

NOW WHAT?



Career transition and the search for a new job

But first.....

Losing your job for whatever reason, is at best a relief and at worse a complete shock.

Sometimes losing your job will come as a shock. In other situations you will have seen the writing on the wall, and in others it comes as a result of reasons beyond the control of the company (i.e. major contract cancellation etc.).

Well-managed companies, provide a process to encourage, train, mentor, coach and inform employees such that they understand what they need to do, when it needs to be done by and how success will be managed.

Unfortunately, many people are poor communicators and do not articulate their goals and vision properly (or at all).

Just as an owner/manager needs to know themselves first and have absolute clarity of the direction and vision of their company, so does the employee. How do you communicate? How can you adjust your communication style to deal with different people? All of which becomes even more important when you are searching for a new career. Effective communication and emotional control accounts for 85% of a leaders success in their job, business and career.

In this book I will look at the search process from a different angle. You need to prepare for your transition by getting to know yourself better, understand how to see yourself as others see you, define with clarity what you are looking for and know where and how to find that new career.

Let's hop off the coach and get started.....

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WHAT AM I LOOKING FOR?

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NOW WHAT?

Lead in...

In the past, companies would lay people off on a Friday. As companies have become better educated in the science and psychology surrounding the loss of a job, lay-offs happen on Mondays or Tuesdays. Why?

Well as you deal with the shock and emotion of being unemployed, there is an adrenaline rush or perhaps better defined as a dopamine hit.

The energy needs to go somewhere and if suppressed it can result in extreme stress and panic. The thought behind a Monday layoff is that the employee can now actually do something about their situation. That energy can be focused on locating a lawyer, dusting off the old resume, getting a game plan in place and reading this book.

The following are activities that should be undertaken to mitigate stress and start the process of career transition.

Do I need Advice?

Obtaining qualified and suitable advice on your termination is critical. Any offer from your employer should include time to obtain proper legal advice and you need to take prompt action to obtain that advice.

Do not be bullied into signing an offer on the spot and you are not required to comply with an arbitrary time line to sign an offer. This is not to say that you can

take any amount of time, however the law will allow for reasonable time to find a lawyer experience in labour law and review the offer with them.

Keep in mind that finding a new position or new career will take time. Be sure to consider how long it will take to find a new job. This should be considered when you look at a severance package. We all want to find a job immediately, however that may not be in your best interest and could result in some job-hopping before you land in the career best suited to you.

The landscape is constantly changing regarding employment law. Here are a couple of newer developments to consider in your agreement.

1. Non-competes are very difficult to enforce. They restrict your ability to find gainful employment and therefore cost the government money. This can usually be negotiated out of an agreement.
2. Outplacement services were a common offering, but more progressive firms are allowing the employee to select *Career Coaches* instead. This provides one-on-one customized training and coaching rather than group activities.
3. Non-solicitation clauses are more difficult to get removed and will need careful attention if it is an issue for you. Discuss this with your lawyer.
4. Severance pay is based on tenure and theoretically has a maximum. Talk to your lawyer.
5. Notice and pay in lieu of notice takes into account age, tenure, and reason for termination. Again, talk to your lawyer.

How long will this take?

A job search will have a different timeline for every person. It takes into account age, industry, economy, job seniority, your communication skills and your networking ability.

As a rule of thumb if you are over 55 years old and in a senior position then you can expect a search to last between 12 and 18 months. Someone with minimal education and below the age of 25 will also find the job search difficult especially if you are looking for a specific job with a career path.

Mitigating circumstances in both examples would be your networking ability and communication skills. Do not underestimate the need to develop your communication skills. We will discuss this in detail later however you can get guidance in this area from career coaches or recruitment companies.

The Inner Critic

We all have one. It's that little voice that tells us all the negative sides of any event or action. Understanding what is happening and what to do about it can be a soul searching exercise or as simple as flicking a bug off of your shoulder.

Whether you are at one of the extremes or somewhere in the middle, awareness of the destructive powers of your inner critic is a first step. Some people get satisfaction and control over their inner critic by naming it. I have heard it called a Gremlin, Gazoo and sometimes Dad!

Many people have used a personal coach to hone their skills and in that process also learn to tame their inner critic. Whatever makes the most sense for you definitely try it. The search for a new career is the most difficult job you will have. Yes, I said JOB!

The reason it will be the most difficult is because it is not something you are trained to do (hopefully). It involves many skills that few people can master all aspects of and therefore cause stress and in some cases depression. Learning to deal with stress is important and taming your inner critic is part of coping with the process.

There is a book called "Taming Your Gremlin" by Rick Carson is an excellent read on this topic.

Focus

Depending on how you learn or focus on goals, most people reach their goals quicker when they are able to see or visualize their dream. In this case a picture or picture board can help you see and focus on what it is you really want. It can also be referred to as a vision board.

Regardless of what you call it, it will motivate you and help with your stress if you can always know why you are doing what you are doing.

Am I stressing out?

The top five events that stress people the most are; marriage, divorce, buying a home, losing your job, death of a loved one. Everyone handles stress differently and dealing with the stress is best accomplished when you are aware of the signals that your body is giving you.

Signals that could indicate you are in stress;

- ✓ Headaches.
- ✓ Chest pains.
- ✓ Dizziness or sickness.
- ✓ Exhaustion.
- ✓ Constant tiredness.
- ✓ Problems sleeping.
- ✓ Restlessness.
- ✓ Food cravings.

To help deal with stress you can;

- ✓ Move your body frequently—don't sit for more than an hour
- ✓ Make positive face-to-face connection with other people a priority
- ✓ When you can't change the stressor, learn to avoid, alter, adapt, or accept
- ✓ Reduce your intake of alcohol, nicotine, and caffeine
- ✓ Do something you enjoy every day
- ✓ Get all the restful sleep that you need to feel your best
- ✓ Learn more by reading the related articles
- ✓ Create daily/weekly achievable goals (i.e. apply to 10 companies each week etc.)

Engage your Heart

Planning time to exercise helps both your emotional and physical wellbeing. Exercise increases your overall health and your sense of well-being, which puts more pep in your step every day. But exercise also has some direct stress-busting benefits.

- **It pumps up your endorphins.** Physical activity helps bump up the production of your brain's feel-good neurotransmitters, called endorphins. Although this function is often referred to as a runner's high, a rousing game of tennis or a nature hike also can contribute to this same feeling.
- **It's meditation in motion.** After a fast-paced game of racquetball or several laps in the pool, you'll often find that you've forgotten the day's irritations and concentrated only on your body's movements.

As you begin to regularly shed your daily tensions through movement and physical activity, you may find that this focus on a single task, and the resulting energy and optimism, can help you remain calm and clear in everything you do.

- **It improves your mood.** Regular exercise can increase self-confidence, it can relax you, and it can lower the symptoms associated with mild depression and anxiety. Exercise can also improve your sleep, which is often disrupted by stress, depression and anxiety. All of these exercise benefits can ease your stress levels and give you a sense of command over your body and your life.

A successful exercise program begins with a few simple steps.

- **Consult with your doctor.** If you haven't exercised for some time and you have health concerns, you may want to talk to your doctor before starting a new exercise routine.
- **Walk before you run.** Build up your fitness level gradually. Excitement about a new program can lead to overdoing it and possibly even injury.

For most healthy adults, the Department of Health and Human Services recommends getting at least 150 minutes a week of moderate aerobic activity (such as brisk walking or swimming) or 75 minutes a week of vigorous aerobic activity (such as running). You also can do a combination of moderate and vigorous activity.

Also, incorporate strength training exercises at least twice a week.

