

**WELCOME TO THIS
EDITION OF CAREER
COMMUNIQUE!**

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www.annemariexross.com

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Annemarie's Muses

With the end of winter fast approaching, last Monday my husband and I decided to take the children out of school for the day, and take a trip to Mount St. Gwinear to catch the last of the snow.

Before beginning our steep ascent up the mountain range, we stopped at the last small town to hire some wheel chains, where much to our children's disappointment were told that there had been no snow for the past few days. Turning back seemed ludicrous, (as we had been driving for nearly two hours), so on we went with bated breath. We were not disappointed.

As we rounded the last corner toward the mountain summit all the trees were laden with snow, the ground was covered in a thick white blanket, and to our amazement, it was snowing.

Now for those of you who live in countries where it snows, you're probably thinking 'Yeah? So what?' However, for us, never having seen it snow before, this was a truly amazing sight. The children thoroughly enjoyed themselves frolicking in the snow (and throwing the odd snowball at each other), as did my husband and I, both marvelling at the sight of snow falling from the sky.

I thought I'd share this story with you, as it follows on from last month's article on burnout (and maintaining a healthy work/life balance). I hadn't planned on going with the family on

their trip as I was just too busy. However that last minute decision to go with them, turned out perfectly. Not only was this quality time spent with my family, but I was also to return to work refreshed and reinvigorated.

When was the last time you took time out of your busy schedule to enjoy those special moments with your friends and family?

So what's in store for you this month?

- ◆ De-mystifying resume keywords—something that still seems to confuse many people;
- ◆ Informational Interviews—find out why these are crucial in your job search;
- ◆ Take our Life's Purpose/Values assessment;
- ◆ Visualising a successful interview—a very powerful technique for those of you who are currently interviewing; and
- ◆ More Profit with Improved Lifestyle from our latest writer Geoff Edwards—Business Coach.

Till next month.

Annemarie

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Are you currently preparing for an interview and not sure how to maximise your performance in order to outshine the competition.

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- ◆ Overcoming situations of limited experience;
- ◆ Triumph over mature-aged perceptions and concerns;
- ◆ Avoid negotiating yourself out of a job with these 'must do' techniques;
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What are our clients saying?

"If you want to blitz your next interview this book will be the key to your success!"

Deb Cooper
Senior Manager

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De-mystifying Resume Keywords

Many recruiters are now opting to scan applicant resumes into a computerized screening database system in their endeavors to simplify the screening and selection process. For a job seeker this means that when developing their resume they must not only ensure that the content is impressive and distinguishable from their competitor's but also that it is keyword optimized in order to secure a high ranking during a computer-based search.



Previously known as buzz words, keywords are generally nouns (however can also include verbs), and are typically structured into compulsory and advantageous categories to identify crucial skills and experience required in a

candidate.

To perform a resume search the recruiter enters relevant keywords into their computerized tracking system. Comparable to an internet search engine (which uses a spider to 'crawl' around the internet to assemble appropriate information according to the stipulated keywords), a recruiter's computerized tracking system

recognizes specific keywords within all the resumes located on their database. When the tracking system locates a keyword, it is

termed a 'hit', with the greater number of relevant keywords located in the document giving that resume a higher ranking.

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Continued from P2

To guarantee your resume will be included among the highest ranked document, keywords should be industry/job specific and applicable to what a recruiter or potential employer would be looking for in a suitable job applicant. They may include job titles, relevant skills, industry jargon, and necessary education / academic achievements.

Keywords can be generated from the resources outlined below:

- ◆ Job postings – either printed or online;
- ◆ Job descriptions / person specifications;
- ◆ Industry Association Websites;
- ◆ Career related discussion forums;
- ◆ Yellow Pages – either printed or online;
- ◆ Job Related Publications (which can include the Occupational Outlook Handbook – <http://bls.gov/oco/home.htm>; or O*Net – <http://online.onetcenter.org>

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De-mystifying Resume Keywords-con't

- ◆ Resume and career exploration books/material;
- ◆ Corporate websites (including our organization; or job opportunities web pages);
- ◆ Other resumes that have been posted online; to name a few.

To optimize your resume's ranking with search engines and computer tracking systems include a 'keyword' section toward the forefront of your document as well as incorporating keywords throughout your resume. Avoid placing keywords nonsensically throughout your document as you must maintain a fluent writing style to ensure your resume flows smoothly.

Following is an example of a keyword section for a Marketing Student's resume which was strategically positioned at the forefront of their document:

KEYWORDS:

Marketing Student, Brand Management, Advertising, Marketing & Promotions, Market Research & Analysis, Marketing Surveys, Customer Service & Retention, Public Relations & Speaking, Leadership, Collaboration & Teamwork, Financial Management & Reporting, Analysis & Problem Solving, High-Impact Presentations, Alliance & Relationship Building, Escalated Conflict Resolution, Bilingual, fluent English & French.

