Databases:			
Business Applications:				Oracle 8 & 8i Server			
MS Office 97 - 2000	8	E	2003	Informix	< 1	B	1999
AutoCad R14	2	I	1998	MS Access 97	< 1	I	1999

Level: B: Basic; I: Intermediate; E: Excellent

NAME

Address

Cell:

E-mail:



Communication Skills

- ❖ Dedicated professional team player willing and able to get along with people from diverse personalities and backgrounds
- ❖ Adept at classroom teaching and one-to-one coaching; encouraged and supported clients and colleagues by sharing technical expertise
- ❖ Quickly managed difficult client feedback to ensure highest degree of satisfaction
- ❖ Bilingual: excellent written and verbal skills in English and Serbian

WORK EXPERIENCE

POSITION	COMPANY, LOCATION, DESCRIPTION	DATES (START–END)
• X		
• X		
• X		

POSITION	COMPANY, LOCATION, DESCRIPTION	DATES (START–END)
• X		
• X		
• X		

POSITION	COMPANY, LOCATION, DESCRIPTION	DATES (START–END)
• X		
• X		
• X		

EDUCATION

DEGREE, MASTERS	Name of University, location	DATES (START–END)
------------------------	------------------------------	-------------------

OTHER (GRADUATED WITH HONOURS)	Name of University, location	DATES (START–END)
---	------------------------------	-------------------

Excellent references available on request

NAME

Address

Email:

Phone:

CAREER OBJECTIVE SPECIFIC/JOBTITLE (recommend exact ad title)

PROFESSIONAL QUALIFICATIONS (V.A.L.U.E. page 13)

Comprehensive Business Acumen



Strategist - “Out of the Box” Thinker



Exemplary Integrity



Accomplished Leader



Multicultural Expertise



Languages



Education



PROFESSIONAL EXPERIENCE & ACHIEVEMENTS

POSITION

Company, Location, Description

DATES (START– END)

- ◆ X
- ◆ X
- ◆ X

POSITION

Company, Location, Description

DATES (START– END)

- ◆ X
- ◆ X
- ◆ X

POSITION

Company, Location, Description

DATES (START– END)

- ◆ X
- ◆ X
- ◆ X

NAME

Address

Email:

Phone:

POSITION

Company, Location, Description

Dates (start-end)

- ◆ x
- ◆ x
- ◆ x

POSITION

Company, Location, Description

Dates (start-end)

- ◆ x
- ◆ x
- ◆ x

EDUCATION/PROFESSIONAL ASSOCIATIONS

Master Business Administration (top 5%)

Name of Educational Institution, location

Dates (start-end)

Founder/Editor

Name of Educational Institution, location

Dates (start-end)

Teaching Assist. School of _____

Name of Educational Institution, location

Dates (start-end)

Bachelor of Science, in _____

Name of Educational Institution, location

Dates (start-end)

Associate Member of _____

Association, location

Dates (start-end)

Excellent references available upon request

NAME

Address

Email:

Phone:

PROFESSIONAL PROFILE: (concise paragraph to show 3 P's on page 12 and V.A.L.U.E. on page 13 in three or four sentences; this is used instead of the Objective. It is useful when one has diverse experience and multiple career options)

PROFESSIONAL QUALIFICATIONS (use The Hook, page 17 as a guide)

Comprehensive Business Acumen ◆

“Out of the Box” Thinker ◆

Exemplary Integrity ◆

Accomplished Leader ◆

Multicultural Expertise ◆

PROFESSIONAL EXPERIENCE & ACHIEVEMENTS

POSITION *Company, Location, Description* Dates (start-end)

- ◆ X
- ◆ X
- ◆ X

POSITION *Company, Location, Description* Dates (start-end)

- ◆ X
- ◆ X
- ◆ X

POSITION *Company, Location, Description* Dates (start-end)

- ◆ X
- ◆ X
- ◆ X

POSITION *Company, Location, Description* Dates (start-end)

- ◆ X
- ◆ X
- ◆ X

NAME

Address

Email:

Phone:

POSITION

Company, Location, Description

Dates (start-end)

- ◆ x
- ◆ x
- ◆ x

POSITION

Company, Location, Description

Dates (start-end)

- ◆ x
- ◆ x
- ◆ x

POSITION

Company, Location, Description

Dates (start-end)