- **Do what you love.** Virtually any form of exercise or movement can increase your fitness level while decreasing your stress. The most important thing is to pick an activity that you enjoy. Examples include walking, stair climbing, jogging, bicycling, yoga, tai chi, gardening, weightlifting and swimming.
- **Pencil it in.** Although your schedule may necessitate a morning workout one day and an evening activity the next, carving out some time to move every day helps you make your exercise program an ongoing priority.

EIEIO

If you are eligible, apply for employment benefits immediately. Information regarding where and how to access the Employment Insurance (EI) program can be obtained by visiting an Employment and Social Development Canada (ESDC) office or the website: www.esdc.gc.ca .

Office locations are listed provincially on The Service Canada Employment Insurance website: www.servicecanada.gc.ca/ei.

Q & Eh?

1. Is your employment insurable?

To know if your employment is among the insurable employments and if EI premiums should be deducted, refer to Canada Revenue Agency.

2. How and where do I apply for EI benefits?

To apply for EI benefits, you must submit an application for EI online. This can be done at home, at a public internet access site (public library for example) or at your Service Canada Centre.

3. How do I request EI payments on behalf of a deceased person?

If you are the person entitled to succeed to the property of the deceased person, you have to complete the form "Request for payment of benefit on behalf of a deceased person". You might have to provide these documents: a copy of a court-approved will or a notarized will and a copy of a death certificate. The Social Insurance card of the deceased person must be returned.

4. When should I apply for EI?

Be sure to apply as soon as you stop working even if you don't have your Records of Employment. Delaying in filing your claim for benefits beyond 4 weeks after your last day of work may cause loss of benefits.

If your employers issue ROEs in paper format, you must request ROEs from all your employers who issued ROEs in paper format in the last 52 weeks. However, if your employer submits your ROE to Service Canada electronically, you do not need to request a paper copy of your ROE from your employer since we will receive it electronically from your employer. On the same day your employer submits it, you will be able to view and print copies of your ROE online.

5. Can I reactivate an old claim?

If you started a new EI claim within the last 52 weeks and there are still weeks payable on that claim, we will automatically reactivate (renew) your existing claim. Do not start the application if you prefer to start a new claim. Your decision to start a new claim is final and cannot be reversed. It is important to consider:

- If your claim is reactivated and you work after the start of that claim, you

may be able to establish a new claim when your existing claim runs out.

- In order to establish a new claim you must have enough insurable hours and meet the qualifying conditions for a new claim.
- If a new claim is established instead of reactivating your existing claim, the remaining week's payable on the existing claim will be lost.
- Additionally, a two-week unpaid waiting period must be served on a new claim before you are entitled to receive payment.

6. What information/documents will I be asked for when I apply?

A Social Insurance Number (SIN). If your SIN begins with a 9, you need to supply proof of your immigration status and work permit.

A Record of Employment - If your employers issue ROEs in paper format, you must request ROEs from all your employers who issued ROEs in paper format in the last 52 weeks. However, if your employer submits your ROE to Service Canada electronically, you do not need to request a paper copy of your ROE from your employer since we will receive it electronically from your employer. On the same day your employer submits it, you will be able to view and print copies of your ROE online.

Personal identification such as your driver's license, birth certificate or passport if you are applying in person;

Your complete bank information, as shown on your bank statement or a personalized blank cheque from your current account. This will ensure that your payment of benefits will be made directly to your bank account with Direct Deposit;

Your detailed version of facts if you have quit or have been dismissed from any job in the last 52 weeks;

Details regarding your most recent employment: your total salary before deductions including tips and commissions, your salary before deductions for your last week of work, from Sunday to the last day worked, gross amounts received or to be received: vacation pay, severance pay, pension, pay in lieu of notice or lay off and other monies

If you are applying for sickness benefits, you must obtain a medical certificate indicating how long your incapacity is expected to last (we will Advise you if we require it)

If you are applying for compassionate care benefits, you must obtain a medical

certificate certifying that the patient has a serious medical condition with a significant risk of death within 26 weeks and requires the care or support of one or more family members;

If you are applying for parents of critically ill children benefits, you must obtain a medical certificate completed and signed by a specialist medical doctor who is licensed to practice medicine in Canada as a specialist, attesting that your child is critically ill or injured and requires your care or support.

7. I have tried several times to obtain my Record of Employment (ROE) from my employer without success. What can I do?

If you are having difficulty obtaining your ROE(s) from your employer(s), contact Service Canada. One of our agents will advise you how the ROE can be obtained or what is needed to calculate your claim.

8. How long do I have to work to be eligible to collect EI?

In most cases you must have worked a minimum of 420 to 700 insurable hours, depending on where you live in Canada and the unemployment rate in your economic region at the time your claim for benefits starts. In some instances, you will need 910 insurable hours to qualify.

9. How long can I receive EI?

You can receive EI from 19 weeks up to a maximum of 45 weeks, depending on the unemployment rate in your region at the time of filing your claim and the amount of insurable hours you have accumulated in the last 52 weeks or since your last claim, whichever is shorter.

10. How much can I receive?

The basic benefit rate is 55% of your average insured earnings up to a yearly maximum insurable amount (go to the website for an update). This means you can receive a maximum payment of \$514 per week. Your EI payment is a taxable income, meaning federal and provincial or territorial, if it applies, taxes will be deducted.

You could receive a higher benefit rate if you are in a low-income family — an income of less than a designated amount (see website) with children and you receive the Canada

Child Tax Benefit (CCTB), you are entitled to the Family Supplement.

11. Can I request to have Additional taxes deducted from my EI benefits?

Claimants may wish to have their income tax deductions increased in order to avoid having to pay a large amount of income tax at year-end. This request can be made by phone, mail or in person.

12. How do I receive my EI payment?

Shortly after applying for EI, you will receive a Benefit statement in the mail indicating your Access code and the date your first claimant's report is due. Keep in mind that this does not mean that a decision has been made yet on your claim. Along with your Benefit statement you will also receive instructions on how to complete your reports with the Internet reporting service or Telephone reporting service. If you cannot complete your reports by Internet or by telephone, you will need to complete and mail them to Service Canada.

13. When should I expect my first payment?

If they have all the required information and if you qualify for benefits, your payment will be issued usually within 28 days from the date they receive your application. If you do not qualify, they will notify you of the decision made on your claim.

14. How do I get EI deposited directly into my bank account?

Generally when you use the Internet Reporting service or Telephone reporting service, your payment is deposited directly to your bank account usually 2 business days after you submit your report.

To apply for direct deposit, you need your complete bank account information, as shown on your cheque or bank statement. Once you have this information:

Go to My Employment Insurance (EI) Information online, login to My Information, select "Change direct deposit information" to complete the direct deposit information required;

or

Print and complete an application for Direct Deposit and mail it or bring it to your

Service Canada Centre.

15. How do I declare that I have returned to work full time?

As you complete your report, whether it is through the reporting service online, or the telephone reporting service, or by mail, you are asked if you have begun working full time. Answer “yes” and indicate the exact date you started full time work. In certain situations, you will also have to supply the dates and the number of working hours, your employer’s phone number, and your gross salary, total earnings before deductions, including tips and commissions. Thereafter you will not have to submit a report anymore. If you are receiving maternity, parental or compassionate care benefits and are returning to working full time before your benefits end, you must inform Service Canada. ***16. How do I inform you about my change of Address or modifications to my Direct Deposit?***

If your bank account information changes or if you move, it is important that you let Service Canada know as soon as possible. You can update your mailing Address, telephone number and direct deposit information online during the service times for your province or territory of residence.