To enhance the resume's ranking when being reviewed by a computer applicant screening system or internet search, similar keywords were also included throughout the body of the resume.

As a final measure to ensure you have included sufficient keywords in your resume scan through and mark them with a highlighting pen to confirm consistent placement throughout your document.

Continued success!

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Refer a colleague/friend or associate that purchases one of our products/services and receive a 5% *discount* on any of your future product or service purchase. This discount is cumulative, so if you recommend five (5) people who decide to purchase our products, you will receive 25% discount; ten people, a 50% discount, and so on. Start receiving your reward dollars NOW!!

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Fast-track career success with Informational Interviews

Informational interviewing can play a pivotal role in building one's network to assist in penetrating the hidden job market and unadvertised job prospects, but unfortunately is often a tool that is ignored in a job seeker's career and job search campaign.

Informational interviewing is a 'fact-finding exploration' that will assist a job seeker in identifying an optimal place of work that is conducive to their skills, motivation and talent, thus positioning them for continued growth and fulfilment within their careers.

Conducting informational interviews will allow a job seeker to pinpoint their strengths and requirements for further development, while also providing an opportunity to build their confidence and communication skills, both crucial for forthcoming job interviews.

Neglecting to implement this critical research and screening tool within their job search sadly can lead

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to a job seeker discovering their discontentment after they have accepted a job offer, or worse, are working within the role.

Therefore, if a particular role or industry is of interest to you, go and check it out first by meeting with the people who are already performing in these roles to establish whether or not this career path not only interests but suits you.

Benefits of Informational Interviewing:

It is important not to confuse informational interviewing with a job interview. You are not interviewing for a role, nor should you ever, under any circumstances, ask for a job.

By conducting an informational interview you should:

- ◆ Gain a deeper understanding of the job specifications (beyond the job title);
- ◆ Enhance your awareness of the company's culture and how you may/may not fit into the work environment;
- ◆ Expand your network of contacts within the industry thus optimising your targeting 'the hidden job market';
- ◆ Strengthen your understanding of the company's structure and possible needs so that in the

future, should an employment opportunity present itself, you can better position yourself as a top candidate;

- ◆ Network with professionals in a relatively low-stress setting to assist you in building your self-confidence while gaining crucial information you can harness during your job search campaign;
- ◆ Screen the organisation to assist you in your decision making process, should you be extended an opportunity for employment in the future.

Getting Started:

Begin by developing a list of people you would be interested in speaking to. These may include people already in your network of contacts, or even a company you would consider working for. This is a great opportunity to expand your network of contacts so don't be afraid to touch base with people you are not yet acquainted with.

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Continued from P4

While in-person meetings are ideal, conducting informational interviews over the phone can be just as beneficial in your research. Many people are governed by hectic schedules so a 10-15 minute phone call may not seem as potentially disruptive as a face-to-face meeting.

Gaining an Appointment:

Contact the person with whom you wish to meet either by letter or telephone. Introduce yourself and explain the reason for your contact. If you were referred to this contact by someone else, remember to mention that person's name at the beginning of the call. Use the following script as a guideline:

"Hello, my name is [name]. I'm currently exploring career options in [industry/role] and was given your details by [name of person who referred you] for the possibility of obtaining further information about this field and how you got started in the industry. I'd love to be able to meet with you briefly and will only take about 10-15 minutes of your time."

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Fast-track career success with Informational Interviews-con't

If you are greeted with apprehension or the comment "Is it possible to do this by phone?" you may like to respond with "Certainly – although it would be an honour to meet with you personally."

Remember, avoid being pushy – a telephone meeting will also allow you to gather pertinent information.

The Informational Interview Meeting:

Just as if you were attending a job interview, your appearance/attire and your approach should be professional throughout the entire meeting.

Ensure you are well prepared bringing with you your questions, a pen and notebook to jot down the information being offered.

Possible Research Questions:

- ◆ What background do you believe is necessary for people working in this field?
- ◆ Could you outline current issues and trends associated with this industry?
- ◆ Can you describe what you believe a typical working environment is like for this industry?
- ◆ Describe what a typical working day involves for you.
- ◆ Could you list some of the crucial skills required for this role/industry?
- ◆ What would you say would be the top 5 aspects of your role?
- ◆ What would be the least favourable areas about your role?
- ◆ What advice would you give someone looking to enter this industry/role?
- ◆ Could you recommend any industry publications or articles where I could gather further information?
- ◆ Are you able to provide names of people I could talk to regarding the industry? Would you mind if I used your name as a referral?

