

CAREER *communiqué!*

WELCOME!

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Advanced Employment Concepts
Your catalyst to success!!

www.annemariemcross.com

Editor's Newz:

Welcome to this edition of Career Communiqué.

Wow! What a month July has been!

Following the busy and successful launch of our e-book 'Ace that Interview!' we were interviewed by New York's 'Working Podcast' team on a range of career related topics. To hear our interview click on the link: http://www.podfeed.net/category_item.asp?id=1121

I also completed an intensive (though highly enjoyable) 8-day NLP Practitioner Course [which we will be adding to our service offering shortly], followed by the Herald Sun Melbourne Career Expo where I volunteered on the Australian Association of Career Counsellors stand.

We also launched our new business portal which strategically links all of our products and services together from one central location which should make it much easier for you to navigate around our sites. The new portal is located at:

www.annemariemcross.com

For those of you who are unsure about the term 'hidden job market' (which makes up between 70-80% of jobs), we are in the process of developing a FREE 8-week e-course on how to tap into and penetrate the hidden job market to maximise your job search campaign. This will be offered through our Career Coach website so keep your eye out for this within the next few weeks.

So what's in store for you in this month's newsletter?

- ◆ Burnout—recognising the symptoms and strategic tools that will assist you in avoiding reaching burnout [check out the discount on these tools];
- ◆ Key strategies on how to successfully struggle a myriad of tasks both at work and at home;
- ◆ Maintaining your professional and personal branding throughout all your communications; and
- ◆ How to deal effectively with customer complaints.

I hope you enjoy the newsletter.
Continued success in your career!
Till next month.

WANT AN EDGE IN YOUR CAREER CAMPAIGN?

Harness the benefits of a **dynamic** and **compelling** career web portfolio to **position you from your competitors**.

Check out: www.resume-showcase.com for more information.

Reverse Look-Up: Finding Job Titles

Do you have an unusual job title that does not reflect what exists in the job market? Or perhaps you are looking at a career change and have a job description but no reference to the actual job title? Onet Online provides a great resource that lets you put in a job description and key words and gives you a job title in return. Check it out!

<http://online.onetcenter.org/find/>



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Burnout

A while ago I wrote an article on burnout [see July 2004 edition of Communiqué – Don't become a victim of burnout]. As this is such an important topic, I thought we would refocus on this again in this issue to raise awareness as well as provide you with some additional tools to assist in the prevention of burnout from occurring in both your life and career.

To recap, here are the early warning signs of burnout:



1. Chronic Fatigue- exhaustion, tiredness, a sense of being physically run down
2. Anger at those making demands
3. Self-criticism for putting up with the demands
4. Cynicism, negativity and irritability

5. A sense of being besieged
6. Exploding easily at seemingly inconsequential things
7. Frequent headaches and gastrointestinal disturbances
8. Weight loss or gain
9. Sleeplessness and depression
10. Shortness of breath
11. Suspiciousness
12. Feelings of helplessness
13. Increased degree of risk taking

One strategy to avoid the potential for burnout is to recognise the importance of having a "good fit" for your unique

motivational needs and preferences, which may eliminate feelings of stress in the workplace. Being under stress, particularly long-term stress is simply not healthy and should be avoided at all costs.

[Continued P3]

Transitioning from military to civilian employment?

Maximise your candidacy and distinguish yourself from your competitors with an empowering career marketing package that **showcases your military expertise within a civilian context.** Visit our website at www.aresumewriter.net/military.htm

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Any tool could break if it were used for something other than its intended use. For example, a spoon is great when used for soup, but when it's used to drive nails or dig trenches, it may soon break. Likewise, when people do what they are not designed to do, this can slowly weigh them down and eventually cause breakdown and burnout.

Advanced Employment Concepts is an Authorised Account Administrator using the DISC online assessment tools, with strategic assessment materials to assist you in identifying your inherent potential for success.

Here are some tools to assist you in your self assessment and exploration, thus allowing you to position yourself in a role and work environment conducive to your preferred working

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Burnout-con't

environment and motivational style. These reports will assist you in gaining an understanding in how and why you do the things you do.

