

WELCOME!

Welcome to this issue of Career Communiqué!

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CAREER *communiqué!*

Editor's Newz:

Welcome to this issue of Career Communiqué!

Thank you to all our members who have written and requested special articles; these will be featured throughout the year in upcoming newsletters.

Another very busy month for us at Advanced Employment Concepts, and set to get even busier with the end of the financial year fast approaching.

In this issue we have the privilege of featuring two new guest writers: Imogen Lamport, from Bespoke Image, who will also be our resident Image Expert. Her article 'Investment Dressing' is full of strategies not to be missed. Don't go shopping until you have read this article!

Robyn Pearce, from Getting A Grip on Time, with an article on 'How to beat the physical graffiti.' If your

desk often looks like a bomb has hit it, then this article is for you!

We have finally launched our new website www.career-coach.com.au (don't leave out the '-' between career

and coach), offering career coaching and counselling services. If you have a moment, please check it out and let us know what you think. Content is still

being added to the site, however much of the information concerning services is available for review.

I hope you enjoy the newsletter.

Continued success in your career!

Till next month.

Annemarie



If you are not the captain of your destiny, then you will be the victim of your environment. Anon.

SUGGESTIONS?

Do you have a suggestion for a topic that you would like covered in our upcoming newsletters. Please forward your suggestion to: communiqué@aresumewriter.net

**INTERESTING
SNIPPETS**

**Research the key to
finding the right job**

The Age - Page: J9 : 12-
June-2004
Original article by Wendy
Taylor

According to James Darling, MD of global human resources firm, DBM, most job seekers do not do enough research. By studying the market, job seekers can identify companies that are growing rapidly and are therefore likely to face staff shortages. In Australia there are a number of sources of information. A day spent in an industry association or state library will prove a better source of information than searching on the Internet. Web sites worth checking include the Australian Chamber of Commerce & Industry's at www.aci.asn.au.

[Source: My Business Daily
15 June 2004—ABIX]

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The Importance of Research.

I believe James Darling's recent study (left of this page), hit the nail on the head, with many job seekers taking the benefits of performing research for granted, and potentially setting themselves up for lost opportunities, or worse still, circumstances of failure.

Performing careful research in a job-search campaign to uncover as much as you can about the organisation and position has many benefits that should not be overlooked.

A few include:

- ◆ Uncovering the company's culture to allow you to evaluate whether or not you would be able to work within and support this vision alongside your personal values and beliefs. This can be identified through the organisation's mission and/or vision statement; or speaking to former/existing staff to see how the organisation treats its staff and customers. A company that does not

value its biggest asset - namely 'human resource' - may not be a match for you, particularly if you prefer a supportive and pro-active work environment.

**Researching a
company and job
description has many
benefits that should
not be overlooked.**

◆ Determining exactly what the company is looking for in terms of a 'winning candidate' and the required knowledge and experience that will successfully fulfil the obligations of the position. This will allow you to enhance your interview responses to align your experience with the criteria of the position and demonstrate your perfect 'fit' to the interviewer.

- ◆ Distinguishing you from other candidates by demonstrating your enthusiasm and knowledge about the organisation so that if asked,

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GET YOUR QUESTION'S ANSWERED!

Don't forget to visit our new forum at www.aresumewriter.net/forum where you can drop us a line, share your comments, ask a question, or respond to other peoples' concerns. Feel free to stop by when you have a free moment and say hello—tell your friends! And remember to check back regularly as we will be adding hints, tips and other articles on career-related subjects.

AVOIDING WORKAHOLISM

Working too hard and having a gross imbalance between work and leisure time is dangerous. It can affect one's health and eventually lead to burnout.

Are you setting yourself up for potential burnout? Look out for the following signs:

- ◆ Your job has become an escape from other areas of your life, such as children, relatives, or your spouse.
- ◆ Your only sense of worth and achievement is derived from your work.
- ◆ Being a perfectionist.
- ◆ Feelings of guilt when you are not working.
- ◆ Working long, exhausting hours without breaks.
- ◆ Regularly faced with physical problems such as insomnia, headaches, or stomach complaints.

Sound familiar?

Here are some strategies to overcome the threat of burnout.

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CAREER *communiqué!*

The Importance of Research-con't

"What do you know about our company?" you can respond with a powerful statement. There may be a special project the organisation is working on that you are highly experienced in. Perhaps they are about to launch a new product positioned to outshine competitor products, and your experience in this area could certainly be a benefit to the team.