- ◆ x
- ◆ x
- ◆ x

EDUCATION/PROFESSIONAL ASSOCIATIONS

Master Business Administration (top 5%)

Name of Educational
Institution, location

Dates (start-end)

Founder/Editor

Name of Educational
Institution, location

Dates (start-end)

Teaching Assist. School of _____

Name of Educational
Institution, location

Dates (start-end)

Bachelor of Science, in _____

Name of Educational
Institution, location

Dates (start-end)

Associate Member of _____

Association, location

Dates (start-end)

Excellent references available upon request

NAME

Complete address (optional)

Telephone:

Cell Phone:

E-mail:

Professional Profile

(State strengths in three or four sentences to show 3 P's and V.A.L.U.E. Refer to The Hook on page 17. This is used instead of the Objective. It is useful when one has diverse experience and multiple career options. It does not make it as clear for the reader to know exactly where you would best fit into his/her organization.)

Professional Experience

POSITION	COMPANY, LOCATION, DESCRIPTION	DATES (START- END)
----------	--------------------------------	--------------------

◆ X

◆ X

◆ X

POSITION	COMPANY, LOCATION, DESCRIPTION	DATES (START- END)
----------	--------------------------------	--------------------

◆ X

◆ X

◆ X

POSITION	COMPANY, LOCATION, DESCRIPTION	DATES (START- END)
----------	--------------------------------	--------------------

◆ X

◆ X

◆ X

NAME

Telephone:

Cell Phone:

Complete address (optional)

E-mail:

POSITION COMPANY, LOCATION, DESCRIPTION DATES (START– END)

◆ X

◆ X

POSITION COMPANY, LOCATION, DESCRIPTION DATES (START– END)

◆ X

◆ X

Education

DEGREE/DIPLOMA/MASTERS Name of Educational Institution, DATES (START– END)
location

DEGREE/DIPLOMA/MASTERS Name of Educational Institution, DATES (START– END)
location

DEGREE/DIPLOMA/MASTERS Name of Educational Institution, DATES (START– END)
location

DEGREE/DIPLOMA/MASTERS Name of Educational Institution, DATES (START– END)
location

Professional Development/Accomplishments/Membership

COURSE OR POSITION Training Organization or Association DATES (START– END)

COURSE OR POSITION Training Organization or Association DATES (START– END)

COURSE OR POSITION Training Organization or Association DATES (START– END)

COVER LETTERS - YOUR ADVOCATE FOR THE JOB

The Head: “the Hook”

(A power statement to show your best qualities and how well they match the employer’s needs)

The Body: the F.I.T.

(Finding Instant Team Material: make your comments relevant, specific and measurable)

The Feet: Next step

(As they say in sales, “ask for the order”; clearly state a request to meet to advance the process)

There are two different samples of cover letters on pages 36 and 37, following the sample ad on the next page. The bold and underlined phrases in the ad represent specific job requirements. We recommend that whenever you sit down to respond to a job advertisement you take a hi-liter and mark only the qualifications in the ad that you know you have. Then focus on these points in your cover letter. Only tell them what you have; do not refer to anything you lack! Remember each ad is the employer’s “wish list”. If you even have 60% of what they are looking for, respond.

A cover letter should not exceed one page and ideally the paragraphs should be short and clearly related to their needs. The table in the sample cover letter on page 37 with “your requirements” and “my experience” works best when your qualifications are a direct match to the job description; otherwise it may point out your deficiencies.

If you are using snail mail, include the full mailing address on the top of the letter, under the company name. However, you should follow their instructions and send it the exact way they indicate on the advertisement.

SAMPLE AD

**Create awareness; sell a career dream
World-renowned media school**

DIRECTOR, MARKETING & SALES ABC Film School Vancouver, BC

ABC Film School is an internationally acclaimed private school specializing in the **production of the moving image**. Alumni lists read like a **“who’s who” of industry leaders**. Grads have received awards at Cannes, the Oscars and the Geminis and can be found working in major studios, **interactive media companies** and animation houses around the globe.

The ideal candidate is a **marketing and sales professional** able to **create awareness and drive sales in a growing market**. Experience that includes **consumer marketing or entertainment/interactive media** is preferable, as is experience **targeting young adults or international markets**.