You may consider bringing a copy of your resume and request the person to review it at a later stage to provide feedback on its content and format. This will provide you with another perfect opportunity to touch base with them.

Leave your business card and request a business card from the person you are meeting.

Final thoughts:

Remember, be respectful of the person's time and stay within your allocated time guidelines. Do not ask for a job; nor be too aggressive in your questioning/approach.

Thanks you's:

Following the (in-person / telephone) meeting send a thank you letter, expressing your gratitude for their time and valuable information he/she shared.



Working longer to live high life

The Daily Telegraph --- Page:
30 : 25 August 2005
Original article by Shane Wright

A study by the Melbourne Institute shows that one in five Australians work more than 50 hours a week. The evidence suggests they need to work longer to meet their financial commitments and pay for an expensive lifestyle. One of the authors, Mark Wooden, said if workers want to increase family and leisure time, they will have to cut spending. The study, released on 24 August 2005, shows that highly qualified professionals and road and railway workers work the longest hours.

[Source: My Business Daily 25 August 2005--ABIX]

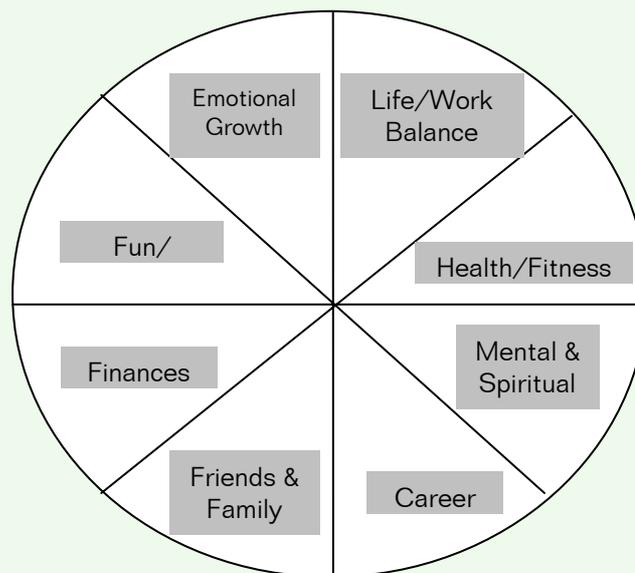
Editors Note: As a true advocate of work/life balance, it saddens me to read that so many people are still burning the candle at both ends. While lifestyle is important, so is maintaining one's health, and overwork and overstress can surely lead to burnout. Aim to get a healthy balance between your work and personal activities!

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A life balance profile

One of the tools I use when coaching my clients, is a life balance profile. This tool is used to identify a person's life purpose and their values, while determine whether or not there is congruency in their current situation. A mismatch should be looked at closely to see what could be altered in order to realign and obtain a better balance. Unfortunately if an imbalance is left, this can often end up getting worse, and eventually lead to dissatisfaction, discontentment, and stress.

Take the assessment for yourself and see whether you are currently living and upholding your life's purpose and values.



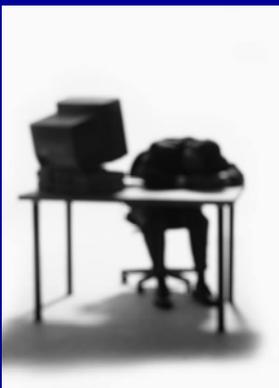
1. Consider what your purpose in life is?
2. What do you really enjoy doing?
3. How specifically do you express your purpose in your life?
4. How importantly do you consider the role of values in your life?
5. List five values that are most important to you?
6. Of these five value, which three would be at the top of your list?
7. Of the three values you have just listed, which would be the most important?
8. How are your three most important values being reflected in your life now?
List those areas.
9. Do you ever think or feel that you are not 'living up' to your values?
10. Would you like to reassess or change any of your core values?
11. Are you experiencing any conflict of values?

Down time

BRW --- Page: 78-79 : 18
August 2005
Original article by Gina McColl

Sleep deprivation is very costly in terms of productivity losses and accidents. Access Economics estimates in its report, entitled "Wake up Australia: the Value of Healthy Sleep", that the total costs of problems caused by sleep disorders are at \$A10.3 billion, with work-related injuries accounting for 26 per cent (\$A2.7 billion) and lost productivity for 16 per cent (\$A1.7 billion). According to consultant Michael Adeney, between 10 and 15 per cent of Australia's working population have serious sleep problems.

[Source: My Business Daily
25 August 2005-ABIX]



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Interviewing: Visualize Success

As an NLP Practitioner I have a vast number of tools and techniques in my tool box that I use with my clients. One of these powerful techniques is visualization, and can be used extremely effectively within your job search.

