

# STRATEGIES FOR CAREER SUCCESS



Welcome to **Strategies for Career Success** newsletter published by Pathways Career Success Strategies.

Every other month we offer effective strategies to assist you in your career development or job search.

If you haven't already subscribed to our free bi-monthly newsletter, sign up today!

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Pathways Career Success Strategies  
672 Walsh Road  
Hudson, WI 54016  
joan@pathwayscareer.com  
www.pathwayscareer.com

## Jump Start Your Job Search

Just like your car, every once in awhile your job search needs a jump start. Start the new year off by developing a marketing campaign using several different strategies to land the job you want. Be creative and think 'outside the box.' Don't limit yourself to the classifieds and the Internet. Include everything from networking to creating a career portfolio to speed up your job search efforts.

### Networking

Networking is an important component of the job search. Tell everyone you know that you're looking for a job. They just may know someone who is hiring. Your list can include family, friends, friends of friends, acquaintances, co-workers, former co-workers, neighbors, doctors, dentists, and lawyers. Consider joining a professional association in your field. Many large cities offer job search support/networking groups. Check the career or business section of your Sunday newspaper for a listing.



### Research

Research companies you may be interested in working for and then call to introduce yourself. You may capture the attention of employers who are either thinking of filling a position or who may create a position if your skills fit their needs. Your local library or the Internet may have information on the company which interests you. Call the company and request their annual report. Prepare a "cold calling" script that includes why you're calling, what type of work you are seeking, and a brief statement of your skills. Call to ask if the company is hiring. If not, ask when they might be hiring. Don't forget

to ask if they could refer you to another company that may be hiring.

### Targeted Résumé

Create an effective résumé by highlighting your skills and accomplishments that relate to a specific position with a particular company. You may need different versions. Review the advertisement or job description to assess the experience, skills, and qualifications required. A customized cover letter should accompany each résumé. Explain to the employer how hiring you will help meet their needs.

### Show Proof

Showcase your accomplishments with a well-developed career portfolio, illustrating concrete evidence of your work. When answering interview questions, point to items in your portfolio that demonstrate your achievements.

Consider including the following in your portfolio: résumé, transcripts, awards, certificates, project samples, memos, and positive work performance evaluations.

*"Destiny is not a matter of chance. It is a matter of choice: it is not to be waited for, it is a thing to be achieved."*

- William Jennings Bryan

**Top 5 Career Resolutions**

1. Keep your resume up-to-date
2. Continue learning new skills
3. Set & work toward new goals every year
4. Build and maintain your network
5. Do the best job you can at work

Applicants are rejected by employers for many reasons. To make a good impression, keep in mind the following items when looking for work:

- Personal appearance
- Enthusiasm
- Eye contact
- Prompt arrival for the interview
- Courteous attitude
- Correct use of language
- Neat application
- Maturity
- Firm handshake
- Knowledge in the field
- Knowledge of the company

Demonstrate to the employer that you're the applicant they want to hire by applying the above principles.

Research indicates that 50% of our skills become outdated in three to five years. With technological advancements growing by leaps and bounds, lifelong learning has become extremely important in maintaining marketability in the workplace. Once you are trained for a particular job, don't stop learning new skills.

**Continued education**

Take advantage of training that may be offered through your employer or take classes or seminars through a local technical school or community college.



**Donate your time**

Volunteering is another good way to learn new skills, and it doesn't cost anything!

Document your new skills by adding them to your resumé.

As a young girl, did you dream of becoming a firefighter only to have those dreams dashed? Or as a young boy did you yearn to be a nurse when you grew up? Did your parents and educators encourage you to explore all of your career options?

**Childhood messages**

What messages did you receive from your family, teachers, and others around you about career choices? Did they hold stereotypes about what they consider 'women's work' or 'men's work'?

**Fulfill your dreams**

Many people, at different stages in their life, are making career changes. Some are fulfilling that dream they had as a child.

Let go of those messages you learned as a child or even as an adult. If you're still interested in fulfilling that childhood dream, consider exploring that dream today!

**Happy New Year!**

*"The supreme accomplishment is to blur the line between work and play."*

- Arnold Toynbee