

CAREER *communiqué!*

WELCOME!

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Editor's Newz:

Welcome to the first edition of Career Communiqué for 2005.

Due to our hectic December schedule and having to complete many unfinished projects before the Christmas break, we decided to combine our December / January issue. We hope you had an enjoyable break and are refreshed and looking forward to another successful year.

Remember, I love to hear about your success stories and of course, your not so successful

stories, so please keep sending them through. career!

Many people are using Internet job sites such as CareerOne, Seek or My Career in their job searches, however there are some potential risks in having your resume posted on these and other Internet job sites. In this issue we identify some of the possible threats in using these methods and

how to avoid them.

Our resident 'Image expert', Imogen Lamport writes about a recent study which proved that 'Image Consultants raise self esteem'.

We've also included another great article from Robyn Pearce, 'That's the way we do it round here.' Perhaps you can recognise your workplace in this article. If so, Robyn provides some tips on how to

overcome a not-so-efficient workplace culture.

I hope you enjoy the newsletter. Continued success in your

Lack of talent never stood in the way of success!

Anon

WHAT DO YOU WANT TO READ ABOUT IN 2005?

We want to make sure that we are covering newsworthy topics to assist you in your job search and careers. If you have a suggestion for a topic that you would like covered in our upcoming newsletters please forward your suggestion to: communiqué@aresumewriter.net.

Till next month.

Annemarie

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Tips to keep your job search confidential!

Delivering your resume to hundreds of companies now only takes a click of a button, thanks to many online job banks and resume sending services that have made it an incredibly easy process. Unfortunately however, that one click could potentially see your resume being presented to your current boss. So, if you are considering using these types of services, ensure that you take the following precautions as a poorly run internet job search can have serious, if not devastating consequences to your current job situation.

Consider these important safety measures:

- ◆ Do not state your current employer's name on your resume, but rather the industry. i.e. instead of stating 'Toyota', you would state 'Major Car Manufacturer/Seller'.
- ◆ Avoid the possibility of having your resume turn up on your bosses desk by finding out which internet employment services your current employer's HR department uses, and ensure you don't post your resume with that service.

- ◆ Familiarise yourself with the career service's/internet site's User Policy and their Privacy Policy to find out how they will use your information.
- ◆ Ensure you use only reputable internet career services and again, do your homework to find out exactly what they will do with your resume and personal data.

If you do choose to carry out your job search at work, be cautioned that you could be setting yourself up for disaster due to the increased chances of getting caught. Try to keep your job search out of the office to maintain your privacy.

Take heed of the following precautions:

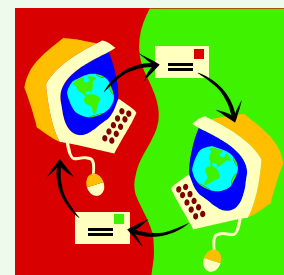
- ◆ Don't give out your work contact information. If you do have to be in contact with recruiters or possible employers during the day, then use your mobile.
- ◆ Preferably do not use your work email address, as your employer could be monitoring your emails. Establish an external email account specifically for your job search, say with Hotmail or Yahoo.
- ◆ Avoid using a person from your current job as a reference unless you are absolutely assured of their utmost secrecy. Rather than providing their work as a contact number, ask your referee if you can provide their mobile or after hours

contact details. News of an employee's job search can travel round the office like wild-fire, increasing the possibility of your boss finding out.

Here are our answers to some of your commonly-asked questions:

Q: I'm extremely concerned about confidentiality of my personal details if I upload my resume onto the job board. Also I'm worried about the possibility that my current employer will uncover my details, as their company name may come up in a search. Is there any way that I can avoid this?

A: It is imperative that you research the job board prior to posting to ensure they offer the types of service suitable to your needs. If you are concerned about your privacy, check to see that the site will allow you to keep your records 'private', or at least put some restrictions on who is able to view your document. Most job boards will allow you to do this, so prior to submitting your resume verify that:



Continued from P2

✓ levels of varying restrictions are available to you as job seeker. For instance some job boards allow you to block certain employers, which is convenient if you want to block your current employer from accessing your information. They also offer you the ability to block your personal details, and show only relevant experience and accomplishments to prospective employers.

✓ the job board will allow access only to employers who have registered, and/or have paid for the privilege to do so. This would hopefully prevent unscrupulous organizations from contacting, or spamming you with MLM offers or the like. I would however recommend you not to post your resume on a job board that allows anyone to view the resume database without prior registration.

