

JOBWEEK

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ASK THE GOOD GIRLS

WITH LESLIE WHITAKER

HALF-PRICE SALES

DEAR GOOD GIRLS,

I recently was offered a political-consulting assignment with a group I have known for almost a decade. It's a long-term assignment doing work I love. When I quoted my hourly rate, they said they could only pay me 90 percent of that amount. I'm inclined to agree to their terms - I'm so excited by the assignment that I would do it for half that amount. In addition, based on the calls I have made to some colleagues, I believe I will be earning well within the range of what other consultants in my field make.

Still, I'm having second thoughts. I don't want to behave too much like a "good girl" by giving in too easily on my price. Should I fight for the rate I originally quoted?

Dear Reader,

Your reasons for accepting their rate are completely sound: You love the work and, you will be paid fairly. Seal the deal.

I will not tell anyone that you would do the job at half price, but I appreciate your honesty. While that is obviously a sentiment that you should keep to yourself, it is a telling clue that this assignment is a perfect match for you. Enjoy it, and more will likely follow.

CHECKING IN

DEAR GOOD GIRLS,

A year ago I was hired as a writer by the executive editor of a large media company based on the East Coast. He took a chance on me based on my fiction writing and the recommendation of a mutual friend, and I am truly grateful. I have not seen this editor or had any phone or e-mail contact with him since then. Two associate editors have been my bosses, giving me assignments and overseeing my work. They have both expressed their pleasure at my performance, so I am not worried about my future at

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HELLO. GOODBYE. REPEAT.

GONE ARE THE DAYS WHERE ONE JOB MAKES A CAREER. IN THE 21ST-CENTURY WORKPLACE, IT'S ALL ABOUT TURNING ONE JOB INTO THE NEXT

By **HANNAH SELIGSON**
CTW FEATURES

So you've landed your dream job. Now what do you do?

Conventional wisdom would say take a moment of reprieve and start working hard. The 21st-century rule, according to Penelope Trunk, author of "The Brazen Careerist" (Warner Books, 2007), is to start job searching for your next job.

"Job changing is really good for people's careers," Trunk says. "It builds your network faster and keeps you more engaged in your work."

Trunk's take on being a perennial job

searcher is catching on, which is why the never-ending job search has emerged as a salient workplace trend.

"People always want to see what else is out there," she says.

But anyone who has been through a job search knows that it can be demoralizing, time consuming, and exhausting.

Tom Ruff, CEO of Tom Ruff Company, a recruiting firm, and the author of "How to Break Into Pharmaceutical Sales" (Waverly Press, 2007), says putting an end, at least temporarily, to the never-ending job search is a numbers game.

"The people who are landing jobs are sending out hundreds of résumés - and

they are constantly networking," he says.

Ruff also says constantly looking for a job can be extremely draining.

"I see it all the time when I'm dealing with candidates," he says. "You can tell the job-search process has just worn them down, which is totally understandable. You probably have to get in an hour earlier or put in a couple hours when you get home from work to do all your follow-up."

To avoid the getting burned out, both Ruff and Trunk advise job seekers to be strategic in their search.

"Don't just scattershot your résumé," says Trunk. "That's not a good use of your time. Instead, think of the job search as an

opportunity to connect with people. That's what a job hunt is really all about. It doesn't look like someone obsessively clicking on [a job-search Web site]. It's about making authentic connections."

Ruff advises people to go beyond their traditional network of friends, colleagues, and family members.

"I tell people to go to trade shows," he says. "Every industry has one, and it's an excellent opportunity for networking."

However, Ruff says that there is a social etiquette that job seekers must remain

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Getting all your cards in order

A jumbled job search is a recipe for unemployment. Ensured success starts with a well-organized plan

By **BOB LANKARD**
CTW FEATURES

As an employment manager, I regularly asked employers why they hired one applicant and rejected another.

As a result of these conversations and from observing job seekers, I came to develop a view of the qualities that resulted in success and failure for a job seeker.

Prior to the hunt, successful job seekers arrive at a focused objective through planning and assessment. They prepare by researching the employer and making a dry run to the interview location. The

successful job seeker is confident because they have practiced for the interview and completed company applications.

Persistence, being organized and having a realistic attitude are other qualities of the successful job seeker. The blahs that afflict many job seekers can be avoided by practicing these procedures.

PERSISTENCE

The job seeker who keeps on doing the necessary things will succeed. If they follow up a rejection letter by making new employ-

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WISHY-WASHY

30%

Portion of senior-level professionals that say their employees trust their performance-management system.

SOURCE: 2007 WorldatWork and Sibson State of Performance Management Study

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GOOD GIRLS

The best advice:
your own

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the company.

I've been employed there for over a year, however, I think I should make an appointment to meet with the editor who hired me. One of my closest colleagues, a fellow writer, is discouraging me, saying that this editor is expected to retire soon, so it would be a waste of time. He has worked for the company longer, so he probably knows the politics better than I do.

