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COACHING LEADERS - DEVELOPING CAREERS

Five Action Items That Will Land You a Job.....Even in a Crummy Economy

Finding a job in 2010 looks a lot different than it did 5, 10, 20 years ago. To land successfully, you'll need to go at an old problem using new solutions. Here are five things you can do that will move your search forward.

ONE: Figure out WHO your Are

To move from "here" to "there" in your career, you must know what "here" really is. And that goes deeper than what kind of job you're looking for. Who are you? What's most important? What are your core values? What are your strengths? Your weaknesses? So often, job seekers get caught up in what they "do" and ignore the foundation of a successful search...what they "are."

TWO: Understand WHERE to market yourself

Once you know what's important to you, what you're really good at, and in what type of position you'd like to express those talents, it's time to do some homework. Where are those jobs? What are they called? Within what industries do they exist? What companies within those industries should you target? In today's changing economy, chances are you'll need to expand search (and your mind) to include possibilities you had not yet imagined. Be creative!

THREE: Connect with the person who can hire you

Believe it or not, Human Resources is probably NOT the best person to connect with to get hired. But who should you connect with? Who can offer you information about the company? Who has the authority to make the hiring decision? How should you connect? Phone? In person? Via email? Think about the person who not only would have the most to gain by meeting you but who has the most information or insight to offer you in your search.

FOUR: Prepare a solid 30-second commercial of yourself

If you want the people you meet to help you move forward on your career journey, you'll need to clearly articulate who you are, what you do, and what you are looking for. Have you developed an effective pitch or presentation? What will you say to someone you meet at a networking event? Will they know how to help you? At any moment, you could meet your next employer or the person who knows your next employer. Be ready for this encounter by having a clear message about you.

FIVE: Build and EXECUTE a search strategy

Finding a job is not an event. It's a process. And to implement a process successfully, you'll actually need to develop and then implement an effective search strategy. What are you doing to find a job? Are you using both passive and active methods of attracting a new position? Are you tracking your results so you can make adjustments? Your search will be a much more positive experience if you are conscious of what you are doing so you can take control and take action. You are the recruiter in charge of your search, so plan your work and work your plan!

In her book, "Yes! You Can Land a Job Even in a Crummy Economy," Career Coach Therese Marie Boldt outlines the step-by-step process she employed to place candidates during her successful, 20 year career in the search business. These steps combined with a unique coaching perspective offer readers a practical and transformational method of moving forward in their careers no matter what their profession.