Explore this opportunity by sending your résumé in confidence to Vancouver@abc.ca

Note: There is no name in the ad; research is required as it is always best to send a letter to a person, instead of a department. Sometimes all you have to do is telephone and ask for the name of the person who will be reviewing the resumes for that particular position.

Tom Hanks

2718 41st Street, Vancouver BC V3A 6Y8

E-mail: thanks@hotmail.com

Phone: 604.914.1234

June 16, 2004

Mary Smith
ABC Film School
E-mail: Vancouver@abc.ca

Dear Mary Smith:

Subject: Director, Marketing & Sales, ABC Film School, posted on the ABC Film School web site June 5, 2004.

Over the past fifteen years I have been both executive producer and vice-president of sales and marketing for some of the most educationally rich and entertaining products, using broadcast and interactive media. In addition, I have an Honours Degree in Film and Television from Ryerson University in Toronto. Therefore, this new position of Director, Marketing and Sales feels like it has been created for me.

My detailed resume is enclosed and some of the highlights of my qualifications that specifically relate to your requirements are as follows:

- Hired by Sony of Canada, specifically to create awareness and branding for a state of the art media; achieved 300% of sales quota in less than one year
- Spearheaded the strategy to launch interactive media products in a competitive educational market; became a leader, nationally and internationally, in both consumer marketing and entertainment media
- Worked extensively with young adults and produced interactive programs, hosted entirely by students, connecting youth all across Canada with their peers in Europe
- Inspired a wide range of public involvement from students, media, government, industry leaders and educators to create awareness and grow the market in new technologies
- Excelled as project leader and vice-president of sales and marketing by motivating strong sales teams; achieved gold and silver awards at the International Film and Video Festival

Innovative and driven to achieve, my colleagues describe me as a powerful motivator with an effective combination of integrity and compassion. Drawing on the entire scope of my diverse experiences and closely related background, I am confident that I would be able to make an immediate contribution to the ABC Film School.

I look forward to having a personal interview to learn more about this exciting opportunity to join the executive team at the ABC Film School. Please contact me by telephone at 604.914.1234 or e-mail at thanks@hotmail.com

Sincerely,

Tom Hanks
Enclosure

Tom Hanks

2718 41st Street, Vancouver BC V3A 6Y8

E-mail: thanks@hotmail.com

Phone: 604.914.1234

June 16, 2004

Mary Smith
ABC Film School
E-mail: Vancouver@abc.ca

Dear Mary Smith:

Subject: Director, Marketing & Sales, ABC Film School, advertised in Business Week, June 5, 2004.

This new position of Director, Marketing and Sales, to create awareness in a world-renowned media school, feels like it has been created for me. My diverse background includes creating and marketing some of the most educationally rich and entertaining products, using broadcast and interactive media.

Your Requirements	My Experience
Marketing and Sales Professional	Fifteen years as executive producer and vice-president of sales and marketing
Drive Sales in a Growing Market	Achieved 300% of sales quota in less than one year when hired by Sony of Canada to create awareness and branding for new media
Consumer marketing or entertainment/interactive media	Spearheaded the strategy to launch interactive media products in a competitive educational market; nationally and internationally, in both consumer marketing and entertainment media
Young adults or international markets	Worked extensively with young adults and produced interactive programs hosted entirely by students, connecting youth all across Canada with their peers in Europe
Specialize in the production of the moving image	Honours Degree in Film and Television from Ryerson University in Toronto
Alumni list of "who's who" of industry leaders	Inspired public involvement from students, media, government, industry leaders and educators to create awareness and grow the market in new technologies

Drawing on the entire scope of my diverse experiences and closely related background, I am confident that I would be able to make an immediate contribution to the ABC Film School.

I have enclosed a detailed resume and look forward to having a personal interview to learn more about this exciting opportunity to join the executive team at the ABC Film School. Please contact me by telephone at 604.914.1234 or e-mail at thanks@hotmail.com.

Sincerely,

Tom Hanks

Enclosure

SAMPLE THANK YOU LETTER

Tom Hanks

2718 41st Street, Vancouver BC V3A 6Y8

E-mail: thanks@hotmail.com

Phone: 604.914.1234

July 14, 2004

Mary Smith
ABC Film School
E-mail: Vancouver@abc.ca

Dear Mary:

I would like to thank you for inviting me to a personal interview. I appreciate the time you took to share the details about this exciting new job opportunity and some of your company's vision for its future success.

