

Career Commander

I'm in Charge...



Ideas to help you -

GETAJOB!

(and keep it!)

Special Feature -

Understand how using the internet to find a job can help you. Or hurt you.

By: Les Garnas

Introduction

Having Fun and Sweat Equity

As a job-seeker, this e-book is for you, regardless of your age or experience. Everything in this e-book download is about having fun—with a purpose. This means you have to put something into things you choose to pursue to---get a job, advance a career, jump to a new job or a different career.

Any of these actions or all of them requires that you have to make a personal commitment to make things work for you: That's the sweat-equity part. Since you are in charge of your life (and future), it's totally up to you.

This is not to suggest that you have to become a drudge to things you want for yourself, rather--when you decide on a personal goal, (job, advance career, jump...) that the goal and the commitment necessary to reach your goal becomes a part of how you move ahead. Always be aware, but don't let your personal goals consume your time. Leave plenty of time to also, have fun. That's the fun part.

And the strategies to achieve this, is what this book is about.

About the Author

Les Garnas, long-time businessman, self-help author, and public speaker, has devoted many years to helping people find good jobs for themselves, network among their peers and connect with many others in developing successful careers where they can grow, develop and flourish. You can find more about Les through a Google search.

Starting from Where You are Now

Since you are reading this e-book, you are already well-versed with the fun (and the power) of social media. Interestingly, social media is about making connections. Often, social networkers make lasting connections that are supportive and satisfying. In the process of trying to get a job, for example, many people miss the opportunity to use the inherent skills they have developed and carefully honed, to make the internet and their social networking connections work for them.

In an easy-to-follow story-telling format, this e-book will carefully outline how to convert social media power into networking-for-a-job power. Leveraging the internet helps narrow-down possible job choices.

Then, together with the author, Les Garnas, you will explore how to network effectively among your peers, friends, and their friends and families to get a satisfying job that can significantly launch a career.

The techniques that Les suggests can make a difference between getting the job you want and deserve, versus continuing to sit out the economic slump.

Unfortunately, job market indicators suggest that hiring is not likely to get better anytime soon. Les has carefully studied employers' actions and reactions to hiring versus not hiring, and in his book, *Business Networking Simplified (for the Internet Age)*, Amazon soft-cover and e-book formats, he outlines ways that readers can make choices that are right for them.

So having a plan of action in mind, along with making good choices is vital to success. Having a strategy in mind, Les suggests that you take charge, and become the boss of your own future. Career Commander, the e-book you just downloaded will show you how, and help empower you to succeed.

Networking for a Job

Networking is also about developing and refining your skills and abilities to find the right job for you. Sadly, finding the right job has never been more of a test of a person's inherent skills, determination and sheer stamina.

Engaging Your Friends to Help

Tap into your creativity. With your knowledge of the internet, think of creative ways to leverage the internet to help you—not just as a broadcast medium for seeking a job. Agent connections (referrals by faculty, internships and a company's employees) are still an important source for jobs, and Michigan State's *Recruiting Trends* indicates that among recruiting strategies 41% of companies rely strongly on résumé referrals.

To highlight the inherent power of referrals, here's one person's creative solution: Upon losing his job this enterprising individual broadcast his need for a job to his friends and acquaintances on Twitter, Facebook and LinkedIn. The idea here was that if your friends and acquaintances don't know you need help, they can't be helpful.

In today's environment, only a few lucky people have had a one-job career. Most of us have had multiple jobs and are usually empathetic to anyone facing a jobless period. The more precise you can be in identifying the companies or types of companies you would like to work for, the more likely that one of your friends knows someone in the company(ies) or knows someone who knows someone. In essence, you need to network your network.

Follow up on each "someone" a person in your network knows. Ask your friend for an introduction to their contact and state that you will be contacting them soon. Encourage them to endorse your skills and abilities to the extent they have knowledge and add any personal insight that would be appropriate. When it is time for you to make contact, be specific in your email to the

referral: (1) Restate what you requested from your friend (I'm looking for contacts in the following companies) and how that led to your contact with them; (2) list very briefly your skills and abilities and explain how, based on your background research of the referral's company, you might make a significant and/or useful contribution; and (3) ask for or suggest a next step, which might include further referral (to a company manager with hiring authority looking for someone with your skills/abilities), or specific referral to an HR person charged with the hiring assignment, or introduction to someone who might be a decision-influencer for a telephone discussion or other meeting that would lead to a next step.

The key is to always suggest moving forward with persistence, determination and purpose. You have to believe in yourself and what you have to offer and perhaps even be willing to step a little outside your normal comfort zone to attract others' attention. This form of networking will ultimately pay dividends.

When you have exhausted your personal networking opportunities through friends and acquaintances, move to the next level: people you don't see very often like old friends, college acquaintances, social fraternity/sorority colleagues, former co-workers, military service buddies, and former neighbors—who, because you have drifted apart, are now in different social circles from you.

Being in different social circles from you might open job opportunities you haven't thought of exploring. *The Strength of Weak Ties*, a landmark study of how jobs are acquired, emphasizes the importance of making these kinds of networking connections with former friends and acquaintances.

The study, authored by a social networking researcher determined through surveys that 55.6% of jobs were found through "weak tie" acquaintances—meaning people with whom the job seeker had infrequent contact. The study's implication is you should not overlook the opportunity to connect with people you used to know when looking for a job.