Researching the market place and the organisation to reveal pertinent information that can be used during the salary negotiation stage. Try to determine what the market average is for the position you are applying for. If possible you may be able to find out the salary structure currently in place with the organisation you are applying for. A well-established company with a larger revenue base may be able to offer a larger salary structure than say a start-up or fledgling business.

Happy researching!

Website resources to assist you in your research:

Australian Chamber of Commerce & Industry's at www.aci.asn.au

Company Profiles on www.seek.com.au;
<http://www.seek.com.au/if.asp?loc=ep>

IBIS World:
www.ibisworld.com.au

Yahoo:
http://au.biz.yahoo.com/p/index_name.html



QUESTIONS?

Do you have a question that you would like to ask our Résumé Writers or Interview Coach? Please forward them to discover@aresumewriter.net. Your question may be selected for inclusion in our next Career Communiqué! Issue.

**AVOIDING WORKAHOLISM
CON'T**

- ◆ Don't be confused between working hard and work addiction. Be sensible and recognise that there are times when overtime may be required, however, do not feel obligated to do this routinely. Rest when you are tired and take the necessary time off when you need to.
- ◆ Recognise that work is only one part of your life.
- ◆ Do not assume that workaholism can strike only senior executives or those with demanding jobs. If not monitored, it can affect anyone.

Talk to a counsellor and get professional help to assist you in identifying and eliminating potentially damaging work habits.

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Investment Dressing by Imogen Lamport

I spend a lot of time talking to people about clothes, and explaining that your clothes are an investment in yourself and your image. Why should you invest in your image? According to a landmark study by Albert Mehrabian, 93% of our communication is non-verbal – and 55% of that is based on what we look like – so before we've even opened our mouths, we're being judged.

Think about what three main things you'd like your image to tell people about yourself. Responsible? Creative? Dynamic? Knowledgeable? Current? Motivated? Reliable? Efficient? Professional? I could go on, but if you're trying to look any of these things, cheap clothes, ill-fitting clothes, worn-out clothes, dated fashions, and poor personal grooming really affect how you are perceived. People make assumptions on how able you are to do a job, how successful (and rich) you are, your level of education, your political views, even the newspaper you

read and the car you drive as well as a myriad of other judgements based entirely on your look and demeanour. Your image speaks volumes, without you saying a word.

“Your image must be congruent with that of the company.”

Companies spend vast sums of money on their own image in their advertising. The people they employ

need to be the human face of that image, but your image must be congruent with that of the company. So, logically, you'd want to make a great impression and look like the kind of person any company would feel happy to pay top-dollar for. You need to be your own marketing manager, and a marketing manager understands about correctly packaging the product for its target audience.

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SUBSCRIBERS CORNER

Do you have a horror interview story that you would like to share with our subscribers? Or perhaps you would like to share with others, some tips and strategies that has worked in your career? Please send them through to: communiqué@aresumewriter.net

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Why do people spend hundreds of dollars on an outfit they're going to wear once or twice (eg for a wedding or special occasion), yet can't bring themselves to spend the same money on a great pair of well-fitting, good quality trousers that they'll probably wear 2-3 times per week for a couple of years to work?

Does this make financial sense? Instead, they buy cheap clothing that wears badly, sags, gets shiny patches, pills and doesn't fit properly – what does this say about themselves?

I wear cheap clothing so you can pay me badly, not promote me or give me pay rises (above and beyond CPI increases)?

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Investment Dressing—con't

You spend more time at work than anywhere else, then the majority of your clothing budget should be invested in work clothes (not party outfits I'm sorry to say).

We often hear about cost-per-wear and to see if an item will be a good investment (it needs to match other items in your wardrobe so you can wear it with a variety of other pieces you already own), there is a simple equation:

"You are treated in the manner that you are perceived..."

Let's use a \$240 pair of dark (navy or black) trousers in our example:

- ◆ First, divide the cost of the trousers by the number of garments in your wardrobe that can be worn with it. Let's say that I have 6 shirts, and 2 jackets that go with the trousers. (ie: $\$240/8 = \30).
- ◆ The \$240 trousers have now been reduced to a cost of \$30.
- ◆ Next, divide the new cost of \$30 by the number of times the trousers will be worn per year (say 2 times per

week for 40 weeks) (ie: $\$30/80 = 37$ cents)

- ◆ The \$240 trousers have now been further reduced to a cost 37 cents
- ◆ The last step is to divide the new cost of 37 cents by the number of years the trousers will be worn (ie: $\$0.37/2 = 18$ cents)

Final Result: A \$240 pair of trousers has been reduced to a cost of **18 cents** per wear

over a 2 year period. (By the way, a cheap pair of trousers would probably have had to have been replaced at least once or twice in the same time, and you wouldn't have felt as good wearing them as you would your investment trousers).

