

**WELCOME TO THIS
EDITION OF CAREER
COMMUNIQUE
X-PRESS!**

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Annemarie Cross is a Career Coach, professional Resume Writer and NLP Practitioner, and founder/principal of Advanced Employment Concepts, a consultancy offering specialised services for people striving for success and fulfilment in their business, careers, and personal lives.

www.annemariexcross.com

CAREER *Communique!* x-Press

Annemarie's Muses

Greetings to another issue of Career Communique x-Press!

This past month has been extremely busy for me, with the successful completion of MBTI® Practitioner accreditation course, while continuing to add the final touches on our Pursuing your Passion – Purposeful Careers 15-week intensive career coaching program (*see Hot off the Press for more information including 50% savings as we launch this coming July*).



It is during that time, with such a hectic schedule that I have to be careful that I don't fall into the trap of burning the candle at both ends, or neglecting other things that I hold as extremely important such as my health or my family. Neglecting these areas certainly wouldn't be congruent with my values to maintain a healthy life/work balance, eat healthy and maintain a regular exercise regime, while also spending quality time with those I care deeply about.

I am often reminding my clients that it

is important for them to maintain a healthy life/work balance, while staying true to their values and things that are important to them, through my articles and comments. So how would it have looked had I not practiced what I preached?

Which leads me to my question: How is your life in relation to your beliefs and values? Are you currently living

your life in alignment with your values, or have you let the things that are really important to you (such as health, family, work, life/work balance) slip by? If you haven't

maintained congruency, what is showing up for you? What is it costing you? And, more importantly, what can you do today – right now in fact - to change it. What choice can you make that will allow you to stay true to your values!

Me? I'll be finishing up early today and heading straight to the gym.

Have a great month everyone!

Annemarie

TWO NEW PROGRAM LAUNCH ANNOUNCEMENTS

We are thrilled to announce the launch of two new programs:

- ◆ **Pursuing your Passion—Purposeful Careers:** 15 steps to clarifying, designing your life's calling [see page 8]
- ◆ **Powerful Resumes!: EXPOSED** - 6 crucial writing strategies to Secure that Interview! e-workshop [see page 10]



Maximizing your Candidacy at Graduate-Level

We have been approached by a number of graduates looking for support in the development of their resumes in order to position themselves at the forefront as they apply for their dream roles!

We thought it fitting to re-publish one of our previous articles [Maximizing your candidacy at graduate-level](#)

With the pending completion of courses, diplomas and degrees, many graduates will soon be considering their future employment prospects, as well as beginning the process of compiling information in order to develop their resumes and other job application materials.

Due to limited experience, the lack of notable workplace contributions, and overall uncertainty of what information to include or exclude, developing a resume can become quite a daunting task for a graduate. Not only will they be competing with fellow students, but quite possibly, hundreds of graduates from other colleges, institutes,

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Coach's Corner: Living Your Purpose! - for Graduates

schools. The '15-seconds-to-grab-attention' ruling is just as relevant at graduate level, as is the importance to develop a dynamic document that will capture the reader's interest from the go-get. So let's review what information could be considered for inclusion.

What to include:

As with any resume, to enhance the document it must be focused on the career goal, providing transferable skills, knowledge and competencies, relevant to the position being applied for. This could include:

Education:

When a lack of, or limited 'hands-on' experience relevant to your career target is apparent, (which is often true for a graduate), we need to identify core competencies and abilities through your studies. Doing this will allow the reader to see your abilities in action, through key project, assignments and any work experience tasks assigned during your course. Consider the following:

