



## Career-Focused Insight for Forward-Focused Professionals

June 5, 2006



**Greetings.** It's been a few months since the last newsletter and much has happened. You may have noticed two names and logos on the top of this page.

**A new partnership.** **RochesterResume.com** and **Predictive Insights, Inc.**, a career navigation firm, have joined forces and formed a strategic partnership. We can now provide additional, more comprehensive services to professionals in need of job search assistance, professional resume writing, career transition planning and executive/career coaching.

As you know, the purpose of this e-newsletter is to share insight and perceptions on career management, job search, resumes and the Rochester job market. If you would prefer not to receive this publication, e-mail [paul@rochesterresume.com](mailto:paul@rochesterresume.com) or [kpringle@rochester.rr.com](mailto:kpringle@rochester.rr.com) with the word **"Delete"** in the subject line and your name will be removed from the mailing list.

**We moved.** RochesterResume.com and Predictive Insights, Inc. has moved to new offices at **141 Sully's Trail, Suite 4, Pittsford, NY, 14534**. Thanks to our many loyal clients and steady flow of referrals, each company had simply reached a point where professional offices were a must. Effective May 15<sup>th</sup>, a beautiful new office complex called Basin Meadows in Bushnell's Basin became home.

**The Rochester market...some progress on the horizon.** It's still tough to land middle-to-upper-level professional positions in Rochester. The most common complaint is that there are simply too few openings and too many applicants. This, in itself, begs a question and creates an opportunity for the truly marketing savvy jobseeker.

**First, the question...**

➤ **How do I compete effectively in a market with so few opportunities and so many contenders?** The answer is "presentation" and "personal marketing"—two things 99% of jobseekers were never taught they needed. After hundreds of clients, we continue to be amazed at the difficulty truly excellent candidates have in answering one simple question: "What do you bring to the table?" The answers typically tell everything but what a prospective employer really wants to hear. Imagine this scenario: If you ran into a key decision maker, could you deliver a concise, memorable and meaningful, clear 30 second message about your value to the organization?

**Now, the opportunity...**

➤ **In a field full of candidates where poor personal presentation is typical, by presenting yourself more effectively you have the unique opportunity to *differentiate* yourself from the pack.** Every time we say that to a client we get nods of approval. If so many jobseekers understand this, then why when asked what they are looking for in a new job do we hear the following answer typically: "A challenging, stimulating opportunity with growth potential." Wrong answer! Boilerplate. The question was, "What are you looking for in a new opportunity?" The correct answer is, for example, "A marketing product management position in a technology business enabling me to apply my (fill-in-the-blank) skills." In job search today, your messaging is crucial. Without it, you could be looking at a far longer search than most candidates are prepared to sustain.

➤ **Every candidate in transition can present himself or herself more effectively by applying a few basic marketing principles to their product** (in case you missed it, the jobseeker is the product). If you still believe that a brain dump on paper and an unscripted personal presentation are

enough to earn you an interview, then you are likely to be sorely disappointed. The good news is that professional packaging on paper and coaching in person can improve your messaging and marketability—results that will earn you more interviews—interviews that lead to offers and not “thank you, but no thank you” letters, results that will get you taken more seriously by recruiters, results that will greatly facilitate your personal networking...but half the cure is diagnosing the problem. Many a recently departed, mid-career corporate dog has hit the job market thinking they know what employers really want only to learn six months later that they’re sorely out of touch—six months and tens of thousands of dollars in lost potential income later.

**An observation.** We work with many well-intended, technically excellent candidates who believe that the skills they demonstrated as employees of large, now severely downsized companies are adequate to today’s job market. Not necessarily so. Adaptation is the order of the day. Adapting yourself to the vagaries of today’s market is essential to competitive survival and ultimately success.

**Do you know what prospective employers really think about you?** Further, you must understand and be prepared to address the *perceptual negatives* each candidate brings. Ask yourself objectively: How confident am I in addressing the negative aspects of my career? The self reflection that comes with investing in yourself and your personal marketing can be life changing and financially enriching.

**Looking for a job requires an investment.** No matter how fast and easy the “Dummies Guide” books suggest, most jobseekers are about as well equipped to mount an effective job search as the average homeowner is doing his own plumbing repairs. He may be able to do the work, but since he doesn’t do it very often, he lacks the experience, tools of the trade to do it right and has no one else to rely on for support—a dangerous scenario. If we could carve in stone one catch phrase, it would be “Looking for a job requires an investment.” The dollars are just that—an investment that should come with a payback. It’s astounding the number of intelligent candidates who truly believe that getting a high five-figure or six-figure job won’t cost them a dime. Little wonder...*the books make it sound effortless.*

**The resume “acid test.”** With all this said, here are a few tips and tricks relative to your resume that may be helpful to you.

- **Hook the reader.** Have a strong memory-hook headline on your resume that tells the reader what you are all about and what you bring to the table. It’s Marketing 101. There is no substitute for a strong headline on a resume today. Forget what you learned in school about how resumes look.
- **Make your materials look sharp.** If you are not a wiz in MS Word then get someone who is. Your resume must look *compelling* and *polished*. Random font choices, margin problems, spacing errors and poor design/layout say more about you than you could ever in words. MS Word is not as easy to use as Bill Gates would have you believe. Ask yourself: Do you know how to create a resume format that will look right on almost any computer screen?
- **Think globally.** If you were the hiring manager, what you would want to see on a resume? Lose the techno mumbo jumbo commonly associated with digital imaging, telecom, IT, software, and other proprietary industries. In other words, if you worked in digital imaging at Kodak and there’s no other place in town that you believe would want you, then you need to format the content of your resume *away* from digital imaging techno-speak...*more mainstream.*

**Closing thought.** If you are not getting the results you think you should be getting, if you are feeling job-search frustrated, if you are missing opportunities for which you are reasonably qualified, if you are running out of time and money, then you may need help. Get help. Don’t go it alone. Thank you for your time and attention. We are just a phone call or e-mail away.

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