17. How does working while collecting EI affect the duration of a claim?

If you start working before you finish your current EI claim, you must tell Service Canada so your claim can be Adjusted or stopped, depending on whether the work is full-time, part- time or by contract. If the work is short-term or contract you may re-activate your EI claim and continue to receive your bi-weekly payments when you are laid off. The maximum period of time in which you can carry out one claim is 52 weeks. An EI claim will end if:

- All EI benefits to which you were entitled have been paid; or
- The 52 week duration is reached; or
- You request and qualify for the termination of your claim.

To start a new claim you must work the minimum number of insurable hours required for regular benefits. The number of minimum hours depends on where you live and the unemployment rate in your economic region at the time of ling your claim.

18. What is the EI premium rate and how does it affect me?

As of January 1st, 2014 you must pay EI premiums on all your earnings up to the annual maximum salary of \$48,600. The EI premium rate is set to \$1.88 for every \$100 of salary until \$48,600 has been reached. The maximum contribution amount will be \$913.68.

For employees working in Quebec, the EI premium rate is set to \$1.53 for every \$100 of salary until \$48,600 has been reached. The maximum contribution amount will be \$743.58 for these individuals. There is no age limit for deducting EI premiums. In fact, if you are working in insurable employment, your employer deducts from your salary the applicable EI premiums, whatever your age.

19. What are the earnings that may affect my EI payment?

Earnings paid or payable by your employer at the end of your employment, while you are receiving benefits or later for a period that benefits were claimed, generally a direct payment of your benefits.

20. Can I get EI if I quit my job?

Generally, when you voluntarily quit your job without just cause, you will not be paid regular benefits. After quitting your job, you must work the required minimum number of insurable hours to receive regular benefits. However, you may still be paid maternity, parental, sickness, compassionate care and/or PCIC benefits as long as you qualify for these benefits.

21. Can I get EI if I am fired from my job?

Generally, when you are fired from your job due to your own misconduct you will not be paid regular benefits. After losing that job, you must work the required minimum number of insurable hours to get regular benefits. However, you may still be paid maternity, parental, sickness, compassionate care and/or PCIC benefits as long as you qualify for these benefits.

22. How can I replace my Access code?

Contact Service Canada and they will ask questions to verify your identity and a new Access code will be reissued.

23. Is interest charged on EI debts?

Yes, interest is charged, but only on debts resulting from misrepresentation.

24. Can deductions be taken from my EI Benefits if I owe money to a person, company or a government agency?

Deductions can never be taken for money owed directly to a person or company. However, deductions can be taken from your EI benefits to repay money you owe, if:

- You received an overpayment from EI;
- You received an Advance or assistance from the Government of Canada or any of its agencies, a provincial or municipal government, or any other authority and an arrangement has been taken with EI for the deduction. Your consent must be given in writing to the deduction and payment by EI.
- The Department of Justice issued a court order, according to the Family Orders and Agreements (FOA) Enforcement Assistance Act. Your EI benefits are garnished and forwarded to the Department of Justice that ensures payment to your spouse / dependents, according to the existing court order.
- The Canada Revenue Agency (CRA) may collect taxes owing according to the Income Tax Act, the Excise Tax Act or other provisions enforced by the CRA. Any taxes owing to federal or provincial governments may be garnished from your EI benefits.

Visit the Service Canada website - www.servicecanada.gc.ca - for general information and other frequently asked questions or call 1-800-206-7218.

Ducks in line!

Under this topic we will cover several key points. This includes; covering letters, resume, memberships, associations, education, assessments and journaling.

Covering Letter

Get ready to modify your covering letter for each and EVERY job that you apply for. This is your chance to stand out and link you to the company you are applying for. Research the web site and the person you are applying to. LinkedIn and Facebook are great tools to find out about what is important to the company you are applying to. Find and use the keywords in their website. Draw comparisons to events in your resume or projects you have completed.

Resume

Regarding resumes, be clear and concise. Getting advice from a “cold eye” reviewer can be very helpful as you can overlook an error very easily. Grammar and spelling will stand out and be a negative first impression. Some recruiting firms will provide advice or hire a professional resume writer to get the best results.

Make sure to state “graduated” after your education (that’s assuming that you actually did graduate). Be prepared to produce copies of your degree/diploma/certificates as many companies will request this. It also looks good if you can show a trend of personal development over the course of your career. If you graduated 25 years ago and have done nothing to improve yourself personally or professionally, then you are not showing initiative or currency in the industry. Now could be a perfect time to take those courses that you had been thinking of.

If some of your experience is from outside the country, you should include a brief (one sentence) explanation of what the company does and the size. This is especially important if the experience is relevant to the position you are applying for. Recruiters have little time to reference foreign companies. Make their job easier to select you.

Key Points

- Try and keep the resume under 3 pages. Two is ideal but more than three is not recommended.
- Your resume should clearly have your name and contact information at the top (phone number(s), e-mail etc.). If you wish to include your LinkedIn, Facebook and Twitter links - ensure the online profiles are professional.
- This is your first impression to a potential employer. Make sure that it is grammatically correct and has no spelling mistakes. Do not apply abbreviations often used in social media. Have some else check it for you or have it professionally done
- Type your name into Google and see what comes up. If it’s a picture that you would rather not be there or would not want a potential employer to see, get the picture/text removed

It’s Prep Time

Make sure that you have copies of older resumes, references, diplomas, degrees and certificates. Also performance appraisals and internal training that you completed are valuable as you prepare your resume.

For each position think of a few key achievements and apply the STAR process to them.

Your PROFILE

This is the first thing the recruiter reads. It can reveal many things about you. What you think of yourself. How articulate you are. What you want and how professional you are.

Your profile should be accurate, brief and outline your background in a concise and structured way so as to encourage reading the rest of your resume.

Example:

Multifaceted, growth-focused and visionary professional, offering extensive experience in shaping the Human Resource (HR) functions of various companies with expansive and diverse workforce. Equipped with strong background in all facets of business operations, encompassing HR functions, strategy development, planning and implementation, and financial budgeting. Adept at formulating and implementing corporate plans to promote positive employee relations, manage diversity, enhance services and resolve organization-wide issues. Highly effective leader, with strong interpersonal and communication skills, decision-making aptitude, analytical thinking, as well as problem-solving abilities.

Example #2:

Experienced and proven Manager capable of motivating staff and achieving the most demanding targets. Results orientated professional with excellent communication skills with internal reports, clients and the board room. Full P&L responsibility, budgeting and forecasting expertise.

Areas of Expertise

This may seem somewhat similar to the profile area but it is different in that it is point form and action words

Areas of Expertise

- Policy and Program Formulation
- Organizational Restructuring
- Employee and Client Relations
- International Recruitment and Hiring
- Business Analysis
- Personnel Performance Optimization
- Internal and External Communications
- Training Needs Analysis & Delivery

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What have you done?

This is your career history. It may be necessary to provide a brief description of the company especially if the company is not located in Canada. Provide the industry, number of employees and sales volume.

After that make sure to include your job title, responsibilities and accomplishments. If you have room you may use the STAR process to describe your most significant accomplishment

Example #1:

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ABC COMPANY ♦ XYZ, ON

VICE PRESIDENT

May 2015–Present

Provide hands-on oversight in planning, organizing and synchronizing Training divisions in Canadian branches. Maintain constant communication with the executive management to develop new project delivery and fulfillment processes; growth and acquisition, competitive advantage and rollout strategies; financial budgeting and forecasting tool; and training materials for all internal staff. Systematically manage the selection and deployment of new ATS and CRM software companywide.

Key Highlights:

- ✓ Made substantial contribution in structuring the company's standardized boiler plate response materials for requests for proposal (RFPs), as well as the Human Resource Quality Control (HR QC) program and process chart.
- ✓ Boosted employee morale through initiation and implementation of an employee benefits program and through the championing of teamwork initiatives such as promoting health, nutrition and exercise.
- ✓ Championed the organizational restructuring of order process flow through reallocation of jobs and redefinition of responsibilities using strengths matching and psychometric evaluations.

