



## Career Newsletter Fall 2009



Commitment leads to action. Action brings your dream closer.

- **Marcia Wieder**

Success is the sum of small efforts, repeated day in and day out.

- **Robert Collier**

### *Strategic and Targeted*

Last month, the Labor Department reported that it takes an unemployed worker an average of 27.5 weeks to find a job – that is approximately 8 weeks longer than a year ago, and 10.5 weeks longer than two years ago. This report is just one of many confirming that a job search must be strategic and targeted.

The old strategies of job seeking are less and less productive. The Conference Board, a research firm, recently reported that online advertising of jobs has been reduced by 25% in the last year. Employers have been inundated with applications and are using other means to secure employees. Soliciting referrals and networking are becoming preferred approaches rather than public advertising.

This implies that the job seeker *must* change from a computer-based job-listing search to a search rooted in personal connections and networking.

To accelerate a career pursuit, one must begin by contacting current and past acquaintances, even those that haven't been spoken to in years. Social media such as Facebook, LinkedIn, and Twitter are all providing new avenues to connect with past associates and colleagues. It is imperative for the unemployed to overcome any

hesitancy to seek support from others and to be straightforward and outright about employment needs.

In the meantime, career skills must be kept current. The latest trade publications, newspapers, and business journals must be read for information about industry trends and possible hirings. Resumes should be formatted specifically for varying job opportunities and to emphasize different skills or experiences. Even cover letters need to be carefully crafted to pique interest and convey expertise.

Keep in mind that in the current economic climate, capitalizing on the available social media may be the quickest route to full time employment.

### *Repackaging Your Resume*

(originally titled "Repackaging our Profession" from *Counseling Today*, a publication of the American Counseling Association, August 2009)

"When Gerber started selling baby food in Africa, they used the same U.S. packaging, with the beautiful Caucasian baby on the label. After dismal sales, they learned that in Africa, food labels routinely had pictures of what is inside, since most people cannot read (Haig, 2003). This is a perfect example of what happens when we do not pay attention to the culture of our end consumer."

Who is your end consumer? As a job seeker, we need to keep in mind that an inquiry, cover letter, or resume must be written to meet the specific needs of an "end consumer" – the possible employer. Letters of interest can no longer be randomly distributed, but must be designed specifically for the opportunity being pursued.

[KathrynMarch.com/resources](http://KathrynMarch.com/resources) recommends exploring these websites for social networking opportunities: [www.linkedin.com](http://www.linkedin.com), [www.facebook.com](http://www.facebook.com), [www.mylife.com](http://www.mylife.com), [www.talkbiznow.com](http://www.talkbiznow.com) and [www.meettheboss.com](http://www.meettheboss.com)

For more information on Career Advisement visit [www.kathrynmarch.com](http://www.kathrynmarch.com)



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