Now that I have a better understanding of the skills and experience required to be successful in this position I am even more enthusiastic and confident that I would be able to make a valuable contribution to your organization. In addition, I know that ABC (*put in name of company*) is committed to delivering quality products and excelling at customer service and this is what I have strived to do throughout my career. I would be proud to be part of such a thriving entity as yours.

I remain extremely interested in this position and the possibility of building a career with your company. Therefore, I look forward to hearing from you in the very near future. (*or by early next week, as you indicated in our meeting*). Please contact me by telephone at 604.914.1234 or e-mail at thanks@hotmail.com.

Sincerely,

Tom Hanks

APPRECIATE
(time, information)

AFFIRM
(F.I.T.)

ATTENTION
(next step)

A thank you letter is more than a courteous and professional gesture that makes you stand out. It is an opportunity to gently remind the interviewer that you are an excellent candidate, very interested in the position and looking forward to hearing from them.

LETTER OF INTRODUCTION

(This is an unsolicited cover letter and is typically used for marketing oneself when no position has been advertised by an organization and you wish to contact them anyway)

GUIDELINES FOR SUCCESS

- ◆ *Use it as a networking tool*
- ◆ *Make it like a flyer, not a formal letter*
- ◆ *Do not put in any company name*
- ◆ *Leave out the date*
- ◆ *Start with a benefit statement or question*
- ◆ *Design questions to get positive responses*
- ◆ *Leave out the closing (sincerely) but include your contact information*
- ◆ *Be as creative as you like and your personal style will allow*

There are four different samples of letters of introduction on page 40 through to page 43. Note that various levels of creativity and non-traditional styles are used starting with a conservative one and ending with ones that resemble an advertising flyer on a product.

IS YOUR ORGANIZATION SEEKING....
INNOVATION..LEADERSHIP..
STRATEGIC PARTNERSHIPS..INTEGRITY?

I am a diversified professional with over 15 years experience as an executive producer and general manager. Innovation, technology and teamwork are the essence of who I am and where I thrive.

The following strengths have enabled me to make a significant contribution to every organization in which I have held an executive position:

Innovation

- ◆ dedicated to the use of new and innovative broadcast and marketing concepts including live and interactive web casts

Leadership

- ◆ Inspired production teams to strive for excellence winning gold and silver awards and producing the number one web site in the world on Canadian history

Strategic Partnerships

- ◆ Excelled at developing cutting-edge business opportunities through joint ventures and strategic partnerships

Integrity

- ◆ Enthusiastic and deeply committed to professional excellence and clients' well being; superb communicator

With my unique combination of contagious enthusiasm and the ability to organize, communicate and execute plans, I have achieved outstanding results.

I would welcome a personal meeting to explore mutually beneficial opportunities and how I might contribute to your company's growth in today's competitive and ever changing world. I can be reached by telephone at 604.XXX.XXXX or e-mail at thanks@hotmail.com.

Could Your Organization Benefit From....

INNOVATION..LEADERSHIP.. STRATEGIC PARTNERSHIPS..INTEGRITY?

Contact TOM HANKS Today!

Phone: 604.914.1234

E-mail: thanks@hotmail.com

I am a diversified professional with over 15 years experience as an executive producer and general manager. Innovation, technology and teamwork are the essence of who I am and where I thrive.

The following strengths have enabled me to make a significant contribution to every organization in which I have held an executive position:

Innovation

- ◆ dedicated to the use of new and innovative broadcast and marketing concepts including live and interactive web casts

Leadership

- ◆ Inspired production teams to strive for excellence winning gold and silver awards and producing the number one web site in the world on Canadian history

Strategic Partnerships

- ◆ Excelled at developing cutting-edge business opportunities through joint ventures and strategic partnerships

Integrity

- ◆ Enthusiastic and deeply committed to professional excellence and clients' well being; superb communicator

With my unique combination of contagious enthusiasm and the ability to organize, communicate and execute plans, I have achieved outstanding results.

I would welcome a personal meeting to explore mutually beneficial opportunities and how I might contribute to your company's growth in today's competitive and ever changing world.

** Event Coordinator – Extraordinaire **

Mary Lu

Do you need help with your company's special events?

Are you tired of dealing with restaurants, hotel catering, and transportation agents, or sending out invitations?

Have you ever been in a rush and left out the most important details?