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Tips to keep your job search confidential!-con't

With regards to the possibility of your current employer finding your resume, a suggestion would be not to provide the employer's name on your document. Or by placing either 'confidential' in the employer's title, or a phrase identifying the industry i.e. 'High-profile clothing manufacturer', could also be an option.

Q: Once I secure a position, or don't require my resume to be included on the job board

anymore, can I delete it? Or for that matter, can I edit it if I need to?

A: Most job boards offer both options of performing revisions and deletion of your details from the site, however I would again advise you to research each job board prior to posting to confirm this. Some job boards allow you to block your resume from being viewed by prospective employers, however still keep your details on file (which is convenient should you wish to post a resume in the future); others delete all of your details, permanently. Therefore, if you do not wish to have any information stored,

even after deleting the resume, then confirm this prior to posting on the board.

Q: I've heard many comments regarding Internet job searching and that this is the way to go now. Does this mean I don't have to send out any applications the old-fashioned way?

"Some job boards allow you to block certain employers..."

A: Nothing will ever replace good old-fashioned networking, mailing, faxing and following up by phone

call, and I would encourage you do all of these (including using the Internet) during your job search. The saying "don't put all your eggs in one basket" is also true when approaching your job search, and by being pro-active and implementing all methods available, will certainly increase your opportunities. In fact, statistics have proven that internet job searching has only a small percentage of success when compared to other methods, such as networking to uncover the hidden job market.

Continued P4

Need some clarification or direction in your career?

Do you know anyone who is not happy in their current role or is struggling with doubt over whether they are even in the right position? Or perhaps they have been meaning to make a move, but fearful and unsure of those first steps? Contact AEC and ask about our career counselling/awareness programme to assist them in discovering their authentic self.

Continued from P3

Q: What exactly is an ASCII (Plain Text) Resume?

A: An ASCII Plain Text resume is a document that has been stripped of all formatting enhancements such as bold, special bullets, and headings etc. The advantages are that the information can be copied and pasted easily to web or electronic forms on the internet and included on a computer database. The disadvantage is that this resume does not retain any character formatting so is not aesthetically pleasing if printed out for human viewing.

An ASCII Plain Text Resume can be developed using Notepad, or even MS Word using the 'Save As Plain Text' option, remembering not to include any special formatting or special characters.



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Tips to keep your job search confidential!-con't

Some other tips for developing an ASCII Plain Text resume:

- ◆ Left justification should be used; to center text, use spaces
- ◆ Avoid using bullets when preparing ASCII formats, however use asterisks or hyphens (dashes)
- ◆ Ensure that you use a fixed width font, like 12 point Courier New
- ◆ To line up your text, do not use the tabs but rather, use spaces
- ◆ Do not exceed 80 characters per line length
- ◆ Special software is not needed; ASCII formats can be developed in Notepad; or in MS Word, after removing all of the formatting and saving the file as a Plain Text file.

Q: Can you please explain the difference between the various Internet file formats: ASCII Plain Text Resume (.txt), ASCII Rich Text Resume (.rtf) and ASCII Hypertext Resume (.html) and what they are used for.

A: These are the following ways you can use the above Internet file

formats:

- ◆ ASCII Text Resume (.txt) – can be cut and pasted directly into the body of the email, or into electronic forms on the Internet. (Note: this format is not for printing/presentation and therefore does not have fancy headings, bullets, special fonts, etc).
- ◆ ASCII Rich Text Resume (.rtf) – can be cut and pasted into electronic forms on the Internet, and due to its compatibility can be viewed by various popular word processors i.e. Corel WordPerfect and MS Word. (Note: this format retains page formatting, bullets, headings etc. However, do not cut and paste this format into the body of an email, as rich-text is not commonly supported by e-mail editors, and will therefore be unreadable).
- ◆ ASCII Hypertext Resume (.html) – Hypertext Markup Language - this is a plain-text file format of your resume, which is uploaded and stored on a web server and viewed by a web browser (either MS Internet Explorer or Netscape Communicator).

Know someone who is coming out of the military?

We have updated our products and services now offering a package that caters specifically for military staff transitioning into civilian employment. Visit our website at www.aresumewriter.net/military.htm

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How many of your staff are very busy doing paperwork which is no longer necessary?

I ran an extended time management programme with a rapidly expanding and very successful international security company. One session centered on time challenges. A junior member of staff wanted help on how to reduce the pressure of a routine data-collection and report-creation task, which has been done by the company since Adam was a cowboy.

Almost by accident (except - there are no accidents!) instead of focusing on how to improve the process, some very important questions were asked.