- ◆ The Behavioural Analysis Profiling will identify an individual's motivational style, communication preferences, value to an organisation and ideal work environment.

**Special July/August Offer
10% discount off all
Behavioural DISC
Profiling Assessments.**

- ◆ The Career Planning Insights report will provide an individual with job titles appropriate for his / her style, including a comparison between the ideal work environment and the current work environment.

- ◆ The Time P.L.U.S. Report will help a client understand time wasters and how to develop an action plan based on his/her

unique style.

Behavioural Profiling is a wonderful self-discovery process and can also help you in becoming more tolerant of others' different styles. Often dialog with the appropriate person at work and /or a simple change at work can help one avoid

many (if not all) of the early warning signs of burnout. Knowing one's self and appreciating differences in others combined with effective communication is critical to this process.

If you want to minimise your chances of burnout as well as optimise your relationships at work through enhancing your communication, please contact our office today to set up your Behavioural DISC Profiling assessment!

GET REWARDED FOR REFERRALS!

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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How to keep all the balls in the air- managing work and home. By Robyn Pearce

So you have family responsibilities or exciting interests you'd love to develop - and a busy and demanding professional role.

Does it sometimes get all too hard? You've just had a long weekend, or a good holiday, and your heels drag reluctantly back to work. You wish the holiday could go on forever. On the first morning back you wave your family goodbye as they head into their day, and long for the opportunity to spend more time with them. Or you put aside your special passion, lay down your paintbrush, your music, or your sports equipment.

You arrive back at work, the boss says, 'Thank goodness you're back. I just can't manage without you', and you slip right back into the hectic schedule. Within a few days it's as if you'd never been away. You're happy to be needed, but buried inside under the avalanche of 'busyness' is a thought that you're living life in the fast lane, without ever stopping long enough to check if you're on the right highway.

Does this sound familiar?

Few people take time to see clearly where they want to go in life. They hear the far off music, but don't take the time to search for the source. If we have no goals, no clear path, we'll never know for sure whether we're driving down the right road. We'll also feel pulled and pushed by the winds of fate, instead of experiencing a sense of control, balance, and satisfaction with our life.

Yes, life is exciting. Yes, life is lived in the fast lane these days. And - another yes - we can control more of our happenings than many people realise. However, it takes some thinking and planning ahead, and you may have to enlist the support of others.

Some Practical Tips:

- Be strong enough to say 'No' politely but firmly if you have last-minuting team members who consistently ask you to stay back, when it will conflict with your other responsibilities.
- Make regular outside commitments clear when you first consider a job. Once you've started, if something new comes up, discuss it with your boss. Managers are not mind readers - communicate. Most of the time they'll be flexible if asked.

- You work with challenging people who won't support your interests? Try future pacing. Imagine yourself coming away from a meeting with them that has gone really well. You've expressed yourself eloquently, they've been totally supportive, and you're feeling great. Do you know that your subconscious can't distinguish the difference between present and future? Create a memory of success, and when the time comes to ask you'll walk in with more confidence. You're also much more likely to get your desired outcome..

- Hire a cleaner. Many people say 'I couldn't afford it.' How much do you spend on lunches and snacks right now? A couple of hours will only cost between \$30-\$45, you'll come home to a clean house, and Saturday can be spent on life-enriching pursuits instead of embracing a broom and a toilet brush! [Continued P5]



A New Approach to Retaining Experienced Workers

The shortage of skilled workers is not only evident in Australia but also around the globe. This has now prompted organisations from around the world to take an innovative new approach to keeping experienced staff.

For instance, employers in Finland are introducing programs to help older workers stay active and on the job longer. One factory has introduced the term "age masters" to help encourage more respect for the skills and abilities of its older workers.