- ◆ The project assigned; what it involved; what model you used; any challenges that you were faced and the steps that you took to overcome these obstacles; and the ultimate result. [This could involve limited resource information; which required expansive research involving internet/books etc; and ultimately you were able to complete the assignment within the tight time frame and perhaps secured the highest mark. This is only a very broad example, but this is the type of information that is important. It demonstrates to the reader your tenacity and drive to ensure the project is completed; your initiative in problem solving etc.
- ◆ Were any of your results recommended or used within industry by chance?
- ◆ On any of your projects, did you achieve high marks? Or marks that were the top of the class? If so, this would be an achievement so should be highlighted within your resume.
- ◆ Were you approached by fellow students to share your expansive knowledge or support in any particular subject because you were proficient within that topic?
- ◆ Did the lecturer(s) single you out in any way to share your knowledge/ understanding because they recognized your enhanced ability in a particular subject?
- ◆ Did your course require you to undergo work experience? If so, tell me about the company; your role; what you learned; if you were instrumental in suggesting better ways of performing a task etc.
- ◆ In any of your projects – were you required to operate in a team? How did this turn out? Did you assume a leadership role? Did you have to sort out

“Developing a resume can be quite a daunting task for a graduate.”

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any problems to ensure your deadlines were achieved?

- ◆ Any other wins you can think of?
- ◆ Did you become involved in extra-curricular activities at university and how did they impact in terms of your contribution to ensure they continued to operate successfully or better?
- ◆ Were you a member of a successful debating team or other special interest group?

As you can see, the list is endless and will demonstrate your willingness to get involved.

Work experience:

This could include work experience required as a part of your diploma/degree, which can certainly provide you with an excellent opportunity to demonstrate hands-on experience within your chosen field.

Part time employment concurrent to your academic pursuits can portray your ability to manage your time and resources in order to fulfill both work and academic workloads. Even if the position was not in the industry being targeted, you can still identify skills that could be utilized within your new workplace. This could include communication with customers, colleagues or senior management; problem solving; and

meeting deadlines, to name a few. Again, consider any contributions or achievements, or notable actions that can demonstrate initiative and problem solving abilities.

Collate information regarding the accountabilities and tasks that you were assigned – what were you involved in? Were you presented with opportunities to increase your knowledge and skills that could set you apart from other staff? If so, what were these projects? What challenges did the role present, and how did you overcome them? What were the actions you took and the resulting outcomes? Did you secure any notable achievements? Did you contribute ideas toward overcoming problem situations?

Memberships & Associations:

Relevant Professional association memberships to demonstrate your commitment to the industry. (Note: this is also a great networking opportunity and will allow you to establish a solid rapport with industry professionals who may be able to open doors to the hidden job market – get involved with these professional associations).

IT & Computer experience:

If you are computer literate, include any hardware and software utilized throughout your career or personal use – particularly if the software packages are relevant to your position, i.e. MYOB for accounting.

Awards:

In recognition of achievements that are directly transferable or relevant to your current career goals.



Beginning Development:

With all your relevant transferable data and corresponding accomplishments, it's time to translate this information to the written word, in such a way that secures and retains the reader's interest right through to the final phrase. Identify the key accountabilities relevant to your career goal and incorporate industry-related key words/phrases, as well as

attention grabbing, action words, which could include:

Implemented, instructed, devised, maximized, led, directed, streamlined, oversaw, managed, motivated, controlled, delegated, generated, suggested, specified ... and the list goes on.

When creating your document, ensure you format all of your details into a carefully structured, concise and aesthetically pleasing document. Headings and other formatting should be consistent throughout the document, i.e. do not bold one job title and then italicise the rest – bold them all.

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Your name and contact details should be at the forefront of the document – you don't want to make contacting you difficult by placing your phone number in an inconspicuous place. Do not include personal information such as date of birth as this information is not only irrelevant but in some countries, illegal for an employer to request.

Next, incorporate a qualifications profile (also known as the career profile or professional profile), which is a strongly written paragraph that summarizes your experience in one concise paragraph. This is your hook, with the rest of your marketing document qualifying your opening statement, that you are the best candidate for the role. While this profile may not be as dynamic as a seasoned professional's, you can certainly include knowledge, skills and competencies gained through your education, work and life experiences pertaining to the targeted position. As I have mentioned in a previous article, many people begin their resumes with a career objective, however this is often a weak statement and seems to focus more on your own needs than that of an employer. By summarizing your competencies into a strong opening statement should seize the reader's attention and encourage them to read on.