- ◆ Why are we collecting this data?
- ◆ Where does it go?
- ◆ Who uses the information? It may have been useful when we were a small company, but does this process still need to be done in the same way?

Even if we continue part of the process, what shortcuts can we take?

That's the way we do it round here

by Robyn Pearce

Within 5 minutes, a whole new way of looking at the problem was created - and the staff member's problem was solved in a way she'd never imagined.

What processes are done 'because we've always done it this way'?

Consider your own company, no matter what size.

- ◆ How many administrative staff beaver away, conscientiously collecting data for reports which no-one really needs?
- ◆ How many trees and hours go into those unnecessary reports?
- ◆ Even if some of the information is still necessary, what other format could it be presented in? Could it be e-mailed as an attachment, leaving those who really need the data to take responsibility for running off a copy of the bits they need?

Tip No. 1 - Ask the newest person on the staff what time savers they can see. Usually when someone's new they're reluctant to rock the boat by making unsolicited comment. By the time they're confident enough to say

something about time-wasting techniques, they're molded to the culture and have forgotten their early wisdom.

Tip No. 2 - Think like a new person yourself. Go through your office procedures with a 'Why do we do this?' mindset. I guarantee that you'll find things to save time, money and resources on.

Tip No. 3 - If you're still challenged, bring in an outsider to ask the questions and facilitate the thinking process. It helps to take personalities out of the equation. After all, you may be challenging something which very conscientious people have spent years of their lives doing - just because 'it's the way we do it round here'.



Article by Robyn Pearce. Robyn Pearce has helped 1000's of folks in 'Getting a grip on their time' - Visit: <http://www.gettingagripontime.com> for FREE registration on their monthly e-zine, "how-to" practical time management assistance, books, tapes, products, and more.

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Study proves Image Consultants raise self-esteem by Imogen Lamport

The first ever image research study from Central Michigan University, commissioned by the Association of Image Consultants International, shows image consulting services give people more than just a "superficial boost." The image services also raise peoples' self-esteem.

The purpose of the in-depth international study was to measure the effectiveness of the work of image consultants and the gain experienced by clients from having participated in consultations. A total of 85 clients, representing 18 image consultants in 10 countries, participated in the study.

The research study design was comprised of four components. Volunteer image consultants administered a pre and post survey to measure their clients' needs before and after the services.

Imogen Lamport is a Melbourne based Image Consultant and member of the Association of Image Consultants International who runs her own Image Consultancy Bespoke Image which provides tailored image solutions.

www.bespokeimage.com.au



The survey approach allowed for collection of data relating to clients' previous learning about image and personal style, their goal achievement, the perceived value of the consultation, their satisfaction with the consultation, 42 measures of their needs in the areas of appearance, self-image, personal and professional development, and relevant demographic information.

In addition, self-esteem measures were obtained using the Hartman Self Esteem Index®. Sixty-three percent experienced gains in their self-esteem scores, sometimes by an appreciable amount. Other components evaluated in the Index that showed appreciable changes were self-assessment, self-improvement, self-management and internal self-esteem.

In every single case, clients were extremely satisfied with their consultation experience, giving extremely high ratings to their image consultants in all areas queried. In addition, their perception of the value of the sessions to them, personally, was extremely high.

This study validates the work of image consultants as being important not only on a superficial level but also that it has a positive influence on a client's ability to realize and appreciate his or her own self-worth.

The results of the study also demonstrate that image services have a significant impact on personal and professional development skills which relate to the areas people deem most important in life: self-confidence, career, promotion and performance and interpersonal relationships. It is now evident that the work of image consultants influences both the

"Studies show that image services also raises peoples' self-esteem."

"inside", as well as the "outside" human element. As the industry grows in the future this will undoubtedly

become the characteristic that most differentiates image consultants.

The study also showed that image consultants do not have to perform extreme makeovers or work with their clients for years to impact their self-confidence. The average number of sessions in this sample was 2.18 ranging from 1 to 12 hours maximum. Image Consultants make a big difference in a small amount of time!

Bespoke Image offers a free ½ hour **Image Audit** to assess your image strengths and weaknesses and to discuss how to improve your image. Contact Bespoke Image via email Imogen@bespokeimage.com.au or phone 0413 416 954 to arrange your **free** ½ hour Image Audit today.