.. Action Words:

..... Achieved	.. Decreased	.. Facilitated	.. Managed	.. Restructured
..... Analyzed	... Directed	... Gained	... Monitored	... Spearheaded
..... Amalgamated	... Designed	... Handled	... Negotiated	... Streamlined
..... Acquired	... Delivered	... Increased	... Organized	... Succeeded
..... Advanced	... Determined	... Implemented	... Prepared	... Supported
..... Conducted	... Discovered	... Identified	... Performed	... Surveyed
..... Collaborated	... Established	... Instrumental	... Planned	... Skilled
..... Created	... Expanded	... Initiated	... Presented	... Trained
..... Chaired	... Enhanced	... Instituted	... Rectified	... Taught
..... Contributed	... Evaluated	... Introduced	... Researched	... Travelled
..... Developed	... Engineered	... Led	... Reduced	... Worked

Education

Your resume must contain accurate educational information. This includes implied information such as graduation and completion of courses. Companies can easily verify the education you have listed and it is grounds for dismissal even after you are hired. Not to mention the embarrassment of needing to explain why you misled your employer on your application.

Examples:

2000 **Master of Business Administration,**
University of Toronto

1995 - 1999 **Bachelor of Arts,**
University of Waterloo,
Major: Psychology

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Courses & Seminars:

1997	Governance Essential	Rotman School (U of Toronto)
1996	Human Resource Mgt.	Rotman School (U of Toronto)
1995	HR Law	Schulich (York University)
1993	Marketing for Managers	Queens University

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Hobbies and Community Service (Volunteer work).

Many managers also view what you do in your part time as applicable to how well you will do in the job. For example, if you are applying for a technicians position that is very hands-on, a hobby such as repairing old cars would show that you are applying what you like to do, in your career.

Example:

Volunteer Work

1995 – present **Habitat for Humanity**

Act as a Project Manager for building projects in South America. Each year I take part in a 2-week project, building housing and sanitation facilities for people in disaster areas.

1997 **Board Member with the Chamber of Commerce**

Provide HR advice and direction to local and new companies locating in the region.

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What Did You Say?

- ✓ Get legal advice
- ✓ Exercise your mind and body
- ✓ Apply for Employment Insurance payments
- ✓ Recognize how you handle stress
- ✓ Work on your resume and documentation

CLARITY

HOW I SEE MYSELF!

Lead in...

In this section we will look at how you can get to know yourself better. This will allow you to focus on jobs best suited to you and your values. It can be a very enlightening exercise and one that may take you in a direction that you had not imagined.

What are my strengths?

As you develop a game plan for finding a new job, you now have an opportunity to get a job that is better suited to your skills and strengths. But first off, what are they? How do I know what my strengths are?

“Strengths” are viewed as the result of maximized talents. Specifically, a strength is mastery created when one’s most powerful talents are refined with practice and combined with acquired relevant skills and knowledge. Testing is designed to measure the raw talents that can serve as the foundation of strengths. Thus the purpose of the instrument is to identify “Signature Themes” of talent that serve as a starting point in the discovery of talents that can be productively applied to achieve success.

In theory there are 34 strengths. Talents or Strengths include;

Achiever	Woo
Activator	Futuristic
Adaptability	Harmony
Analytical	Ideation
Arranger	Includer
Belief	Individualization
Command	Input
Communication	Intellection

Competition	Learner
Connectedness	Maximizer
Consistency	Positivity
Context	Relator
Deliberation	Responsibility
Developer	Restorative
Discipline	Self-Assurance
Empathy	Significance
Focus	Strategic

How do I communicate?

As discussed in other chapters, your communication style is important to be aware of. There are style coaches and personal coaches that can assist you in preparing for your search. They will also have access to assessments and be able to provide you with unbiased feedback on how you present yourself as well as how to improve.

What needs to change?

In the same way you can write an essay and miss obvious spelling errors, the same can be said about how you respond to certain questions and how your body language is saying something different from your words.

A job search will require you to look at yourself in a way that you have not done for a while. Take the opportunity to do this thoroughly and with an objective onlooker. You can also get valuable advice from recruiters. They interview people every day and can provide great feedback.

What culture do I thrive in?

Each company has its own culture. Mostly derived from the owner, however each division could have its own variation. There are seven elements that make up a company's culture. These are listed below.

- ✓ Employee motivation
- ✓ Employee loyalty
- ✓ Internal communication patterns
- ✓ Methods of decision-making
- ✓ Operating styles
- ✓ Organizational philosophy
- ✓ Organizational structure

In Appendix A we have a questionnaire that you can answer that will help you determine how close the potential company that you are thinking of joining, will match a culture that will best suit you.

Google Docs

Having your resume available to you on the cloud is valuable. You never know when you could apply for a job on line. You may find out very late in the process and have limited time to submit your application. It is also a good idea to have copies of degrees, certificates, references and sample projects available. You just never know

What do I value?

There exists 24 standard values that each person recognises in varying degrees. These values do not change much. They can move up or down the scale in small degrees, however movement requires a focused attempt at adjusting the order. The question would be why. Why would you want to change your natural values order?

All of the values are good and positive. Perhaps your job or hobby requires an adjustment or perhaps there was a life changing event that would adjust the order. The main reason for understanding your values order is that it is linked to your emotions.

If one of your top 5 values was attacked, then you have a high probability of an emotional response. An attack on value number 24 will elicit a less volatile response.

You can check out your value order for free at;

- www.viasurvey.org
- www.viacharacter.org
- When character strengths & virtues are violated in a situation or action, stronger emotions will appear.
- Use the assessment to drill down into what has triggered the reaction.
- Also this assessment identifies key strengths.

What did you say....

- You can't improve yourself if you don't know yourself
- Know your values priority
- Discover your strengths
- Get independent advice



HOW OTHERS SEE ME?

Lead in...

Communication is foundational for leadership success. It is often said that success is 15% education, 10% skill and 75% communication. Assuming that you can do the job, your probability of promotion rests with your communication and your ability to adapt and have command of that communication style and the emotion that comes with it.

Spend time working through this section and get to know yourself better. It will serve you well in all situations.

Modifying my communication style

There are four basic communication styles. Each unique in their own way and each having their plusses and minuses. Matching the other person's style or adjusting your style will help that person become more comfortable with the interview.

The styles are; Dominance style, Influence Style, Conscientiousness Style and the Steadiness Style. There are many tests that are available to help you understand who you are. DISC assessments are one of the more accurate tools available and will let you know how to adjust or modify your behaviour.

Who will I meet?

Sometimes you will be contacted by an external recruiter about the position. This company or individual was contracted to identify and qualify candidates for the position. Do not take this step lightly. They are the gatekeeper and have a vested interest in presenting only the best and most qualified candidates. They are also your best glimpse at what the client is really looking for. Ask questions of the recruiter. They have valuable insight into the company culture and specific needs.

The larger the company, the more people you will meet prior to getting the job. In fact, in larger companies the first hoop you will need to get through is not a person at all. It will be the CRM tool that the company uses to have applicants get enrolled in the software package.

This process will involve uploading a resume, a covering letter and in some cases you will also need to do a psychometric assessment. Be sure to answer this assessment correctly as any inconsistencies may result in your application being flagged and deleted from the process.

If you get past this stage, you can expect a phone screening. This process will be used to verify certain minimum requirements as well as your communication skills.

If granted an interview, you will meet an HR person and your manager. The HR person will be asking soft skill questions as well as cultural fit questions.

