

This newsletter was written by Debra Feldman. She has contributed articles to us in the past and they may be found on the TENG Web site. Debra assists senior executives in marketing themselves for their next position. Use of her article does not imply an endorsement of her services by the Technology Executives Networking Group or Edward J. Pospesil & Company, LLC. You will find her brief profile and contact information at the end of this article. Ed Pospesil

Hidden Job Market Secrets

A Strategic Approach to Successful Job Search : Label Yourself, Network Purposefully™ and Immediately Expedite Campaign Results

By Debra Feldman

Fortunately few of executives have to become job search experts. Most successful senior level employees are able to move from one job to another without having to actually master the gamut of job search techniques. In the ideal world about the time that an individual is getting bored at work and wants a career change, miraculously, circumstances produce a new opportunity in a timely and convenient on acceptable terms. But when these elements are out of kilter, one has to purposefully seek new employment, not in accordance with their timing preferences and for practical purposes, usually economical ones, prioritize needs entailing forced compromises.

Avoid the shock that the unexpected brings; start your job search project now. Planning for the inevitable gives you more control over the timing, particulars of the circumstances, and will also allow you to your strategy effectively, with a cooler head and heavier wallet. Everyone has to job hunt sooner or later, why not be prepared in advance with the basic tools you'll need and knowledge of best practices at your fingertips? Identify your job search strategy and conceive a well-thought out plan before you need it.

If you know where to begin than the rest will follow. Here are some simple steps to build a firm job search foundation to support your future career endeavors into the job market.

1. **Label yourself.** Don't leave it to a potential employer to figure out what you do and who you are. If it is too difficult, this will end their attraction. Better to select a niche and appeal to a strategically chosen few than to end up being a nothing to anybody. What is your specialty? What do you enjoy doing and what do you do better than others with similar credentials? What can employers expect you to provide to improve their bottom line, customer relationships, sales volume, profit margins, reduce expenses/cut costs? This expertise is your unique value proposition to prospective employers. It is how you distinguish yourself from your competition and how you make yourself memorable and remarkable, someone worth knowing and remembering.
2. **Define your goals.** Who do you want to work for? Name specific companies that you are attracted to by reputation, research, etc. Who do you admire that you would make you feel proud if you had a chance to collaborate and share responsibilities with them? These are your target employer market. You can also specify these prospects by location,

industry sector, company size, ownership status, and other characteristics to narrow your job search scope to a manageable number that you will Network Purposefully to develop a relationship.

3. **Position yourself** as a corporate asset. Now that you have defined your job search focus, communicate this message in your resume and other written and verbal correspondence to attract decision makers and hiring managers at your target companies. They need to perceive that you can immediately meet their needs and successfully address their challenges, without a learning curve and be a quick contributor to the team.
4. **Implement campaign tasks.** You are ready to write your resume, a marketing document, that details your unquestionable value to a specifically targeted employer or group of employers speaking their language, omitting any extraneous information that dilutes your message and creating an interest to know more about you.
5. **Stand out.** The most well crafted resume cannot be guaranteed to open doors and bypass corporate gatekeepers. In today's highly competitive job market where employers can sample millions of candidates via the Internet, a resume rarely has the ammunition (key words, exact parameters satisfied, etc.) to penetrate the walls of automated applicant selection systems. As in traditional job search, the best way to source a new job is still a personal referral, a friendly recommendation, a confidential lead.
6. **Personally meet hiring managers.** After deciding what you want in a new position, where you want to work, then the next step on your action plan is to connect directly with individuals affiliated with these opportunities, directly or through their connections. Making a strongly positive impression on the right targeted contact is the key to success. If this hiring manager does not already know of your interest, then you need to make sure that you communicate to this sincere desire and prove that you will deliver for them.
7. **Introduce yourself!** Every offer begins with an interview, informational, informal or official. Or better yet, network to find someone that this key contact trusts and have them make the initial referral for a more welcoming reception. Make it easier for the connector to produce results for you by creating a crisp synopsis of your potential value and asking them to endorse your credibility. Write out bullet points to help them present you, ones illustrating that you are a perfect match for the employer you selected showing what you can do for them and why you chose this organization.

Not comfortable asking to be connected? Don't you enjoy helping others in different ways, whether it is making a donation, a contribution or giving advice? It's reciprocal and anyone who fails to appreciate the value of exchanging information and ideas, i.e. Networking is missing the heart of how business gets done. It is not just what you know, but who knows you. If you don't let people know what you need to satisfy your job search objectives and think you can do this entire process alone, you are writing a prescription for a lengthy search and letting fate determine your and your family's future. Submitting resumes online may feel like you are doing something positive and it is just a matter of luck until you "hit." That is rarely how it goes as many web applicants will testify; restricting your job search to online initiatives is by no means a sure way to find your best match. It's hit and miss and miss more than hit. Help yourself; make connections on purpose with individuals with the means to connect you to other people with access to new opportunities that match your specifications.

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Debra Feldman is the JobWhiz™, a nationally-recognized expert who designs and personally implements swift, strategic, and customized senior level executive job search campaigns, banishing barriers that prevent immediate success. Her gift for cold calling, executed with high energy and savvy panache, connects candidates directly to decision makers, not HR. Network Purposefully™ with the JobWhiz, and compress your job search into mere weeks, using groundbreaking techniques profiled in Forbes magazine. In addition to writing columns and conducting workshops for several revered professional associations, Debra provides career guidance to alumni of top-tier business schools. Contact Debra @ www.JobWhiz.com to expedite your executive ascent.

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