For a graduate, the most relevant information will be education and relevant professional memberships, so these sections should go next, followed by work experience / employment history with your most recent position detailed first and working backwards. Consider placing work experience completed as part of your course/degree in this section, and remember to keep each paragraph succinct with relevant accountabilities, strong wording, and followed by a bulleted section of accomplishments/contributions.

Lastly, remember to edit, edit and edit again. And just to be safe, get a friend or relative to read through the document to ensure your career-marketing document is free of typos or grammatical errors.

Continued success!

Aping male behaviour is the real trap

The Australian Financial
Review --- Page: 58 : 20 June
2006
Original article by Catherine
Fox

Australian businesswomen will not be more successful by copying male behaviour. There are stereotyped ideas of the behaviour of women in organisations. A survey by Telstra found that two-thirds of working women believe that women do not adequately promote their achievements, while this is only believed by 37 per cent of men. Some women have copied male behaviour to achieve success. However, this entrenches that behaviour as the norm and will not change the operation of workplaces so that women are more fairly treated.

[Source: My Business Daily,
20 June 2006–ABIX]

Our Sponsor:



www.acethatinterview.net

Do you ever "trip over your own tongue", become "tongue-tied", or feel you're just **not delivering your best performance during a job interview?**

Imagine if you could:

- ◆ conquer the top 10 mistakes that 9 out of 10 job seekers *unknowingly continue to stumble on;*
- ◆ answer each question easily and effortlessly; and
- ◆ maintain a professional persona throughout your next interview **to secure that edge over your competitors!**

Ace that Interview! Cutting-edge interview techniques EXPOSED! is the resource you have been looking for, jam-packed with interview strategies.

I recommend "Ace that Interview" for its practical advice and "insiders" view that would otherwise be difficult to find in one comprehensive source.

Gayle Briggs, Senior Consultant,
ATTAIN PEOPLE SOLUTIONS

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Ace That Interview! 5 Must-Follow Interviewing Strategies!

1. Prior to attending the interview ensure you are familiar with the job requirements. It is difficult to prepare and market your skills against the needs of the company if you do not know what they require.
2. Job seekers are continually told that it is imperative they market and sell themselves to a potential employer. While this is true, it is imperative that they showcase the skills, experience and expertise that are specific and beneficial to the organisation. Continually build your credibility and confirm your ability to deliver outstanding results by providing details of contributions, special projects and situations that are relevant to the job you are applying for.
3. Practise your responses (remembering to aim for succinct and strong examples, particularly when preparing for behavioural interviews, or how to overcome obstacles and position potential negative situations within a positive light.

The Top 10 Problem Questions:

- ◆ Tell me about yourself?
- ◆ Why should I hire you?
- ◆ What are your major strengths?
- ◆ What are your major weaknesses?
- ◆ What salary do you expect to receive?
- ◆ How does your previous experience relate to the jobs we have here?
- ◆ Where do you see yourself in 5 years?
- ◆ What will your former employer (or references) say about you?
- ◆ Why are you looking for this type of position and why here?
- ◆ Why don't you tell me about your personal situation?

4. Have at least 10 strong questions to ask the interviewer.
5. Ensure you familiarise yourself with varying communication styles and how to establish and maintain rapport throughout the entire interview.

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Nothing to Gain in Role of Victim

Australian Financial Review --
Page: 36 : 6 June 2006
Original article by Liz Ryan

It serves no purpose for job seekers to blame the "system" for making it hard to find a job. Although jobs cuts in the human resources sector mean that it is not always the best people who are doing the interviewing, playing the victim is the wrong reaction. Instead, job applicants should take control of their search for work and accept responsibility for the outcome of failed job interviews. In this way they can learn from the experience and improve their performance next time around.