The Manager will be asking the technical questions. This is where you will want to have practiced the STAR program described in this book. The better prepared you are, the better.

You may also meet the owner/CEO. Pending on the position, owners like to know their team. At this level they are not only interested in the answers to their questions, but are also interested in how well you communicate and what questions you may have. Prepare thoughtful powerful questions for this stage.

Some questions could be;

1. What's the major objective or biggest challenge?
2. What does the person hired for this job need to do to become successful?
3. What needs to be done first?
4. What is the biggest technical challenge?
5. What does "strong team skills" mean? Or "strong communication skills" etc.
6. Define problems or improvements needed?
7. What do the best people do differently than average people?
8. Describe the environment (pace, decision making, resources, team, manager)
9. Describe strategic or creative issues

How will they speak to me?

Most companies these days are well versed in behavioural questions. These are open ended questions that probe into your experiences. The basic concept here is that history is the best predictor of how someone will act in the future.

Recently, interviewers are rooting the behavioural questions in your most significant accomplishment. In other words, they will ask what you believe is your most significant accomplishment (MSA). Then all behavioural questions will be asking how you handled a certain situation within your MSA.

This gets more complicated when very experienced interviewers root their questions in terms of construct and recall. In his case they are also looking at body language and tone.

The best advice I can give here is this. Use the STAR technique and plan out answers. Be honest and don't fret the small stuff.

Types of interviews include;

- ✓ One on one
- ✓ Two on one (usually an HR person & a manager)
- ✓ Team interviews
- ✓ Role play interviews

The stories I can tell.

Competency questions make up a large part of most job interviews and from a company's point of view they allow an objective assessment of a candidate's experience, and the qualities that make them suitable for the job. Thankfully there's a tried and tested technique that will help you to answer these tricky situations.

The answer to these questions will usually be between a minute and three minutes long. When developing these stories ahead of time, using the STAR method will help you organize your thoughts and present them in a way that the interviewer wants.

Situation

This is about setting the scene, giving a context and background to the situation. So if you're asked a question about time management, your reply would need to include the details of the project you were working on, who you were working with, when it happened and where you were.

Task

This is more specific to your exact role in the situation. You need to make sure that the interviewer knows what you were tasked with, rather than the rest of the team.

Action

This is the most important part of the STAR technique, because it allows you to highlight what your response was. Remember, you need to talk about what you specifically did, so using 'I' rather than team actions – otherwise you won't be showing off the necessary skills the employer is looking for.

Be sure to share a lot of detail, the interviewer will not be familiar with your history, although remember to avoid any acronyms and institutional language. What you're trying to get across here is how you assessed and decided what was the appropriate response to the situation, and how you got the other team members involved – which in turn is a great way to demonstrate your communication skills.

For example, if you are asked about dealing with a difficult personality on your team you would talk about how you decided to take a certain course of action to avoid making the situation worse or upsetting the individual.

Result

The result should be a positive one, and ideally one that can be quantified.

Examples include repeat business, an increase in sales by 15% or saving the team 5 hours a week. The interviewer will also want to know what you learnt from that situation, and if there was anything you'd do differently the next time you were faced with that situation.

The STAR technique enables you to showcase your relevant experience with the interviewer in a methodical manner. In-depth preparation before the interview is recommended so that you can have some great examples to quote.

My Pitch

The **Elevator** pitch is short and pointed. You may only have 15 seconds to get your needs out there without sounding desperate. Write it out and memorize it. It may be necessary in a conference, bathroom, party or even an elevator.

The **Twitter** pitch is 140 characters long. It could have links to your resume on Google drive or links to projects you worked on. Again, it is short but pointed.

LinkedIn has several issues that you need to address. First get rid of your job title and put in a version of your twitter pitch. Secondly, write blogs, comment on other articles. Do anything that will get you out there and noticed. Also, target hiring managers or people that would be your manager. Look at their profile but do not contact them all. The reason for this is that the most used feature in LinkedIn is "Who Viewed My Profile". If they check out your profile, then contact them. It is now a warm lead. They may even request that you become a contact with them. Even better.

What will they ask me?

Sample questions that may be asked are:

Technical fact-finding

1. Describe biggest technical achievement.
2. Who was on the project team?
3. What were the biggest technical challenges?
4. How was your biggest problem solved?
5. Describe your exact role.
6. Describe your skills used, learned, applied.
7. What was your technical focus?
8. Give 2-3 examples of tech. initiative.
9. Walk me through testing process.
10. Were tech. & delivery objectives met?
11. Was this the best technical solution?
12. Describe tools used & how used.
13. Who did you influence, train, coach?
14. What did you like most & least?
15. Examples of technical excellence?
16. What recognition did you get?

Basic Fact Finding

1. Provide overview and challenges of your previous job.
2. Describe the beginning & end.
3. What were the results with details?
4. When & how long did it take?
5. What was your role & how obtained?
6. Environment – pace & resources?
7. Skills used, learned & applied?
8. Describe successes and failures?
9. Describe planning & follow-up?
10. Was plan achieved?
11. Give 2-3 examples of initiative.
12. Toughest problem, how resolved?
13. Toughest decision, how made?
14. How did you grow as a result?
15. What would you do differently?
16. What recognition did you receive?
17. Tell me about yourself?
18. What is your most significant accomplishment?
19. What are your strengths?
20. What areas do you need to improve in?
21. What specific skills do you bring to this position?

22. Where do you see yourself in the future?
23. How did you prepare for this interview?
24. What research did you do about our company to prepare for this meeting?
25. Why are you seeking a position with our company?
26. What qualifications do you have that you feel would make you successful?
27. What things are most important to you in a job?
28. How would you describe your personality?
29. How long would it take you to make a meaningful contribution to our team?
30. Don't you feel you might be over-qualified or too experienced for the position we have in mind?

Team Fact Finding

31. Draw a 360 work chart w/titles
32. Describe exact role
33. How did you get the role?
34. Examples of problems/resolutions
35. Examples of initiative helping others
36. Examples of changing your mind
37. Examples of being coached
38. Examples of coaching others
39. Examples of influencing others
40. Did you get better as a team member? How?
41. Rank your team on an ABC scale
42. Describe toughest team issue
43. Who did you mentor?
44. Who mentored you?
45. Were you rehired by a previous Boss?
46. Did you rehire anyone?
47. What is your management style?
48. Describe a situation in which you had a difficult management problem and how it was solved?
49. As a manager, what do you look for when you hire people?
50. Have you ever had to fire anyone? If so, what were the circumstances and how it was handled?
51. What do you see as the most difficult task in being a manager?
52. Describe some situations in which you've worked under pressure or met deadlines?
53. Tell me about a work situation that irritated you?
54. Tell me about an objective in your last job which you failed to meet and why?
55. Would you describe a few situations in which your work was criticized?
56. What have you learned from your mistakes?
57. What important trends do you see coming in the industry?
58. Why are you leaving your present job?
59. Describe what you feel would be an ideal working environment?