Would you like a professional to take care of everything for the whole event?

Your Looking Stops here!

**Excelled at company conferences, travel events, fashion shows*

**8 years international experience in export trade, hospitality, fashion and language training*

**Bilingual: English and Mandarin*

**Enthusiastic, creative, organized, professional, charismatic*

To make your life easier, contact me today

Cell: 604.890.1234

Email: marylu@hotmail.com

*** *Event Coordinator Extraordinaire***

- ✓ *Do you need help with your company's special events?*
- ✓ *Are you tired of dealing with restaurants, hotel catering, and transportation agents, or sending out invitations?*
- ✓ *Have you ever been in a rush and left out the most important details?*
- ✓ *Would you like a professional to take care of everything for the whole event?*

***Your Looking
Stops here!***

**** Excelled at company conferences, travel events, fashion shows***

**** 8 years international experience in export trade, hospitality, fashion and language training***

**** Bilingual: English and Mandarin***

Mary Lu

**** Enthusiastic, creative, organized, professional, charismatic***

***To make your
life easier,
contact me
today***

Cell: 604.890.1234

***Email:
marylu@hotmail.com***

REFERENCES

- ◆ ideally at least three
- ◆ clarify connection to you
- ◆ any one who can speak, from first hand experience, of your work ethic, skills and/or character

<u>TITLE</u>	<u>COMPANY</u>	<u>PHONE/EMAIL</u>
President/Manager (ideally, of last company you worked in)	Company ABC (descriptive: e.g. largest software company in your country)	Phone: xxx-xxx-xxxx Email: abc@shaw.com
HR Manager	Company Name (descriptive if not well known, see e.g. above)	Phone: xxx-xxx-xxxx Email: abc@telus.com
Former Supervisor	Company Name (descriptive if not well known, see e.g. above)	Phone: (xxx)-xxx-xxxx Email: abc@hotmail.com
Colleague (associate, community partner, volunteer team or board member)	Company Name (descriptive if not well known, see e.g. above)	Phone: (xxx)-xxx-xxxx Email: abc@yahoo.com

SAMPLE REFERENCE LETTER

It is best if this letter is printed on the company letterhead of the person signing it. It does not matter if you, your previous employer or a former colleague actually write this letter (sometimes they may say they are too busy and ask you to write it for them). Make sure though that it is signed by them.

This letter should include how long they have known you, the nature of your relationship, and some transferable skills that specifically relate to the career objective you are focusing on at this time.

Attention: Prospective Employer

Subject: Reference Letter for "Your Name"

Date: May 16th, 2004

Throughout the past ten years I have worked both as an employee and a business partner of Tom Hanks. His ability to create and implement innovative business opportunities has provided me with an incredible mentor over time. His energy and enthusiasm, once committed to a game plan, empowers everyone on the team. Thus, under his direction, I personally reached heights of achievement and levels of performance that I never would have believed possible.

He is a leader who motivates by example, and is driven to making things happen. He starts with a belief that all things are possible and commits to remaining focused on the steps necessary to achieve successful outcomes.

His strength with people and ideas is a direct result of his ability to develop instant rapport and lasting loyal business relationships. Tom combines integrity with "out of the box" thinking and is a valuable individual that a company would always prefer to have on their team, rather than their competitor's.

Sincerely,

Name

Title

SELF MARKETING PORTFOLIO

This can best be described as your “Glory File”; its purpose is two fold: 1) it is a way to professionally organize all the information that demonstrates the diverse education, training and experience that you have to offer a potential employer and 2) it is an excellent way to “convince your greatest critic”, YOU, of your value. Although it is not intended to be handed out in an interview, we recommend that you always bring it with you. In this way you will be prepared and have copies of everything on hand, if they are requested by the interviewer.

- 1) Résumé**
- 2) References**
- 3) Reference letters**
- 4) Degrees & Diplomas**
- 5) Professional credentials**
- 6) Training Certificates**
- 7) Awards/special achievements**
- 8) Performance evaluations**
- 9) Publications, newspaper articles**
- 10) Samples of work**

TELEPHONE SCRIPT

Someone once said “I would rather face a saber tooth tiger than make phone calls to prospective employers”. However, if you knew you could eliminate the competition and have an over 80% chance of success in finding new work options would you overcome that fear? The stakes are too high to say no. Start with one call each day. You may even get to enjoy it!