Originally published in "Business Week".

[Source: My Business Daily,
6 June 2006--ABIX]

Q&A



Dear Career Coach,

I have been following your articles about Pursuing your Passion in your work, and realise that I do not feel as fulfilled and motivated in my current role – particularly the company I am with, so am considering a change. I have quite a bit of experience behind me to draw upon, as well as having made some significant contributions to the organisations I have been with, which is not a problem. What I am worried about is my lack of formal qualifications – particularly when some of the advertisements state you need various degrees. Are you able to give me any suggestions?

Confused! – Geelong.

Dear Confused,

This is a question I am often asked, with job seekers even though they have been in the workforce for some time, still concerned about their lack of formal qualifications. A great way to address this issue is outlined below (from one of our previous articles), which I hope will assist you in preparing your applications.

Addressing the lack of formal education in your marketing material:

Does the prospect of competing against other job seekers worry you due to your lack of tertiary education qualifications? If your career demonstrates solid contributions, experience and relevant skills, and you feel confident that you are well-suited to the role despite the lack of a formal degree, don't pass the opportunity by. Integrate the following strategies when developing your resume to enhance and position your application

against potential competitors who possess glowing academic credentials.

Professional development and training:

Include a 'professional development & further training' section to highlight successful completion of related training throughout your career. This might include in-house workshops, seminars, conferences, and self-directed courses/certifications to provide you with some impressive up-to-date and pertinent education in comparison to an outdated degree.

Accomplishments and contributions:

Showcase your most significant contributions and competencies as well-written statements to demonstrate the value you offer the organization. Allowing the hiring manager to understand the impact you have made throughout your career may be far more impressive than a degree.

Don't minimize the importance of your skills but rather identify situations in which you spearheaded revenue-building or cost-reducing initiatives, or other ways that underpinned positive results to the company's bottom line. Organizational contributions and successes can be far more valuable than a degree, as you have demonstrated your initiative and ability to contribute to the ongoing success of the company.

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Your Personal Brand

BRW -- Page: 50 :
15 June 2006
Original article by David
Austin

Individuals can earn themselves what has been described as an "innovation premium" in their salary, and they can do it even if they are not particularly creative. All they need to do is use their insight and allow their sense of curiosity to kick in. Innovation can result from just asking basic questions and coming up with an answer. For example, it can be argued that the concept of reverse mortgages came from someone asking themselves how retirees with equity in their homes but little cash could improve their income. Naturally, it is easier for people to develop their sense of innovation if they work for a company that encourages innovative thinking.

[Source: My Business Daily,
15 June 2006--ABIX]

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Q&A (contd)

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To assist you in researching and writing your contribution statements, I have provided a few examples for you below. Perhaps you:

- ◆ Played an influential role in penetrating a new market; seized 35% of competitor market share; and/or expanded market share by 45% through implementation of aggressive marketing campaigns;
- ◆ Created an innovative advertising and promotional plan that captured significant growth in the company's customer base by 66% in under 4 months;
- ◆ Streamlined the entire filing system with over 10,000 individual records, eliminating time wasted by administration staff searching for lost files;

Listing these accomplishments within your resume should encourage the reader to overlook your educational drawbacks and focus on your impressive achievements and the overall worth you offer to their organization.

On-going studies:

Include current and/or partially completed studies in either of the following formats:

For current enrolments that have not yet begun:

- ◆ **Enrolled in Bachelor of Science – Major: Subject**
(expected completion 12/2006)

For current and partially completed courses:

- ◆ **Bachelor of Science – Major: Subject** (expected completion 12/2006)
Modules completed: [List the modules completed]

For partially completed studies that you do not intend to finish:

- ◆ **Bachelor of Science – Major: Subject** (2/2001-6/2004)
Successfully completed the following modules: [List the modules completed]

Follow Up:

With all applications it advisable to follow up with the hiring authority, however this is far more important in a situation where your education may not meet the requirements of the position. While it may be correct that some

employers won't consider you due to your lack of qualifications, there are always those who will be receptive to your skills and expertise. Your aim is to optimize your chances by connecting directly with the hiring manager in order to build up a rapport, thus allowing you to portray your strong candidacy.