60. Looking back, how do you perceive your past employer?
61. What have you done that helped increase sales or profit?
62. How much financial responsibility have you had to account for?
63. How many people have you managed in your recent jobs?
64. Give examples of times when you were a leader.
65. How do you think your subordinates perceive you?
66. In your last position, what were the things that you liked most? And liked least?
67. In your recent position, what were some of your most significant accomplishments?
68. Why haven't you found a new position after so many months?
69. What do you think of your previous boss?
70. If I spoke to your previous boss, what would he/she say are your greatest strengths and weaknesses?
71. In your most recent position, what problems did you identify that had previously been overlooked?
72. What do you feel you should earn in the proposed position?
73. If we were to offer you this position, what changes would you make in our organization?
74. Do you have any objections to taking our battery of psychological tests?
75. What other types of jobs or companies are you considering at this time?
76. What sort of outside reading do you do?
77. What motivates you the most?
78. Give one or two examples of your creativity.
79. What are your long-range goals?
80. What sort of relationships do you have with your associates, at the same level, above? and below you?
81. What are some of your outside activities and interests?
82. When have you created synergies between (people, other units, organizations) for effective results?
83. Give us an example of a decision or activity where you involved other employees?
84. Provide an example of a complex project in which you led and what course of action did you follow?
85. Give me an example of a creative way to live within budget?
86. Explain what your vision is/was for your current, past organization. Explain how that vision is rejected in your strategic plan?
87. Give an example of when you led by example involving participation, motivating and inspiration.
88. Tell us about how you supported, developed, mentored and nurtured employees?
89. Give me an example of when you had a conflict with a Board Member, staff or superior and tell me how you handled it?
90. What would you want to avoid in your next job?
91. Provide us with an example of a major decision which had significant impact on the organization and how did you make that decision?
92. Tell us about a partnership/alliance which you struck that made a significant impact on the organization and how did you accomplish it?

93. How do you think your employees would characterize you as a leader and what do you base this characterization on?
94. How have you personally contributed to the enhancement of your current/past position?
95. Can you give me an example of a case where you mentored/coached an employee who was recognized as having potential but needed guidance?
96. Tell us about a time when you decided not to involve employees in your decision and what was the reaction from staff in your non-involvement?
97. What are the three most compelling reasons why we should hire you?
98. How would you describe a team player?
99. What are some techniques that you find useful to motivate others and promote teamwork?
100. Do you have any questions about this position?
101. Is there anything else you would like to tell us about yourself?

Matchmaking

The art of matching your answers to the questions asked. This takes three steps;

1. Identify the competencies required for the position you are applying for
2. Identify your strengths
3. Map the STAR stories to the required competencies and link them to your strengths

For step one (1) you will need to research the company and the job. This can be accomplished through web sites and GlassDoor reports.

Step two (2) requires that you identify your strengths as defined in this book.

Step three (3) requires that you link the competencies and strengths to the following areas;

- Intellectual Competencies
- Personal Competencies
- Interpersonal Competencies
- Management Competencies
- Leadership Competencies
- Motivational Competencies

Sample questions for each of the following Competencies can be found in Appendix F

What did you say....

How you communicate and how you respond to the people you meet is critical to your success. Spend time understanding yourself. How you speak, sit, stand and process

information. Think about how fast or slow you are speaking. Think about who you are speaking to and most important, discern what they are looking for.

For example, HR is interested in soft skills and culture fit. CEO is looking for how you will make his/her company successful. The manager is interested in your technical ability and any peer who may interview you is interested in how you will fit in.

Practice answers to the above questions using the STAR model. The stories may be used or modified to answer several questions.



WHAT AM I LOOKING FOR?

Lead in...

Planning what companies to target as well as researching the companies and the people in those companies will reveal clear direction and information necessary for your meetings.

This chapter will explain what to do and where to look for information.

MILE²S

This acronym was developed by me when I was in the staffing industry. It helps to focus in on the major elements needed to define fit for a job.

“M” stands for money. Have you looked at your budget and do you know what your bottom line is. In Appendix “A” I have a simple budget form that you can fill out to discern what you need to earn to break even. Obviously earning more than you need is preferable however you do need to understand how much flexibility you have.

“I” stands for industry. What industries have you been in? What industries would your skill set transfer into well? What industry would you like to work in?

“L” Location. Are you willing to relocate? You may get asked this in an interview, so figure out how you wish to reply to this question. How far or long are you prepared to commute.

*E*², Education & Experience. Your education and experience will have the biggest effect on the job you can get. It is not all inclusive but it is foundational for recruiters. What have you done and what are you qualified to do? Have your STAR stories ready to focus the interviewer on what you want to highlight.

“S” Spouse. Although you may feel that you are the one that is feeling the angst about losing your job, keep in mind that your spouse is also feeling the stress.

My company profile.

Ask yourself “What companies really impress you?”. If you like what they are doing and are impressed with their products, culture, growth, management or whatever, then ask yourself why you have not applied there yet.

Most people assume that if they are not advertising for people that they are not looking. That is rarely true. In most cases companies have opportunities that are coming up, or they are looking to replace someone or they have growth plans that are not announced yet. Take the initiative and tell them that you are impressed with them. Everyone likes a compliment. They will like to hear that you targeted them as a company that you wanted to work for and that they are not just a name on a mass email list.

Next, make a profile of what your ideal company looks like. Questions could include;

1. How long have they been in business?
2. Are they services, product or utility
3. Do they actively support local or international charities?
4. What is their vision?
5. Are they growing?
6. Are they a small, medium or large/international company?
7. Do they support continued education of employees?

Explore yourself.

There are several tools out there that will assist you in identifying companies that fit your profile. LinkedIn will allow searches on companies that include size, location, industry, affiliations.

You can also use Facebook and Job Boards to review opportunities. Specialty boards are springing up all over the place. The Airs job board directory lists thousands of Job Boards that will specialize in any number of industries and professions.

https://www.airsdirectory.com/mc/forms_jobboard.guid

Peek under the covers.

Before you attend an interview be sure to fully research the company and the individual who is going to interview you. The company website should give an idea of what they are doing, what projects are currently underway and what their vision and mission statements are.

Next look at the LinkedIn profile of the person interviewing you. Check out any similarities such as hobbies, schools and previous employers. This will assist you in developing a rapport with the interviewer. Also, rest assured that they will be looking at

your LinkedIn, Facebook an online presence. Be ready for any questions about why certain pictures are on your Facebook.

AMP it up

Companies are always talking about having an empowered and engaged employee base. According to Dan Pink and his book called Drive, there are three things that support an engaged workforce;

- ✓ Autonomy
- ✓ Mastery
- ✓ Purpose

When looking for a position it is helpful to determine if these three are important to you. Autonomy means that you have the autonomy to make key decisions applicable to the success of your job.

Mastery is the ability to learn and grow in your field and Purpose is getting to answer the question WHY. Why are we doing this and for what greater purpose.

If any of these are important to you then craft suitable questions that will clarify what it looks like in that company.

The Process.

Vision

Crafting an organizational vision involves imagining an improved future state that the group will work together to turn into reality. To create a vision, an effective leader must be open, prioritize the big picture, be bold and adventurous, test assumptions and implications, and seek counsel.

Crafting a vision is not just the top leader's job. Leaders at all levels, working within the overall organizational vision, are also responsible for crafting a future focus and direction for their spheres of influence.

The leader doesn't have to be the one to magically and independently create the organization's vision. In fact, many of us have learned the hard way that involving others in a process of crafting a vision can lead not only to a better vision, but also to better alignment.

Alignment

Building alignment is the work of getting everyone in the group to understand and commit to the vision. Gone are the days (if they ever really existed) when the visionary leader stands at the top of the mountain, barks orders and watches the organizational masses climb the hill.

To effectively build alignment, a leader must clearly express the vision and rationale in inspirational and compelling ways. At the same time, she must be empathetic, encouraging and receptive to others and their reactions and perspectives.

A very bright entrepreneurial leader I know is learning this the hard way as he brings new people into the organization and shares leadership. If he can't build alignment around his vision, he will not be able to lead them in executing and achieving this vision.

Execution

Effective leaders champion execution; they help ensure conditions are met and work is completed to turn the vision into reality.