Read more from the Los Angeles Times -- FREE registration required

<http://www.latimes.com/business/careers/work/la-ft-finland11jul11,1,7996808.story?coll=la-headlines-business-careers>

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How to keep all the balls in the air-managing work and home-con't

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- Do a load of washing every few nights and use a clothes horse to dry them.
- Have pre-cooked meals in the freezer for the nights you're too tired to think, let alone cook.
- Put children on a household duty roster, including cooking duties. Even a five-year old can prepare vegetables and plan a simple meal.
- At both work and home develop a 'Do it NOW' attitude. If you touch something, complete with it. Don't shuffle 'stuff' from place to place.
- This one sounds a little outrageous, but I've used it with my six children and husband to great effect! Sick of tidying up after family members who won't put things away? Warn them beforehand of your strategy. Then, any time you find mess in the kitchen, pots which mysteriously missed the washing up, and clutter anywhere, put the offending items in the middle of the floor in their bedroom or on their bed. Shut the door and walk calmly away. A few piggly people will step over their debris, but most will be shamed into action.
- I've even heard of some parents who in desperation threw toys and clothes in the rubbish bin (after numerous warnings of course).
- Don't be a perfectionist. So there are dust curls under the beds? Who's looking? Will it matter in five years' time?

Have fun, and don't take life too seriously. We get no second chance.

Article by Robyn Pearce of Robyn Pearce Corporation. Robyn's site has helped 1000's of folks in 'Getting a Grip on their Time' - Visit <http://www.gettingagripontime.com> for **FREE** registration on her fortnightly e-zine, packed with "how-to" practical productivity assistance.



High Schoolers Taking a Break before Uni

Growing numbers of high school graduates are opting to take a year off to travel or do volunteer work before they start university. Some teachers are supportive of this stating that taking time off from school to explore the world is a good way for students to learn more about themselves and possible career options.

Business Week reports further on this article http://www.businessweek.com/magazine/content/05_27/b3941120_mz070.htm



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Maintaining professionalism throughout your job search campaign is crucial!

If you are currently in the job market and want to optimise your candidacy with recruitment agents, consider implementing the following strategies within your job search campaign:

- ◆ Ensure all of your communications are conducted in a professional manner – even if contacting the recruiter for further information and expect to be on the phone for only a few minutes. Remember, you are constantly being evaluated, so it is imperative to maintain professionalism throughout all of your communications.
- ◆ Even if you believe you are not suited for a particular role, maintain a courteous and polite manner throughout the conversation. It is quite possible that the next role the recruiter is advertising may just be the position you are looking for.
- ◆ Maintain and elevate your professional branding throughout both your verbal and written communications. Each document you forward is a representation of who you are and what you offer as potential value to an employer so it is crucial to maintain all of your communications at a high standard. This relates to written documentation and emails.
- ◆ Aim to provide all relevant pieces of information as requested in the job advertisement. Omitting details may just prompt your elimination from the running, so don't assume you will have the opportunity to provide further details during the interview as you may not be extended this opportunity.



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—

CareerNewz:
<http://aresumewriter.blogspot.com>

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



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Q & A—Strange Interview Questions

To optimise the recruitment, selection and retention of key staff members psychologists are continually endeavouring to establish processes that will provide a glimpse into a candidate's personality. Many of these screening techniques and interviewing processes are quite perplexing.

One of the recent questions posed on a career forum posed asked for comments and thoughts on the reasoning behind seemingly strange interview questions, with some rather interesting comments.

I personally think these questions are quite strange, and would therefore not consider including them within my interviewing processes – unless of course I was interviewing on behalf of an ice-cream parlour. Here is the interview question that was raised - I'll let you draw your own conclusions.

Question:
If you were a flavour of ice cream, what would it be, and why?

Suggested Answer:
If you were to answer 'vanilla', then you're suggesting you're a plain personality and like things to be simple and consistent.

If you answer an exotic flavour, e.g. Chocolate Chip cookie dough, then you tend to have a taste for the finer things in life or might be more open to trying new things.

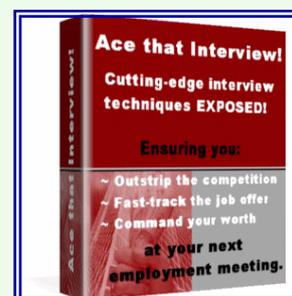
If you go with a new twist on an old classic, I believe that means you're reluctant at first to change, but you eventually accept and adapt.