- ◆ **Name**
- ◆ **Source**
- ◆ **Purpose**
- ◆ **Connect**
- ◆ **Next Step**

1. “My name is____ and I got your name from_____:” (a colleague, a friend, your web site, a newspaper article)

2. “I wonder if you would have a few minutes to help me”

3. “The purpose of my call is:” (choose one):

- a) To get information about....
- b) To request a personal meeting with you
- c) In response to your article, ad, web site etc

4. “I have a strong background in_____ and I am in the process of making a career change OR exploring new work opportunities”

5. “Could you possibly” (choose one, depending on their response):

- a) meet next Tuesday or Thursday, in the A.M. or P.M.?
- b) suggest anyone else in this field I could contact? OR
- c) if this is a busy time for you may I contact you in a few months

NOTES PAGE

DELIVER YOUR MESSAGE

(COMMUNICATE YOUR VALUE)

1. To Open Doors – Be Open
2. An Interview Is.../Is Not
3. The Universal Language
4. Are You on the Same Page?
5. “Non-Upgradeable” Skills
6. The Question of Salary
7. Why Should I Hire You?
8. Close with Class!
9. Three Key Criteria for Success

TO OPEN DOORS – BE OPEN

Plan to connect well with everyone you meet. Be ready to communicate your value. Visualise yourself with “unlimited potential”; know what your strengths are and “own” who you are. Respond with enthusiasm (I am sold myself) and “communicate with power”. Remember URA product and there is a need somewhere for exactly who you are and what you have to offer. Prepare your answers before you are asked the questions.

1. What do you do?

2. What do you have?

3. What do you want?

4. What do you need?

5. What do you love?

6. What do you live for?

7. What validates your time and self worth?

8. What kind of people do you like to be with?

BE OPEN TO ALL POSSIBILITIES - “Never Say Never”

A recent edition of the Iris Communications newsletter contained this interesting information about perception:

“Aoccdrnig to a rsereeachr at an Elingsh uinervtisy, it deosn’t mtttaer in waht oredr the ltteers in a wrod are, the only iprmoatnt tihng is taht the frist and lsat ltteer is in the rghit pclae. The rset can be a toatl mses and you can still raed it wouthit any porbelm. This is bcuseae we do not raed ervey lteter by itslef but the wrod as a wlohe.”

We can read all the misspelled words in the text above because, **with a few clues, we already know** what they are; we don’t need everything spelled out correctly. This quick-assessment process enables our minds to work efficiently.

This mind feature has interesting implications for innovation and creativity. We tend to think that we already know what the problem is, its best solution and what other people are going to say or not say. We already know what we do well, what we – and others – don’t do well, what’s possible and what’s not.

Sure, this act of already knowing makes for efficiency, but it also serves as a **major block to communication**: I don’t need to listen because I already know what you will say.

By contrast, innovation and creativity demand that we either **slow down or stop jumping to conclusions**. We need to communicate in such a way as to **guide potential employers to a new level in how they assess our potential. It starts with your own personal limits as to how you see yourself.**

Clear out all your assumptions in your job search. In the video, “The Business of Paradigms”, produced by Joel Barker, and based on the book, “The Structure of Scientific Revolutions” (1962) by Thomas Kuhn, he talks about going back to zero and the paradigm shift. He goes on to suggest that competitive businesses should challenge themselves by asking this question: “What is impossible to do today, that if we could do, would dramatically change the way we do business?” He goes on to say that “those who say it can’t be done should get out of the way of those who are already doing it!”

The question is always, “What’s next? What’s possible today that wasn’t possible before?” (Larry Ellison, CEO of Oracle) Free your mind and commit to trying something new everyday with no attachment to the outcome. This is the stuff that dreams are made of, and wonderful careers!

AN INTERVIEW IS...../IS NOT...

<i>An act of courage</i>	<i>A pass/fail</i>
<i>A chance to practice</i>	<i>One-way</i>
<i>A networking opportunity</i>	<i>Final</i>
<i>A learning experience</i>	<i>A benchmark for success</i>

Some say that the decision to bring in a candidate for a second interview and/or hire them is made in the first four seconds of the initial meeting. In the face to face interview you now have the added advantage, or disadvantage, of the remaining 93% of the power in communication; namely vocal and body language. Over 50% of that first impression is influenced by non-verbal communication. Consider it all: hair, scent, clothes, colors, style, energy, facial expression, and handshake. It can all be summed up in four words – confidence and professional image.