How many times have we seen great vision and strategic plans that are poorly or never executed? Great execution leverages the alignment of key stakeholders. And it requires the leader to drive actions, build momentum and provide a plan and structure that considers not only the work steps and tasks, but also the people aspects. Finally, the leader must address problems that arise and offer both constructive feedback and praise along the way.

Within these three leadership tasks – vision, alignment and execution – we all have our own strengths, preferences and needs for development. Yet all are critical to leading effectively. How might looking at your leadership responsibilities and abilities through the lenses of “vision, alignment and execution” change the way you lead?

Working the Pond....

Working the pond means to identify, establish and replenish the opportunities and contacts that you have at your disposal. As you would stock a pond that you want to fish out of, so to should you add contacts to your contact list.

To be successful work the pond with purpose. Approach people you know, like and trust for leads. Attend events to meet people and ask for a referral or information of companies who are hiring or are busy. Focus on getting the word out that you are available and willing to look at new opportunities.

Your contacts can become your own personal sales force. Working the pond effectively will identify a number of opportunities. Different types of contacts can lead you to other people and job opportunities:

Off to the Market...

Statistics tells us that a candidate will identify at least one job opportunity every ten (10) to twelve (12) meetings when actively working the pond.

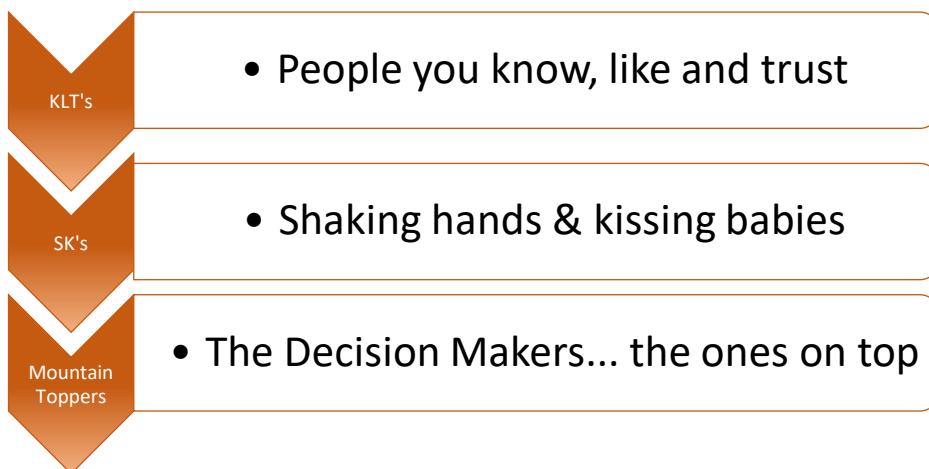
What does this look like in terms of who I will meet? There are three (3) ways you will meet people.

A successful plan lies in being able to go beyond your comfort zone and into potential sources you have not yet met. Marketing is defined as;

the activity of creating effective communication through visual, emotional and verbal techniques that will deliver messaging that will have value for customers, clients, partners, and society at large.

Working the pond means to tap into the people that you know, like and trust. Then to expand that circle to include the people they know. The Chevrons of personal marketing is described below:

The Chevrons of the Marketing Progress



People you know, like and trust. (KLT)

This is the most effective way to get leads and work the pond. Most people have an inner circle of people they know, like or trust. Once you have developed a definition of the

type of company that best fits you and your experience, ask to meet friends, family members, old clients and ex-colleague's. Share your list and ask them who they know and would do a warm introduction for. Go down your list and ask who they know under each category. SAMPLE list in Appendix "B".

Individuals you know, like and trust may be able to help identify other opportunities or people for your target list. The first step is to prepare an extensive list of people you know, like or trust.

Explain your situation

- You are conducting a job search
- You are researching options
- You would value their opinion

Review the list you created with them

- invite them for a coffee and review the list with them
- ask them to brainstorm first names only without company names or phone numbers
- move to page two of your target list as they get more into providing names
- get a commitment to have them provide a warm introduction. You are not asking for a referral, just an introduction. That way you remove any issues around how good you are
- Avoid having them send your resume along to others. Instead, suggest that you would like to follow up with the contact so they do not have to be in the middle. This way you are in control of who receives your resume and you can follow up.

Thank you emails and notes are an essential follow-up tool after a meeting. As a minimum send a thank you email. But if you really want to stand out mail a thank you note. Mention that you appreciated them spending the time with you and that you enjoyed meeting them.

Shaking Hands & Kissing Babies

Getting to know others within your target list is valuable as they may be able to help identify trends and opportunities that are not common knowledge. So how do you connect with those in your industry?

First, check out the industry association. Attend events and offer to assist with organizing the event or even working at the event.

As you explore your options keep in mind that people always like to talk about themselves more than talking about you. Using level 2 listening techniques, allow them to express how they feel and what is happening. Use open ended questions to probe into

what is happening. By listening to them you are showing interest in them and their field/organization/industry.

You can also ask for their advice and opinion on issues in their industry.

Don't leave without getting a business card and thanking them for their insightful view and opinions.

You may have heard the saying "Always be Selling", however I would suggest "Always be Helping" is a better mantra. If you can help them in their business in any way, either with a referral or a suggestion on who could use their services or product, you will have a new friend.

Stay in touch. People will remember you and be more willing to help you in the future if you maintain contact.

Mountain Toppers

Get to know decision makers who work in your target organization/field/market and who have the authority to hire or influence the hiring decisions. This group also has their own network of contacts and imagine how powerful it would be to gain access to another person's network.

For this group you cannot ask about job opportunities as they will just refer you to their HR department. Instead ask powerful questions that show you understand the industry. Ask questions like;

- ✓ How did last year turn out for you?
- ✓ What worked well and what would you do differently?
- ✓ What changes do they foresee in the market and what changes are they planning for the upcoming year?
- ✓ Ask about their background?
- ✓ How they got into the business?
- ✓ What would they do differently if they could do it all over again?
- ✓ What are some important long term trends affecting your industry?
- ✓ If managers are thinking about this trend, what qualifications are they apt to be looking for when they hire new people?
- ✓ Which are the leading companies in their industry?
- ✓ Which are growing?
- ✓ What's your biggest technical challenge?
- ✓ Where are some good sources of information about this industry/current trends?

- ✓ What new skills will be needed in your industry over the next ten years?
- ✓ Why/how did you get into this field?
- ✓ Who are the recognized leaders in this field/industry?
- ✓ What professional societies or associations are associated with your industry?
- ✓ What professional publications should I read?
- ✓ What would be the biggest challenge I would face if I were in this job?
- ✓ What are the most necessary skills for this role?
- ✓ Is there formal or on-the-job training?
- ✓ May I keep in touch with you regularly?
- ✓ With whom else would you suggest I speak?
- ✓ What do you look for in potential employees?

Ideally if you can go for the “pain” that they are experiencing then you can use that in your pitch. If the only thing you get out of the event is another contact name, then it was worthwhile. My suggestion is to set a goal for each event.

For example; tell yourself that you are not leaving until you get three contacts or three meetings.

