

Work Creatively Career Advisors Inc.

The CAREER EQUITY LETTER©

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Your partners for a career solution

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June's Career Tip:

DOES YOUR RESUME HELP YOU *IN* YOUR INTERVIEW?

Better Resume Planning = Better Interview Control

What's in this Edition?

1. What this is
 2. Thank you
 3. The Tip
 4. Testimonial
 5. New Senior Career Advisor
 6. Get Summer Career Tips at our 5th Birthday Cocktail Party
 7. Speaking to Groups
-

1. What this is

Hello, Mary-Frances Fox here. You're receiving this Career Equity© Letter because we've been in touch about careers at some time, perhaps for years. I make this tipsheet a fast read, spotlighting just one uncommon-sense career technique you can go right out and apply. Since last issue we've been helping people change jobs, and even to take their place in changing the world a little, all by turning 'if only' into 'done'. Briefly, people recommend us because their career moves, career changes and self-employed startups and sales increases go faster, end better, are less stressful, and higher paid than most people can achieve with the methods they have been using, solo. And, a dollar invested in career advising comes back to the client many times over, right away.

2. First, Thank you to these readers who've recently referred others they know for career help:

Rachel Bandura, S. Black, Jamie Broughton, Jeff Burr,
Kathleen Smale Casby, Cinzia Chinorti, Karen Essex, Kay Grise,
Marnie Marriott, Ross Macpherson, Lorraine McCallum, Catherine Mossop

3. Now, this month's career tip:

Resume Point Planning = Make Your Point in Interviews

The purpose of a resume is to get you the first interview, as you probably know. But does your resume help you enough *IN* the interview? A well thought out set of points can do more than make HR put you in the Yes pile. It can actually help run your side of the

meeting. Most resumes people show me at first are lists of responsibilities – past job descriptions with their name on top. This may show they could do their old jobs, but it won't convey that person's potential to help another company at a new level.

Your resume -- far from just cataloguing what happened in your career so far – is a tool for projecting what you will do that will help a next employer. Think of its scope as that of a simplified brochure, not a detailed historical record. Without getting invited in to help an employer see what you will do for them, they won't require all those facts anyway. So put more energy into pre-thinking how you'll prove to a boss that you do know the ropes. Write that down, in simple words, as your Profile at the top.

Hiring is more subjective than you'd believe

You see, people are who hire us. We work for a person, never a company. And that person has job headaches, you can bet on it. If you're prepared for this fact, a bit of strategy can help you get and control the interview – in a friendly way!

Fact is, companies rarely train management to conduct interviews. Even blue chip companies and entrepreneur CEOs 'wing it' when doing interviews, a shocking amount of the time. If you meet a seasoned interviewer, you're probably meeting HR, and they won't make the final choice. It'll be a very busy executive hoping you know how to take some pressure off of them.

Doug, a manufacturing VP, needed to "get someone in here," so he pulled out a job description created by HR or his predecessor. Doug is normal – he's in a hurry, so he barely thought about what he actually needed this person to be able to do. The description listed job responsibilities, required skills, and even some other desired skills. But job descriptions are often a far cry from the actual job. It did not cover off Doug's need for a person who likes speaking to staff groups, because he doesn't, and someone who is strategic at planning, because he is best at the financial and day to day side. So even a resume that parallels the job description he is using, may not actually win Doug over.

If you are running a search now, or intend to, call me about a "Career-Move Action Plan" session. This 90-minute session gives you a 360-degree examination of any career decision ahead of you and gives a step-by-step plan to avoid costly delays and mistakes in the choices you make or how you implement them. Call me, Mary-Frances (416) 922-4476 to find out if a having a CMAP would be right for you.

What do hiring decision-makers really want?

Doug needs two things: To hand off some of his day to day load to someone who knows what they're doing. And to end up doing well as a department and looking good as leader, because your work is very good.

Doug is worried: "How can I tell who can actually take this job and run with it? So throughout the interview, he makes the atmosphere more formal than he should. He walks through all the past duties you put in your traditional resume. If your exact history isn't Doug's exact reality (which it seldom is), you've got a grill session, not a meeting of

minds. He isn't finding anything that makes him think 'valuable hire!'; so you aren't coming across as a potential workmate.

For him, it's about risk. When interviewing, your job is to find out what your capabilities would mean to Doug and his goals, and help him see it. Then you're the least risk to hire.

Give Doug a way to start to understand your value. What is a well-conceived resume that keeps on helping you while IN the interview?

1. Know why you'll be an advantage in your new role. Employers can't see it for you.
2. Up top, put this written profile on your current and future usefulness, not the past.
3. Avoid generic resume terms that have ceased to mean anything (you know the ones – interpersonal skills, communication skills, team player)
4. While you're at it, switch opinions such as 'excellent' to quantified proof, such as number of times you did it, the dollars made or saved, and so on.
5. Include your short stories on what you've done well that will help a new employer
6. Make your career history an attachment, not the main feature.

Stories make you relevant

Stories help Doug 'connect the dots' from what you did to what you could do for him. Rather than saying your responsibilities included managing quality control, compellingly describe how you handled a rush rework after the company produced a defective order. Profile a few past projects you will want to talk to Doug about. Concisely describe the challenge you faced, with some description of the available resources: technology, time, budget, people, etc. Then, explain your solution and the results it produced. Include numbers showing how fast or thoroughly you acted.

