



Randy's Work *and You*

January Edition

Dear clients and colleagues,

Happy belated New Year. Wishing each and every one of you prosperity and happiness!!

Rewarding Transitions--Careers That Can Dovetail: Laura Lorber of CareerJournal.com writes, "While few career changes are easy, some are easier than others--and offer the sweetener of higher pay. The smoothest transitions are likely to occur between those that require overlapping skills and abilities. CareerJournal.com spotlights six career switches for professionals seeking to trade up to a bigger paycheck."

Some career changes Lorber suggests are:

- * Fitness instructor/Health educator
- * Tour guide/Personnel recruiter
- * Teacher/Trainer
- * Reporter/Public-relations specialist
- * Actor/Ad-sales agent
- * Clergy/Marketing manager

Click on the links for these careers in the article to see the salary ranges, education required, related careers, and transferable skills that fit these career paths.

Read more >> <http://www.careerjournal.com/jobhunting/change/20060907-lorber.html>

ANNOUNCEMENT:

"NOW WHAT?"

Are you thinking of making a big change in how you make a living or how you live your life? Are you looking for just what may be holding you back?

I am now a licensed "Now What?" coach. In just 90 days, you can have a new life direction. It is a concrete and time bound process for finding a new path.

After all, as my teacher Laura Berman Fortgang said, "It's not what you do, it's who you get to be."

For more information hit the reply button and type NOW WHAT in the subject line

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

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This month's topics:

- 1. 8 Easy Steps to a Winning Job Interview**
- 2. "The Career Manifesto"**
- 3. Boomer Corner: Consulting Careers Abound for Baby Boomers**
- 4. Success Story**
- 5. Humor Department: Actual Statements From Resumes**
- 6. Words that Inspire**

1. "8 Easy Steps to a Winning Job Interview"

By Joe Turner

Job interviews can be cause for all types of "jitters" arising from everything from performance anxiety to traffic jams. All job interviews really come down to only a few basics, though. You can reduce your anxieties and win your interview by focusing on these 8 interview fundamentals.

1. Research before you go (before you even apply). Well before your first job interview, before the phone screen, before you even call or send a resume, ask this question: Is this a company you would want to work for? Know exactly why it is. If not, then why are you there? This also reduces the possibility of stupid and embarrassing phone screen or job interview questions on your part. You should already know what products or services the company is in the business of providing, their size and their annual revenues (if they are a public company). You should also go to their website and check out their current press releases. Granted, most of this is PR fluff, but you can extract some good nuggets here by finding out what products they've just introduced, what success stories they're promoting and their most recent stock performance and growth projections. Many challenges the company may be faced with are couched in these little releases and it's good for you to know and use this to your advantage during the interview.

2. Make sure you can answer these 5 job interview questions:

1. Why are you here?
2. What can you do for us?
3. Will you get along with our values and culture here?
4. What makes you different from everyone else that we've talked with, i.e., will you go that extra mile?
5. How much will you cost us? (Save your answer for this one at the time of an actual job offer. Never talk salary at your first interview unless they press you and then be general at most.)

3. Have your "stories" in your head, in your heart ready to go. At the job interview, the company wants to find out what kind of employee you would be. The best way for you to show them is to take the initiative and have several personal stories that you can tell, taking maybe a half-minute to 90 seconds each during the job interview to tell. These are like small commercials promoting you. You'll do this by developing stories around specific examples of your career that you can use to "tell about yourself" during the interview. For instance you might want to highlight how you either made money or saved money for your current or previous company, how you faced a crisis in your life or job and how you responded or recovered from it, how you contributed to the team to complete a crucial project or company goal. Your stories should all piece together as answers to the questions above.

4. Have a list of questions YOU want answered beforehand. At the interview don't ask questions you should already have answers for, however, you DO want to demonstrate interest by having a few questions for the interviewer that are more specific about the job, the projects, the immediate needs and the challenges the person filling this job might be facing.

5. Dress for a job interview not a date. See John Molloy's [Dress for Success](http://www.amazon.com/gp/product/0446385522/qid=1140640411/sr=2-1/ref=pd_bbs_b_2_1/102-5972582-7180121?s=books&v=glance&n=283155) http://www.amazon.com/gp/product/0446385522/qid=1140640411/sr=2-1/ref=pd_bbs_b_2_1/102-5972582-7180121?s=books&v=glance&n=283155. It's dated but still the best there is. If you're not sure, call ahead to either your interviewer or the HR department and ask. When in doubt, dress more conservatively. You want to fit in and not feel self conscious about your clothing choice during the interview.

6. Watch your body language. Don't fidget, play with your pen or keep adjusting your collar or your hair. Remember body language sends a strong signal to others about your inner feelings, your intentions and thoughts. Bad body language usually stems from nerves or low confidence. You can reduce your jitters and raise your confidence by preparing well in advance of your job interview.