Besides practicing and researching the company, one of the best ways to excel in the interview is to practice creative visualization.

What is creative visualization? It is using the power of the mind to see yourself performing well, thus eliminating any self doubt, or self sabotaging tendencies that may prevent you from performing at your best. So it is a way to calm your mind and let it accept the positive. Here is what you do:

Put aside about 20 minutes each night for three nights. Close your eyes and envision the interview in as much detail as possible. See yourself being able to develop and maintain a solid rapport with the interviewer, responding professionally to each question. That's right! View yourself being able to answer those tricky questions effortlessly, as well as being able to relay your expertise in a way that qualifies your ability to meet the expectations of the company perfectly. That's right! See everything going extremely positive all the way through to the successful end.

As simple as this technique may seem, it is a very powerful way to set yourself up to succeed. Try it!



Do you have a career or job search related question?

Let one of our career experts answer your question on our job seeker forum. [Click below!]



Check out our job search/career related posts on our blog— Catapult Your Career

Please come on over and drop us a line. We'd love to hear from you!



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Q & A

I was recently approached by a university student, who was concerned about her prospective job options. In particular, how she could market herself and her (limited) experience.

I directed her to a recent posting made on my blog, which identified key employability skills devised by DEST and ANTA.

Employability Skills

DEST and ANTA developed the Employability Skills Framework (2001) following extensive liaison with industry on critical generic skills required to facilitate employability across Australian workplaces.

Employability skills are crucial in not only assisting you in gaining employment, but also in supporting you in your continued progression within the company in alignment with the organisation's strategic direction.

There are eight key employability skills, namely:

- communication skills that contribute to productive and harmonious relations between employees and customers;
- team work skills that contribute to

productive working relationships and outcomes;

- problem-solving skills that contribute to productive outcomes;
- initiative and enterprise skills that contribute to innovative outcomes;
- planning and organising skills that contribute to long-term and short-term strategic panning;



- self-management skills that contribute to employee satisfaction and growth;
- learning skills that contribute to ongoing improvement and expansion in employee and company operations and outcomes; and
- technology skills that contribute to effective execution of tasks.

How do your skills stack up?

For further information go to: <http://www.allenconsult.com.au/employabilityskills/>

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More Profit with Improved Lifestyle

By Geoff Edwards, Business Coach & Expert on Propulsion Business Network

As business owners, we all started our businesses for a reason, something we were very passionate about. In my case, I am passionate about performance of people and people in business in my role as a Business Coach.

We are excited and we establish our business starting with a business plan, we arrange capital, an office/equipment and establish an approach for marketing. It is great as we start and establish a customer base and we have some income. We feel this could work.

The business progresses and we start and look at our long term goals, reflect on our Business Plan, look at where we are today and start and wonder how we can do this. We ask, will this income sustain me for the future?



So we adopt a new strategy, put in more effort and start and work longer and longer hours. What we start to also realize in this process is the importance of balancing a range of activities in the business i.e. profitability, cash flow, leadership, management systems, resources, staff, marketing and sales. So what is the outcome? I am sure as a business owner you can relate to one of these:

- ◆ Long hours
- ◆ Increased stress
- ◆ Diminished lifestyle
- ◆ Clouded passion

As a business coach, I understand the dilemma of small business owners facing the need to be a master of everything. There is no delegation and it all depends on you. When you are so involved in the business, you can lose perspective and things start and suffer.

The service I provide as a Business Coach unloads the pressure, broadens the perspectives available to you in running your business by a four step process:

Step One – Assessing where you are at with your business:

- ◆ What stage is business at
- ◆ What challenges do you face
- ◆ What successes have you had
- ◆ How is your lifestyle balance i.e. home, exercise, social

Step Two – Conduct an initial Gap Analysis:

- ◆ Marketing
- ◆ Business Planning
- ◆ Vision
- ◆ Profitability
- ◆ Systems
- ◆ Procedures
- ◆ Management and staffing
- ◆ Personal – Lifestyle, balance, stress

Step Three – Decide on a first cut Development Plan:

- ◆ Issues to be addressed
- ◆ People this will impact on
- ◆ Benefits derived
- ◆ What is Success
- ◆ Action Steps needed

Step Four – Review Process:

- ◆ Tracking and review system to ensure all planned objectives are met within time and budget.
- ◆ Weekly, Monthly updates

So just like we need a computer expert to check on virus enhancements, a book keeper to support us with BAS etc., a Business Coach supports you in providing an outside perspective you need, new options and ultimately business success.

Contact Geoff Edwards at Coaching for New Opportunities (<http://www.coachingfornewopportunities.com>) for an introductory assessment of your business – geoffedwards@bigpond.com Geoff is also the Business Coaching Expert on Propulsion Business Network.