

Job Hunt—What Kind of Fisherman Are You?

It seems just months ago that employers could not hire fast enough. Now record low unemployment is rapidly turning into record layoffs. Finding new employment is extremely difficult even during normal times. Nevertheless, most job searches fail because people want immediate results with minimum effort. To avoid the common mistakes and to maximize your career potential, invest in yourself to learn the secrets of the very serious, hiring game.

Blind Using Matches To Find Way

It ceases to amaze me the number of people who request my help in securing a new opportunity who refuse to even grasp the basics of a job search. To put it into perspective, in 15+ years as a technical recruiter I have made about 100,000 telephone calls to people concerning hiring issues. Reviewed around 20,000 resumes and have been involved in thousands of interviews/hires. The seemingly unbelievable conclusion is that 99% of companies, and unfortunately individuals, do not know proper hiring. Why do you think the industry standard is that 20% of the workforce is performing 80% of the work? The best are not always hired. Even sadder, candidates are inadvertently accepting poor career choices because of this knowledge deficiency. Career failures are epidemic. Just look at any downsizing activity as an indication of a massive failure resulting from poor hiring practices.

Fisherman Using Wrong Bait

A recent telephone conversation can best illustrate this lack of hiring insight. Without any knowledge of my expertise (first mistake), a candidate sent me a resume (a poor one at that). My follow up call did not seem to be making any progress. He had the false impression that recruiters can somehow conjure up interviews. “Get me interviews, I’ll get the job.” I was not making any progress until I noticed he listed expert fisherman on his resume (not really appropriate).

“Bob, are you a serious fisherman?” “Absolutely!” “If I decided to become an expert fisherman, what would it take?” “If you wanted to catch trophy fish, then you must fish the Great Lakes.” “So what does that mean?” The next fifteen minutes was spent on equipment details. I lost count when the investment passed twenty thousand dollars.

“So Bob, if I buy all the necessary equipment and venture out on to a Great Lake, how many trophy fish can I expect to catch in the first day?” “Are you crazy, it took me years to find the good spots.” “You

mean to say that I could spend over twenty thousand dollars on equipment and not catch a thing?” “Yep. That’s fishing.”

“Okay, what’s your secret?” “I have years of experience so I could teach you how to fish. I wouldn’t charge you much but you would learn everything I know and if you put the time in, you will catch trophy fish.”

Bamboo Fishing

“What if I told you I wanted to just use my old bamboo pole and fish off the shore?” “Expect to catch a lot of fish.” “Really?” “Yea, it is what I call bait.” “You mean I do not have a chance of catching a good fish.” “Not really, but you could get lucky. More than likely, you might catch a good sunfish or a perch but nothing spectacular. You would be wasting your time but it also would be very frustrating.” With that opening, I switched back to his career search: “Bob, your idea of a job search will catch minnow opportunities.”

Fishing is an excellent analogy to a job change. It is important to have the right “equipment” but it is just as critical to have “fishing” knowledge. Standard “equipment” for most job searches consists of a resume—bamboo quality. Maximizing a career means going beyond the shoreline by acquiring a Career Portfolio—an extremely powerful career enhancement tool. Combined with an Illuminary Resume—the equivalent of high-tech fishing equipment—a person has the tools to start a successful career search.

Right Equipment with Proper Knowledge

Acquiring the right equipment doesn’t mean success. A twenty thousand dollars investment in fishing equipment indicates you are serious. Having a Career Portfolio and an Illuminary Resume also implies a desire to maximize your career potential. However, knowing how to fish or how to conduct a job search is the more important element.

Responding to want ads or using the Internet is like fishing off the shoreline—you might get lucky but more than likely totally frustrated. A poor networking technique just adds to this dissatisfaction. In contrast, learning all the methods for a successful career search—Launching a Career Change—allows you to find the primary fishing holes (premium opportunities).

Missing out on an excellent opportunity by using poor interviewing techniques is like failing to set the hook properly. Worse yet, landing a dogfish—accepting a poor career choice—will lead to career failures.

Fishing techniques vary but the successful anglers know the basics. Successful career searches start by learning interviewing basics—the Interviewing Strategy Handbook. Not only does it teach the fundamentals but also the Sneaky Interviewing Tricks to identify a trophy opportunity. Besides, it teaches you to throw back those offers from dogfish companies.

Make a Career Investment

Serious fishermen spend thousands of dollars on a hobby. People, who are serious about their careers, invest a few hundred dollars to maximize their potential. It's not a hobby.

Bob might be considered an expert fisherman but he will always be a minnow salesman. He has confused his hobby with life accomplishments. Don't make the same mistake, invest in yourself to maximize your career potential. You're worth it.

You are encouraged to check out the various, career-building products on the market. We like to think that the Energized Hiring for Individuals (www.UnlockedPotential.com) is superior to most but it is your career, so invest wisely.