7. End the job interview with an answer to this question "What is our next step?" You've gone this far; you have a right to know exactly what is going to happen as a result of this meeting. You need to take responsibility for asking this simple question at the conclusion of the meeting. Don't wait for the interviewer. You deserve an answer before you leave the room.

8. Send an Interview Thank You letter. Do this within the first 24 hours of your interview if at all possible. A handwritten note will really separate you from everyone else that's interviewing for this position.

Summary

Since you have been preparing weeks ahead of time for this moment, much of this work has already been completed. Keeping track of all 8 steps for each interview will greatly increase your chances of walking out a

winner and one very large step closer to landing the job you really want.

About the Author

As a recruiter, Joe Turner has spent the past 15 years finding and placing top candidates in some of the best jobs of their career. He makes it easy for anyone to find and land the job they really want all on their own in the shortest time possible. Discover more insider job search secrets by visiting <http://www.jobchangesecrets.com>

2. "The Career Manifesto"

Michael Wade from Execupundit (www.execupundit) wrote:

1. Unless you're working in an emergency ward, their equivalent, or a coal mine spare us the sad stories about your tough job. The biggest risk most of us face in the course of a day is a paper cut.
2. Yes, your boss is an idiot at times. So what? (Do you think your associates sit around and marvel at your deep thoughts?) If you cannot give your boss basic loyalty, either report the weasel to the proper authorities or be gone.
3. You are paid to take meaningful actions, not superficial ones. Don't brag about that memo you sent out or how hard you work. Tell us what you achieved.
4. Although your title may be the same, the job that you were hired to do three years ago is probably not the job you have now. When you are just coasting and not thinking several steps ahead of your responsibilities, you are in dinosaur territory and a meteor is coming.
5. If you suspect that you're working in a madhouse, you probably are. Even sociopaths have jobs. Don't delude yourself by thinking you'll change what the organization regards as a "turkey farm." Flee.
6. Your technical skills may impress the other geeks, but if you can't get along with your co-workers, you're a litigation breeder. Don't be surprised if management regards you as an expensive risk.
7. If you have a problem with co-workers, have the guts to tell them, preferably in words of one syllable.
8. Don't believe what the organization says it does. Its practices are its real policies. Study what is rewarded and what is punished and you'll have a better clue as to what's going on.
9. Don't expect to be perfect. Focus on doing right instead of being right. It will simplify the world enormously.
10. If you plan on showing them what you're capable of only after you get promoted, you need to reverse your thinking.

3. Boomer Corner Consulting Careers Abound for Baby Boomers

By Selena Dehne, JIST Publishing

Dehne writes, "The demand for consultants is growing rapidly in the work force as companies capitalize on the opportunity to hire expert opinions on an "as-needed" basis, rather than as full-time employees. In fact, the Bureau of Labor Statistics projects a 55% increase in the number of consulting opportunities between 2002 and 2012."

4. Success Story

Ron Age 59

Ron had a very successful career in advertising and marketing. He held senior positions with J. Walter Thompson and McCann-Erickson advertising. He made a reputation building brand value through customer acquisition programs based on measured Return-On-Investment from Integrated Marketing.

He lost his job in 2001. Despite being nationally known, he was having a difficult time finding a position.

With vision and a good sense of the possible - and in the true spirit of "networking" - he hooked into an interim revenue stream; a company called Excel Telecommunications in the \$28 billion Network Marketing industry. He has successfully transferred his talents and his business is exploding.

5. Humor Department: Actual Statements From Resumes

(Sigh)

* Job Objective: "?"

- * "Passed the CPA exam the first time. I am considered to be one of the most creative and imaginative accountants."
- * "Hobby. Collecting money."
- * "Memberships: Florida Institute of CPA's; Diner's Club; Elvis Presley Fan Club; American Airlines Admiral's Club."
- * "Subscriptions: The Wall Street Journal; Washington Post; Forbes; Business Week; Playboy and Penthouse (for the articles, of course)."
- * "Reason for leaving: Anxious to improve my personal relationships."
- * "1979-1990 XYZ Corporation. Internal Auditor. Reason for Leaving: Temporary job."

6. Words that Inspire

The purpose of life is a life of purpose.
Robert Byrne

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Randy Block . Staffing Consultant & Executive Coach
[p. 415-383-6471 f. 415-383-7369 e. randy@randyblock.com
w. www.randyblock.com]

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IJCTC (International Job and Career Transition Coach), **Now What? Life Blueprint™ Training**
Staffing Consultant
Member: Career Masters Institute, The Network, The National Career Development Association, Parachute Associates, American Society On Aging

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