INTERESTING
SNIPPETS

**Aussie workers
dissatisfied with
their jobs: survey**

The Mercury --- Page: 7 : 18
January 2005

A survey commissioned by CareerOne indicates a third of Australians want to leave their jobs, with better pay and benefits the main motivation. According to the Newspoll survey, the other significant factors involved in career change are development and training opportunities, career advancement, and the proximity of work to home. CareerOne editor, Kate Southam, said 55% of respondents said they would leave their job if they were undervalued, and 56% said they would leave because of an inadequate balance between their home life and work.

[Source: My Business Daily
18 January 2005--ABIX]

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Q & A

Q: *For the last several years I've been working for a non-profit agency that helps clients get jobs. My problem is that I'm trying to move from non-profit to corporate.*

Unfortunately, several employers have told me that I need a corporate background. Do you have any suggestions for me?

A: While it would be advantageous to have existing employment experience within a corporate environment, I would suggest basing your current campaign on showcasing actual skills, competencies and contributions that would be relevant, transferable and beneficial within a corporate role. Even though these contributions were achieved in a non-profit organization, it can still demonstrate your expertise and overall value you are putting on the table, which will all be relevant to a corporate setting.

You may consider using a combination resume format to strategically align your skills and experience against a corporate role, in comparison to a standard 'reverse chronological' format. The combination format will allow you to convincingly portray relevant information on the first page, without mentioning that these were secured during your non-profit employment, which could potentially jeopardize your chances.

Begin your resume with a powerful professional profile summary of your expertise; beneath that section a few 'core competency' skills bulleted across two columns; followed by a section of 'Milestones & Benchmarks' which highlights bulleted achievement statements and how you have continued to contribute your expertise

through optimizing operational/administration efficiency, streamlining processes and procedures, and impacting on the operation's bottom line profitability (or the specific areas you contributed to).

You would then introduce your employment details on the second page, again with relevant skills and achievements to position your application against a corporate role.

On another note: is there any way to link your past experience within a corporate environment, even if on a part-time, casual or voluntary basis? If so, do not discredit this experience, as even voluntary experience can demonstrate great skills.

You will also need to polish your interview skills so that you can confidently and compellingly portray your experience, skills and expertise in alignment with the organization's needs, confirming that these skills could confidently be transferred within their corporate environment.



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INTERESTING SNIPPETS

Jobseekers in box seat

The Australian Financial Review --- Page: 29 : 21
January 2005
Original article by Chelle Murphy

The balance of power is swinging back towards the employee in Australia. This is because a record 60 per cent of Australians are in employment and employers are finding it hard to find qualified staff. There is a skills shortage in a range of professions from hospitality to accounting. Still, companies remain reluctant to boost salaries to lure staff.

[Source: My Business Daily
21 January 2005--ABIX]

Portfolio Careers

By Annemarie Cross—Career Coaching Expert, Propulsion Business Network

Starting up and operating their own business may be an extremely tempting proposition for many people, however a stumbling block that often prevents them from pursuing their dreams is having to leave their current (paid) roles and the subsequent lack of a steady income. Sound familiar?

To get you one step closer to your dream you may want to consider a portfolio career – a strategy many people have implemented when transitioning from employment to self-employment. A portfolio career is a career pattern that is quite distinct from the traditional career path and involves involvement in more than one and/or more than one portfolio career have a variety 'portfolio' of jobs), where one or several paid roles income while they build expertise, client base and supporting business operation.



For example:

Sharon had been in the retail industry for over 15 years, was tired of the hectic work environment and long hours that often involved late nights and weekends, and really wanted to get out of the industry. Having always had an avid interest in helping people, she negotiated a reduction in her retail position and enrolled in a 2½ year counselling diploma on a part-time basis. As Sharon neared completion of the course, she began considering the options available to her, as being the sole income earner she was unable to quit her job to assume her own counselling practice. Sharon joined a few professional associations; began attending meetings and establishing contact with people within that industry; secured part-time work on a voluntary basis on her days off from her retail job; and did some part-time counselling a few evenings during the week for a small counselling practice owned by one of the members in her counselling diploma course. A portfolio career allowed Sharon to maintain a steady source of income, while being able to slowly build up her network of contacts, a reciprocal referral system, her experience and, eventually, her own counselling practice.

Prior to downsizing your existing role and launching yourself into a portfolio career you will need to calculate your financial situation/budget and the level of income you need to generate in order to support yourself and meet all of your current financial/living obligations. This way you will know exactly how much you need to earn and reduce your working hours accordingly.

If planned and managed correctly, a portfolio career can provide you with the time, freedom, and necessary income to support you while you are building and growing your small business.

[Read more of our articles on the [Propulsion Business Network site](#)]