Be prepared to discuss what you learned from these featured projects. Knowing what you'd do the same and what you'd do differently makes you even more valuable.

By citing real accomplishments, the process and the lessons, you stop the dull interrogation that makes too many interviewers miss your usefulness to them. You are the one who needs to make it a discussion. Interviewers feel better about you when you treat them a lot like you're already working together. You can also ask questions so you can determine what else to tell Doug about. Remember, your interviewer's likely done this less often than you lately, and is praying you are the one so he can stop now!

Genius questions

Shortly before the meeting ends, there are a few "GENIUS QUESTIONS" you must ask your interviewer. Those are a topic for another issue, but do ask: "What could I do this year so that top management will think this area -- both you and I, Doug -- are stars?"

By uncovering what will make Doug look good, then directing attention to the type of outcomes you have produced, you'll help him appreciate your worth -- and clarify yourself to him as his least-risk choice. - *MFF*

P.S. Just so you know, resumes are not always your most effective response to ads where you expect a lot of competition, and resumes are seldom the right marketing tool for self-employed people. Both of these need other approaches to get in to see the person who'll be able to hire them. -MFF

"GET THINGS MOVING MEETING"

In about 90 minutes I'll get to the root of anyone's current career challenge and provide a practical plan that stops it. If someone you care about is stuck in the process of improving their career or income, we can help. You or they are invited to call me, Mary-Frances at 416 922 4476. Many people also like coaching to implement these right actions fast and well, so yes, we provide that coaching too.

4. Testimonial

"I have landed a job with either X Inc. or Y Limited - my choice! X has sent an official job offer today and... this afternoon I am leaving for a week's business trip with Y so that we can try each other on before deciding.

Never have I put so much thought or effort into directing my career, so I am miles ahead of where I was with my last career. In fact, I completely fell into all aspects of my last career... there was absolutely no thought at all!

*Before I spoke with you I was getting excited about different opportunities and trying to evaluate them without having yet established a complete picture of where I wanted to go. Completely separating the fact gathering phase from the job hunt phase is critical as it allows you to resist the pressure and temptation to take the first thing that comes along. Discussing the career hunt with you really allowed me to step back and make my decision more carefully. Thank you very much for your valuable assistance."
S, Engineer*

5. Karen Essex joins WCCA as Senior Career Advisor

Selected among many applicants, Karen Essex has joined the office as Senior Career Advisor after being the first professional trained in the innovative Work Creatively Career Equity© model and processes. Karen is a gifted intuitive listener, guide, organizer and strategist. Twice a client, Karen also brings 13 years experience as a writer, marketing communications consultant, psychotherapist and business owner. After evaluating the coaching field, she chose the WCCA career success system as the coaching she wanted to deliver most.

6. TIME FOR A PARTY

We are so blessed to help so many people succeed, as their career 'silent partner'.
Please come share in all the celebrations at our 5th Birthday party, Monday, June

13, 5:30-7:30 pm. Readers, clients, alumni, speech audience members, supplier-partners and friends of the firm are all invited to this **summer career briefing and cocktail reception toasting YOU**, the movers and shakers we've met in 5 years of privately guiding successful career moves with our advanced model, the Work Creatively Career Equity© process.

Summer is a time when we all daydream about the life and work we really want. And there's also more time for connecting with people. **You can get a big career improvement underway or done, with my tips this evening on how to let your summer improve your career.** I committed to phasing out my old employer 6 summers ago, for example, and you see the result today!

Bring friends who are curious about this place or who may need a quick career boost. Here's why:

- Come for birthday drinks and snacks
- Win a cool cruise
- Say hello again
- Meet new Senior Career Advisor Karen Essex
- Add new people to your network (we know so many doing cool things)
- Benefit from a brief talk on keeping your career happy during summer
- Hear success stories of people like you

AND – Win a Private Cruise of Toronto Harbour and Islands. A group of us will gather again on an August evening for a casual boat cruise. Winners' names will be drawn from people present June 13. Hope you can come and that you win!

IF YOU'D LIKE TO COME, HERE'S HOW: you just need to e-mail me, mffox@workcreatively.ca for your invitation and the undisclosed party location; because space is limited, we'd like to prepare for you, and we expect a good crowd. We advise you to **plan early.**

Career Equity © factor: Major
Location: EMAIL MFF
Time: 5:30 to 7:30 pm
Fee: Our compliments.
Just let us know how many people you wish to bring

Brief Career Tips & Success Stories: 6 pm
Draw for the Cruise: 6:30 pm

7. SPEAKING TO GROUPS

Now scheduling Fall/Winter 05- let me know soon when you'd like an informed, interactive career management presentation at your association meeting. Recent talks include:

Panelist on Why Specialized Career Management Coaching?
Ryze Toronto Business Networking Mixer

Claim Your Career Equity©
IEEE – Women in Engineering

Grow Your Passion and Talent into a Stable Business
Women Entrepreneurs of Canada/ Business Development Bank of Canada

Till next time,
Mary-Fran Fox
Founder/President

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PAST TIPSHEETS HAVE COVERED:

Salary Negotiation Made Easy – Networking – Why Resumes – Answering Ads
Intelligently – Odds of the 7 Job Search Techniques – Stable Self Employment –
Targeting Employer Needs - Career Changes Inside and Outside Your Field – Can a
Career Balance your Life? – Break Out of a Career and Income Catch-22

Yes, you're welcome to forward this tipsheet to friends and associates.