THE UNIVERSAL LANGUAGE

Friendly smile

A “bear” hand shake

Good eye contact

*Warm body language and voice tone
to convey mutual respect:
assertive and professional
but polite and open to learning*

ARE YOU AND THE EMPLOYER ON THE SAME PAGE?

The following table is a summary of the similarities and differences in rankings of the most important qualifications used as a guide for hiring that you, the interviewee and the employer, the interviewer, have identified.

YOU (the interviewee) -selected as important	EMPLOYER (the interviewer) - evaluated in order of importance
Previous Employment	<ul style="list-style-type: none"> • Multitasking 84%
Education	<ul style="list-style-type: none"> • Ability to Learn 84%
References	<ul style="list-style-type: none"> • Leadership 75%
Testing	<ul style="list-style-type: none"> • Analytical 67%
YOU & EMPLOYER -both agree is important	<ul style="list-style-type: none"> • Writing 63%
Experience	<ul style="list-style-type: none"> • Presentation 60%
Personality	<ul style="list-style-type: none"> • Project Management 54%

*summarized from an article written by Joan L. Milne, P. Mgr., F.CIM
Executive Director, for the Executive Director's Corner
in the Canadian Manager-Spring 2002

NON-UPGRADEABLE SKILLS

“Non-upgradeable” skills are defined here as personal attributes that make you stand out. They can often become the deciding factors in determining who gets hired. Some call it Emotional Intelligence (EI). This is why you don’t have to be the best to get hired and alternatively, you may be the best and not get hired.

These “non-upgradeable skills” are the essence of your unique selling points and have nothing to do with your education, skills and training. Learn to communicate what they are by sharing specific on-the-job examples with prospective employers during interviews. The key ones are listed below and often in an interview you will be asked to demonstrate how you applied these qualities in “real” work related situations. Plan your responses ahead of time.

- ◆ **Teamwork and Cooperation**
- ◆ **Professional Integrity**
- ◆ **Impact and Influence**
- ◆ **Flexibility**
- ◆ **Customer Service Orientation**
- ◆ **Creative Thinking**
- ◆ **Conceptual Thinking**
- ◆ **Building Partnerships with Stakeholders**
- ◆ **Achievement Orientation**
- ◆ **Developing Others**
- ◆ **Continuous Learning**
- ◆ **Communication**
- ◆ **Business Acumen**
- ◆ **Motivational Fit**

THE QUESTION OF SALARY

Money doesn't determine your worth, it only establishes your price; your value is a constant regardless of your circumstances. Therefore, the fact that you are currently not working, and may be offered a much lower salary than you previously had, does not mean that you have lost any of your skills, training and experience. Furthermore, it does not indicate that you will not be able to earn the same and even significantly more than you did in your last place of employment. You decide at any given time what you are prepared to accept. The key is not to take any offers personally or allow yourself to believe that this is all you can hope for in the future.

Offers are simply the dollar amount an employer decides that he/she is prepared to make. It is often surprising how what starts out to be "the absolute highest amount our company could consider for this position" becomes negotiable after all. Some of the key concepts in successfully negotiating one's salary are listed below and an entire workshop with detailed coaching and practice has been developed with these ideas.

- ◆ **Whoever speaks first loses**
- ◆ **Answer with a question**
- ◆ **Money is only part of the compensation**
- ◆ **Benefits first (earn less and make more)**
- ◆ **Contract versus employee**
- ◆ **"Range, industry standard, budget, fair.."**
- ◆ **Timing is everything and so is a SMILE**
- ◆ **If you're ready to lose, you're ready to win**
- ◆ **Reinforce your value: "based on..."**

WHY SHOULD I HIRE YOU?

***“To every answer
You can find
a new question!”***

Yiddish Proverb

This is the 64 million dollar question so be ready. It can be a “straw breaker” and it gives you another chance to reiterate that “based on the following...I am confident that I am an ideal candidate for this position.” Focus on what the employer needs to know to feel confident that you are indeed the best choice. Carefully choose your responses. A qualified interviewer will build on your answers. Do not introduce any topic that you do not want to have anyone ask you to expand upon or that could work against you if more detail was requested. They only need to know when you left your last job. Leave the onus on them to ask if you left on good terms, what you thought of your previous employer, and if you were in fact fired. Sometimes when we are nervous we talk a little longer than we need to and get ourselves into trouble. Remember you are in charge of your answers.