Your advice?

Dear Reader,

I think you should keep your own counsel. There almost always is some benefit derived from meeting with a top executive. For one thing you will get to know him a little better and vice versa. You may even gain insight into some of the machinations and concerns of the key decision makers, which you could not get any other way. This is especially true in large or multi-tiered organizations, where few people interact with the executive suite.

Since the editor's deputies are pleased with your work, you can toot your own horn, which only reflects well on the editor who hired you. He may not hear about your success otherwise.

If your colleague is mistaken about the editor's impending departure, this connection may come in handy around the office. If the editor does quit, he still may serve as an outside resource, mentor or reference. Schedule a meeting as soon as possible. It's a win-win opportunity.

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Got a problem at work? Leslie Whitaker, co-author of "The Good Girl's Guide to Negotiating," would like to hear from you. Send Leslie e-mail at leslie@ctwfeatures.com or write to P.O. Box 11156, Shorewood, WI 53211.



CARDS

Without a plan, your search
will end in disappointment

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ment contacts within a short time, something positive will happen and the rejection will be put into perspective.

When some job seekers suffer a setback, they go into a "premature defeat mode." They focus on what was lost rather than focusing on what remains. They look at the rejection letter rather than the list of possible jobs.

ORGANIZATION

I talked to a job seeker who was excited about receiving notice of a job interview with XYZ Company. I asked what the job was with XYZ Company. "I don't recall - I have put in too many applications" was the reply. He was going into this interview at a disadvantage because he had not kept careful records of his job contacts. To avoid such a dilemma, the job seeker should note every job contact, listing the company name, person talked to, date, job title and a summary of the contact.

Suppose the employer tells you, "I am not taking applications now but will after Thanksgiving." If you make note of this comment you will be able to pursue this lead that initially was a dead end.

Charles Schwab, the founder of Bethlehem Steel, challenged Ivy Lee, a management consultant, to show him how he could get more into a day.

Lee told Schwab to write down the things he had to do the next day. Next Schwab was told to number the items in order of their importance. On the following day, he was to begin with No. 1 and not start anything else

until he had completed the first task.

Such advice is as valuable to the job seeker as it was to Charles Schwab.

The organized job seeker should always keep track of job-search expenses, such as mileage or long-distance phone calls, for tax purposes

ATTITUDE

"It is your attitude, not your aptitude, that will determine your altitude," said motivational speaker Zig Ziglar.

How does attitude affect the success of the job search?

Job seekers who feel the world owes them a living will turn off employers with arrogance. Job seeker who approach applications and interviews with an "it doesn't matter" attitude will be rejected for their carelessness.

A realistic attitude sees job search and work life as something where the eventual reward is based on what you put into it.

The realistic job seeker knows that sometimes life is unfair. He/she deals with these unfair incidents and gets on with life. The "chip on the shoulder" person explodes in the job interview about injustices done by the last employer.

The "realistic attitude" person thinks like an employer. He/she arrives early for the interview, completes a job application that is neat and error free, and prepares for the job interview by researching the employer.

A job seeker with a realistic attitude realizes the job search is a roller coaster ride with many ups and downs. He/she does not get giddy with expectations because an interview appeared to go well. A person with a realistic attitude anticipates some rejection and learns to deal with it.

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Bob Lankard, is a business columnist for the Indiana Gazette and former program manager at the state Job Center in Indiana, Pa.

CAREER

You won't spend your whole work life in one job

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mindful of.

"You don't want to bombard people at trade shows," he says. "The point is more to just quickly introduce yourself."

Don't be afraid that this looks like too aggressive, he says. "When job seekers have done this in my industry, I've had pharmaceutical representatives comment on how

much initiative it shows."

Trunk says another big part of the never-ending job search is always having your ear to the ground.

"You want to know what skills employers are hiring for," she says. "A savvy job hunter will be paying attention to critical industry and the general hiring trends."

Asked what employers are looking for, Trunk says that emotional intelligence is high on their list of qualities.

"We are seeing a mini-crisis among companies that only hired on grade point average and pedigree of education, so there is a real shift happening now where companies are actively people with high emotional-intelligence IQs."

To help make your job search less time-consuming and your résumé be more of a diamond in the rough, finding a good, ethical recruiter can be extremely beneficial, says Ruff.

"As a job seeker, you are proba-

bly one of thousands of applications," he says. "A lot of recruiters have exclusive relationships with companies that can help get your résumé to the top of the pile."

And while a recruiter might help you get a job, that just means the job-search process will soon start all over again.

So how does the 21st-century worker deal with the fact that they probably won't retire with a gold watch from the company they started their career with?

"You have to accept that your life is going to be a constant job hunt," says Trunk.

"You can't tell yourself that it is

going to be over really soon.

Today's worker has to find stability internally. And the thing is, the more you switch jobs, the more secure and confident you will get at doing it."

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Hannab Seligson is a writer based in New York and the author of "New Girl on the Job: Advice from the Trenches"

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