When you have exhausted these alternatives, consider at least one more: an even broader contact strategy than mentioned above, through the social networking site LinkedIn. Its 85 million members in over 200 countries include executives from all Fortune

500 companies. Your approach here would be to identify executives in areas and at responsibility levels not far removed from the position you are seeking—so the executive can readily link you with available positions in the company that fit your skill sets, making an “envisioned fit” more likely if you have positioned yourself accurately.

The basic approach is the same as previously discussed—except that you have no “referral” source to help get a person’s attention. In this instance, you need to: (1) do careful research as you have done before, (2) link the potential “referrer’s” company to your strengths, and (3) suggest next steps with a stated follow-up strategy you would like to pursue and/or ask for a suggestion for next steps if the contact person is not the right one for you to be talking with. All of the job-seeking strategies outlined in this section require patience, persistence and a large measure of faith in yourself.

It also requires carefully developing trust among those you ask for help. If you ask a friend or acquaintance for help, you must be prepared to help them in some way to return the favor(s). Otherwise, after a short time, your contact will start feeling used. So, before you ask someone for help, think about what you might do in return.

To help you understand why trust is so important to relationship building, read on.

Trust Changes Everything

It is important for you to believe that trust has value before you can embrace and practice trusting behaviors. So, rather than extol the virtues of trust and how it makes your life better, I will ask you to reflect back on your own life experiences where trust made an memorable impact on your consciousness. The fact that you remember certain occasions that either surprised or impressed you speaks to trust’s often unspoken value in our lives.

Looking thoughtfully at the following phrases about trusting situations, think back to times in school, community life and

dealings with family members and remember an occasion or multiple occasions where you experienced trust with others.

Writing your remembrances down on a piece of paper will help you see the pattern of how trust impacted on your life. I will give an example from my own experience, with focus and emphasis on the following questions, as a guide to learning something positive from the retelling: What did it mean to me at the time? Why do I still remember it? What impact has it had on my dealings with others? How has it changed or altered my life? How do I feel about myself when I practice the principle I learned?

Here are twelve observations about trust and the power of the principle in action:

- Trust has no boundaries.
- Although trust is earned, it cannot be bought.
- Trust builds relationships and friendships.
- Trust resonates.
- Trust is its own reward.
- Trust turns acquaintances into friends.
- Trust is always dependable.
- Trust levels the playing field.
- Trust feels good.
- Trust is the bridge between differences.
- Friends trust friends.

The following describes my personal experience with the trust principle “Trust builds relationships and friendships.”

When I was a young field salesman, one of my customers owned an independent supermarket in Ridgewood, New Jersey, that competed sale-for-sale with the biggest supermarket chains in the area. The store had a strong, loyal customer following that endured for many years.

The owner, Frank K., was a resourceful, demanding businessman who expected the highest skill and performance from sales people who called on him to sell their products and services. Over time, always keeping

my promises to him, delivering on time and on budget and making him aware of things I saw his competitors doing that he might be able to leverage to benefit his retail customers built trust between us. He returned trust by always paying on time and by helping me to reach my quota goals and, in a kindly way, giving me needed advice on how I could be a more successful salesman. Our relationship flourished—to the extent that for years after being promoted and moving away, I would make it a point to stop to see him when I was in the area. Truly, a relationship had become a lasting friendship.

What did it mean to me at the time?

At a young age, I experienced first-hand how important being consistently dependable, watching out for my customer's best interests (i.e., gathering competitive intelligence), is in a world where sales people often promise more than they deliver.

Why do I still remember it?

Because this business relationship and ongoing friendship is an experience I still cherish. When I close my eyes and reflect, I can still see Frank sharing his wisdom and trust with me. It felt good.

What impact has it had on my dealings with others?

In large part, this and other lessons learned are responsible for much of my success in business and in life.

Your Turn

As you reflect on the trust principles outlined previously, ask yourself the following questions, and write down the answers so you can see the pattern of how trust has affected your business and personal life.

Questions to ask yourself:

- What did it mean to me at the time?
- Why do I still remember it?
- What impact has it had on my dealings with others?
- How has it changed or altered my life?
- How do I feel about myself when I practice the principle I learned?

Of course, your own recollections are the most important point of discovery about how trust has helped you, and how conscious continuance can affect your dealings with others.

So, when you ask a friend for help in finding a job, etc., consider doing the following:

1. First, determine with your friend if his/her company is hiring. If so, outline in a couple of paragraphs, why you might make a good hire (knowledge and skills, team-oriented, interests, energy and enthusiasm...)
2. If your friends' connections are not obvious to you, look at the kinds of companies (industries and specific companies) you would like to work for. Broadcast your "list" to your friends, and ask if they know anyone in the companies on your list. When you identify a friend with a connection, do the things outlined in #1.
3. In either case above, when you set up a next steps discussion ask your friend what you could possibly do for him/her that would be useful. It builds trust in the relationship and is a clear demonstration that you are grateful for his/her involvement, and you are not a user.

Well, now you have the basics—to get you started. Of course, there's much more to getting a job, keeping it, finding a better job and becoming connected in your community as you move through life.

If this insight has been useful to you, you might like to consider even more insight on expanding your social networking skills through my recently released book, *Business Networking Simplified (for the Internet Age)*. It is available in soft cover and e-book form on most community booksellers' websites and especially Amazon, worldwide.

Good Luck!

Les Garnas, Author