***“The mind is slow in
unlearning
what it has been long in
learning.”***

Seneca

You may have to do some convincing in the interview. Be prepared for questions like: “You don’t have any experience in this field” or “but you have never done this kind of work before”, or “you lack some of the qualifications we are seeking”. As long as YOU are sold and believe you have the potential to do the job, persevere and be prepared to deliver what you promise. There is a saying in sales training: “the sale begins when the customer says NO.” So consider any objection a positive opportunity to elaborate on exactly why you are an excellent candidate and how you plan to overcome their concerns.

FOCUS ON 3 THINGS

An interviewer wants to believe that this is the exact job you have wanted all your life. He/she wants to hire someone who wants this job and wants to work in this company. Therefore you need to focus on communicating this message by paying close attention to the following three things, (if in fact you do want to be hired).

- **THE JOB**
- **THE INTERVIEWER**
- **MATCHING NEEDS**

CLOSE WITH CLASS!

◆ **ASK FOR FEEDBACK**

Remember, the sale begins when the customer says “no”. You can’t “defend yourself” if you don’t know what the employer perceives is missing. So ask: “Is there anything that you wish I had in my portfolio of education, training and experience that would prevent me from being the best candidate for this position?” and “Do you have everything you need to make a decision?” Then be ready to sound convincing and overcome any objections if the interviewer raises some concerns.

◆ **ASK FOR THE NEXT STEP**

You will want to know how their hiring process works: will there be second interviews, how quickly do they need someone, and how soon might you expect to hear from them, and may you call them.

◆ **ASK FOR THEIR BUSINESS CARD**

It will have all the pertinent information including their title, direct line, email and web site and the correct spelling of their name. Keep it in a safe place!

◆ **THANK YOU...EVEN IF.....**

Always keep the door open as you never know. Perhaps the selected candidate won’t work out and then you will be called or a few months later there will be an even better opening and they will remember you. Stranger things have happened. So make sure they know that you value the interview experience and remain interested in the company if future opportunities arise.

***“THE JOURNEY
in between
what you once were and
who you are now becoming
is where the dance of life really takes place”***

Barbara De Angelis

Today young people graduating will have an average of seven different jobs and developing a successful career has become a critical life skill for everyone who seeks to attain fulfillment and balance. So get ready to learn to dance well and often.

ACHIEVING YOUR DREAMS

***“I can’t believe that
there are any heights that can’t be scaled
by a man who knows the secret
of making his dreams come true.
This can be summarized in four C’s:
curiosity, confidence, courage, constancy.
The greatest of these is confidence.
When you believe in a thing,
believe in it all the way”***

Walt Disney

You can go to the banker 301 times and quit. Or, you can go to the banker 302 times and finally hear: “o.k. o.k., Mr. Disney, I will fund your amusement park.” The stakes are too high to quit! Convince your greatest critic, believe in yourself all the way, and go out and face the saber tooth tiger tomorrow. It’s your choice.

3 MAIN QUESTIONS

- 1. Where are you now?**
- 2. Where do you want to be?**
- 3. How will you get there?**

3 MAIN BEHAVIORS

(Identified as the most common qualities possessed by those who consistently continue to move forward on the Ladder of Success)

- 1. Learn More**
- 2. Try More**
- 3. Persist Longer**

**Nothing in the world can take the place of persistence.
Talent will not;
nothing is more common than unsuccessful men with talent.
Genius will not;
unrewarded genius is almost a proverb.
Education will not;
the world is full of educated derelicts.
Persistence and determination alone are omnipotent.
The slogan "Press On" has solved, and
always will solve, the problems of the human race.**

Calvin Coolidge

Intellectually we know that sending out resumes has a 1% to 3% chance of a response and that over 80% of jobs are found by networking. What will it take for you to decide to change your odds by responding to the odds and statistics that lead to success? If you really want tomorrow to be different than yesterday, you have to do something different TODAY! Believe in yourself all the way and begin the dance today.

CARPE DIEM

Make a career out of living –Create the life you deserve

***Bridge the Gap
Between Your Dreams and Reality***