You are treated in the manner that you are perceived, so if you invest in yourself, maintain good grooming and choose your clothing wisely so that it reflects those traits that you want other to believe about you, your chances of success in both...

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PASS US ON!

We hope you are able to use some of the information in our newsletter to enhance your career! Do you know anyone who may benefit from our newsletter. If so, please feel free to send them a copy, or send us through an email with their details to: communiqué@aresumewriter.net

We will gladly add them to our subscribers list.

Investment Dressing

Continued from P 5

business and pleasure will be greatly enhanced.

When you feel great in your clothes, and the clothes you wear every-day, not just on special occasions, your confidence will improve and others will be more appreciative of your worth.

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



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How to beat the physical graffiti!

By Robyn Pearce

Do you remember your mother saying, 'Pick up your clothes (or books, or toys, or)?

Funny thing is, a modified version of the same philosophy - 'Put it away as you go' - applies at the highest level of business. Perhaps it's because our mothers told us to do it that so many seemingly well-organised, highly paid and otherwise neatly-turned-out adults ignore this sage piece of advice!

How many desks do you see covered with dead trees and miscellaneous equipment? How many drawers and cupboards hide a fascinating selection of junk? How many factories and workshops have areas with an embarrassing mess of lurking clutter? What's the archival storage room like? (And how about your home garage?)

Piles of 'stuff' are physical graffiti, a visible sign of deferred decisions.

Next time you open the mail, pick up a file or handle any object, take a second to decide where it needs to go before it jumps out of your hand. This is not to say that you major in minor things, running around all day putting things away. However, once the decision is made you can safely put things in a pile (either on the floor beside you, or just out of eye range to avoid distraction) and quickly put them away the next

time you stand up. If you think you'll forget your decision, pencil the destination on the top right-hand corner of the paper or attach a temporary post-it note.

The trick is - don't let yourself leave your workstation without the latest 'put-away' material. Whilst the action is still fresh in your mind you will only take seconds to put things away. Someone's waiting? Even the most important person will wait 30 seconds; you'll feel efficient; and it feels great when you walk back in to your tidy office.

Article by Robyn Pearce of TimeLogic Corporation. TimeLogic's site 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.



Q & A:

I am a 34 year old recently married woman. I have been on four interviews in the last year where prospective employers have asked me if I have a family or are planning to have children!

This never happened to me before I had a wedding ring on my finger. I am ready to remove that ring for interviews and say I am infertile!

Can you help me?
Name Withheld

I am still amazed how many candidates are being examined in a way that challenges and defies the strict regulations that prohibit interviewers from asking illegal questions such as the question you were presented with.

This interviewer should not have been involved in the interview process, as questions like this one can pose a great legal risk to their company,

Continued ...

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as federal and state laws concerning job interviews, deem it unlawful to discriminate against potential employees based on age (40+), gender, national origin, religion, race, color, pregnancy, health, disability, or sexual preference.

If asked an illegal question, you may decide to respond to the interviewer with, "That's an illegal question," although this may not be the best way to handle such a situation as even an illegal question can be considered an opportunity to present further information regarding your skills, if handled the right way.

Here are some other ways to consider responding to such a question. Please note that these are suggestions only and do not represent strategic legal advice. To view current information on employment law contact your state equal opportunity commission.

Some techniques to consider when dealing with illegal questions include:
Step 1: Initially, do not feel obligated to answer the illegal question, nor let this unsettle you, but rather, remain calm and continue to be enthusiastic.

Step 2: It is important to be able to handle the concern behind the question and if this is not apparent, request that the interviewer elaborate the reason that this information is important to them. For instance, "How does this relate to the position?" Or "In what way does this question concern the realities of this role?"

Step 3: Re-emphasize your dedication to your career and your proficiency to perform the responsibilities of this role at the highest level.

I'll give you an example to demonstrate how the above strategies may be used:

Your interviewer asks: "Are you planning on having any children in the near future?"

You could respond with: "I believe that my knowledge and experience fulfil the obligations of this role fully, and I am committed to performing these responsibilities at the highest level. My career is very important to me and I have a strong support network that is behind me 100%. Would you be able elaborate or modify your question please as I'd like to make sure that I have addressed your concern."

In the above example you can see that I did not confront the interviewer with any negative connotations, unconstructive emotions, nor stating that this question was illegal. Instead the response demonstrated your willingness to address the interviewer's concern and in a way that continued to portray your ability to perform this role at the highest level.

Continued success in your career!