Sharpen Your Saw

- **Develop your know, like, trust list.**
- **Create a target list of companies you respect and would want to work for**
- **Prepare your pitches (Twitter, LinkedIn, elevator and phone)**
- **Create a prospecting list**
- **Research the companies on the list**
- **Research industry associations and Job Boards**
- **Identify recruitment firms to work with**
- **Ask yourself if you need or want a coach to work with you in the career transition**
- **Establish call and meeting targets**
- **Make the calls**

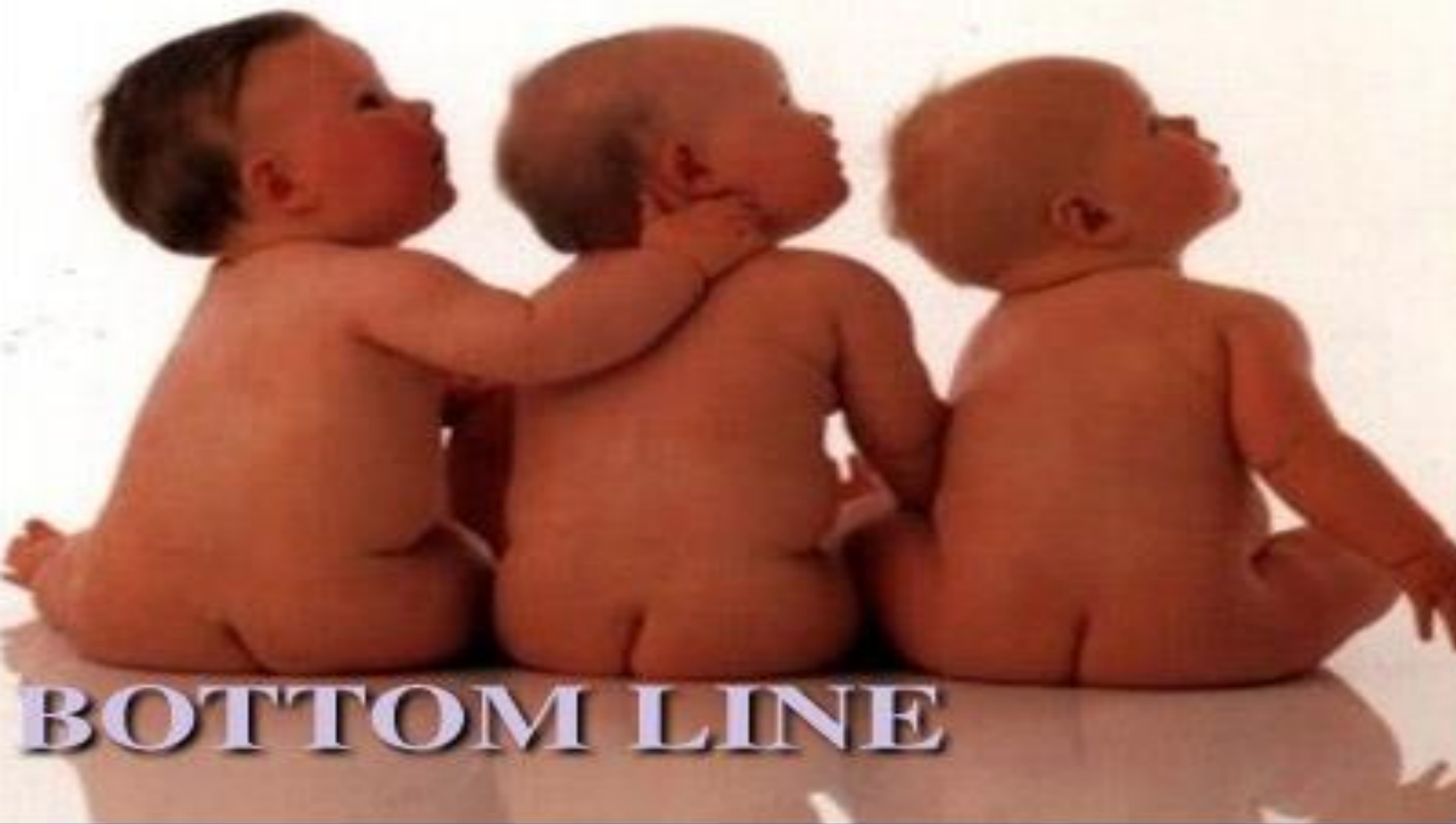
What am I looking for

There are hundreds, if not thousands, of career exploration tests available, but the following five are both enlightening and, best of all, free.

1. [Motivated Appraisal of Personal Potential](#) or MAPP if you need to discover your strengths, uncover your preferred communication styles, or see what career is best for you.
2. [The Keirsey Temperament Sorter®-II](#). This is the most widely used personality instrument in the world and a powerful tool in helping you discover personality type, which can help lead you to your perfect career.
3. [O*NET Online Career Exploration](#) . These tools help to find occupations, and conduct skills assessments. The Skills Search which is designed to help you use your skill set to identify occupations for exploration.
4. [LiveCareer](#) helps identify your career interests (highest to lowest) and learn what jobs match your results; includes workplace fit using seven approaches to work based on the Holland Scale.
5. [CareerPlanner](#) which provides online career testing to help career changers discover their calling and ideal career.

What did you say....

- ✓ Develop a company profile of your ideal employer
- ✓ Understand what you look like on the internet
- ✓ Research what your potential employer looks like on the web
- ✓ Research the person interviewing you
- ✓ look at your leadership responsibilities and abilities through the lenses of “vision, alignment and execution”
- ✓ hire a coach to help you through the process and provide candid feedback and support



The Triple Bottom Line

Vision, Alignment and Execution

Have a vision for what you want. Ground that vision in your strengths and values.

Align that vision with a clear plan for marketing yourself through social media and your own personal network of people that you know, like and trust. Use targeted company applications and job boards

Execute the plan with a determination and goals oriented focus

- ✓ Get legal advice
- ✓ Exercise your mind and body
- ✓ Apply for Employment Insurance payments
- ✓ Recognize how you handle stress

- ✓ Work on your resume and documentation
- ✓ You can't improve yourself if you don't know yourself
- ✓ Know your values priority
- ✓ Discover your strengths
- ✓ Get independent advice
- ✓ Spend time understanding yourself through clarity around how you speak, sit, stand and process information.
- ✓ Think about how fast or slow you are speaking.
- ✓ Think about who you are speaking to and most important, discern what they are looking for.
- ✓ Practice answers to the above questions using the STAR model. The stories may be used or modified to answer several questions.
- ✓ Develop a company profile of your ideal employer
- ✓ Understand what you look like on the internet
- ✓ Research what your potential employer looks like on the web
- ✓ Research the person interviewing you
- ✓ look at your leadership responsibilities and abilities through the lenses of "vision, alignment and execution"
- ✓ hire a coach to help you through the process and provide candid feedback and support

APPENDIX “A”

BUDGET and SALARY DEFINITION

Cash Flow

Total Income
Total Expense
Total Cash

Monthly Income

Income 1
Income 2
Other Income
Total Income

Monthly Expense

Housing
Groceries
Telephone
Electric / Gas
Water / Sewer / Trash
Cable TV
Internet
Maintenance / Repairs
Childcare
Tuition
Pets
Transportation
Personal Care
Insurance
Credit Cards
Loans
Taxes
Gifts / Charity
Savings
Other
Total

APPENDIX "C"

Introductions FOR _____

I am in the process of changing my career or job and looking for people who I can meet and possibly help me identify opportunities...

And I Need Your Help... Who do you know who...

- Has experience in my industry and?

 - Is a successful business professional (accountant, lawyer, doctor, insurance agent, manufacturing industry, etc.) who wants to expand their business?

 - Runs a business that is expanding?

 - Has said that their business is growing and need management help to manage it?

 - Has commented that finding and retaining good employees is really hard these days?

 - Has indicated that they may be looking to hire someone with _____ experience?

 - Is committed to helping the environment?

 - Has achieved a measure of success but now feels they need to expand?

 - Is a business owner, professional, or executive whose work is driven by a strong sense of purpose?

-

Names that fit best

Please jot down the names and telephone numbers of any friends, relatives or business associates who fit the above descriptions.

COMPANY	NAMES	Phone Number
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		
13.		
14.		

15.

Thank you for taking the time to help me expand my business. I will keep you informed of our progress.