[Editor –hmmm interesting. I'll be posting this on our blog – would love to hear your thoughts about this.]



Remarkable and memorable interviews!

Are you currently preparing for an interview and not sure how to maximise your performance in order to outshine the competition. Ace that Interview! Cutting-edge interview techniques EXPOSED! is the resource you have been looking for, jam-packed with



interview strategies.

Whether you are an employee or running your own business, forging and maintaining solid customer relationships is imperative to the ongoing success of any organisation. "The customer is king" philosophy can go a long way towards keeping happy customers, particularly when dealing with arising customer complaints.

Here are a few tips to assist you in cementing a strong, repeating and referring client base:

- ◆ Even if the customer is incorrect in their assumption or out of line in their actions, do not respond in an offensive, thoughtless and cynical manner, as this will only serve to escalate their concern and/or anger;
- ◆ Avoid interrupting the customer; rather allow them to express their concerns unhindered. Providing them the opportunity to voice their dissatisfaction often can be pivotal in reaching a mutually acceptable outcome.



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Customer relationships-the life-line to your business' success!

By Annemarie Cross—Career Coaching Expert, Propulsion Business Network

- ◆ When listening to the customer, give them your full attention. Constantly turning away or directing your attention to another matter while the customer is explaining their situation may have them thinking that you are not interested in what they are saying.
- ◆ Body language is important, so avoid crossing your arms, standing defiantly with your hands on your hips, or pointing your finger while talking to the customer as this will only aggravate them.
- ◆ Remember the customer's name and use it (strategically) during the conversation. This will demonstrate empathy, personalise the communications, and confirm that they have your undivided attention.
- ◆ Make a note (either mentally or on paper) of the main issues being discussed and repeat it back to the customer. This will validate that you have listened carefully to them whilst they were speaking while also confirming that you have comprehended their concerns correctly.
- ◆ If you are unclear about the situation, ask lots of questions until you are familiar with what the customer is speaking about. Confusion and incorrect handling of the situation can escalate the problem.
- ◆ Avoid making empty promises, or not following up with what you say you will. If you tell the customer you will look into the matter and get back to them with a response by a certain date, do so. If you have been unable to establish a firm answer for them by that date, contact them to confirm that you are still following up the matter and will get back to them as soon as you have a solution. This will confirm that their concern is important to you and avoid them thinking they are being ignored.
- ◆ If you constantly find the handling of customer complaints difficult, then perhaps seek some mentoring by a seasoned customer relations guru who can support you in developing these crucial skills.

[Continued P9]



Men move from work to welfare

The Sydney Morning Herald -
-- Page: 4 : 29 July 2005
Original article by John Garnaut

A study by the Australian Bureau of Statistics shows a rise in the number of women who are working. This is due mainly to an increase in part-time jobs. In the year to February 2005, 73 per cent of women worked, compared with 69 per cent in 1999. The male work participation rate has remained at 85 per cent since 1995. Economists say that men are simply transferring from work to welfare. The figures show that women of working age have been responsible for improving the nation's workforce participation rate.

[Source: My Business Daily
29 July 2005—ABIX]

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Customer relationships—the life-line to your business' success!-con't

By Annemarie Cross—Career Coaching Expert, Propulsion Business Network

- ◆ For businesses that have staff members in contact with their customers, ensure you have a uniform policy and procedure on how to address and resolve customer concerns. This way your staff will be aware of exactly what they need to do, thus allowing them to respond professionally to arising customer complaints, avoiding the possibility of tarnishing your company's reputation.
- ◆ Whether internal or external, repeat or referring, customers are the lifeline of our business. Without customers it would not take long for the business to suffer, so ensure you have a strategic system in place for how you respond, handle and resolve customer complaints.

I'll leave you with a few powerful quotations:

*To my customer
I may not have the answer, but I'll find it.
I may not have the time, but I'll make it.*
UNKNOWN

If we don't take care of our customers, someone else will.
UNKNOWN

Here's to your customers' satisfaction!



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