I wish you all the best!

Annemarie Cross



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Now is the winter of
their content

The Age --- Page: 21 : 21
June 2006
Original article by David
Adams

Many seasonal workers are employed on the Victorian ski fields. Falls Creeks Ski Lifts has employed 350 seasonal workers in 2006, while Mount Hotham Skiing Company has employed about 370. There is strong competition for the positions, with over 1,000 applications received at each resort. The level of experience needed varies with the positions. Some of the seasonal workers are professionals, while others are university students taking a break from study or people seeking a change in their life.

[Source: My Business Daily,
21 June 2006–ABIX]

Hot off the Press: Purposeful Careers is Set to Launch!

After nearly 18 months of hard work, I am thrilled to announce that our **Pursuing your Passion – Purposeful Careers** 15-week intensive career coaching program is officially launching in July 2006.

As a regular reader of Communiqué x-Press you will have read a little about this program, as well as our articles on Living your Purpose, which follows this theme.

Well, it's finally here, with the inaugural program launching on Tuesday 18th July for Group 1, and Wednesday 19th July for Group 2. So, if you (or someone you know):

- ✗ Feel stuck, stagnant or stifled in your current role, and have no idea how to move forward?
- ✗ Miss fulfilment, motivation and passion in your work?
- ✗ Are puzzled about your talents, values and interests and feel unsure what to do next in your career?
- ✗ Are confused about your current or prospective job options and need some clarity and renewed vision?
- ✗ Lack self-confidence and the belief that you can accomplish what it is you want in your career?
- ✗ Dread Monday mornings and yearn for some passion and meaning in what you do?



But would rather:

- ✓ Take the next step in your career effortlessly, with renewed optimism and self-assurance!
- ✓ Overcome setbacks, rebuilding your career and transforming confusion to confidence!
- ✓ Look at each new day with reinvigorated passion and enthusiasm!
- ✓ Have meaning, purpose, satisfaction and fulfilment in your work!
- ✓ Receive acknowledgement, recognition and reward for your talents and skills!

- ✓ Feel so enriched and empowered in your work that the day just flies by!

Then Purposeful Careers will support you in achieving this.

Stop by the website www.purposefulcareers.com and take our career quiz, or get our hot tips on breaking through the barriers of unhelpful mindsets - a sure-fire way to jumpstart your future success!

As part of our launch for subscribers of Communiqué x-Press we are offering 50% off the program price – **that's right 50% off as our special gift to you.** But there are only 10 places per program, so be quick to secure your place!! Ph: 1300 137 576 for more information.

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Training on the go

Hospitality --- Page: 26 : June 2006
Original article by Ken Burgin

While restaurant operators believe in training, it rarely gets done, if at all. Because of the nature of the business, it is usually not possible to set aside a training day. As well, staff are rarely all present at once. The way round this is short, 20 minute training sessions whenever the opportunity arises. These can be repeated so that all staff receive the benefits. Product knowledge is a priority in all training. In the kitchen, speed and techniques are also important. For waiters, some basic training in customer psychology will be an asset.

[Source: My Business Daily, 26 June 2006—ABIX]

Monthly Specials

Are you **one of the thousands who experience interview knock backs and struggle with 'why' you fail to reach second interview stage, and eventual job offer?**

Do you ever "**trip over your own tongue**", become "**tongue-tied**", or feel you're just **not delivering your best performance during a job interview?**

Imagine...if you could instantly:

<input checked="" type="checkbox"/>	conquer the top 10 mistakes that 9 out of 10 job seekers <i>unknowingly continue to stumble on</i> ;
<input checked="" type="checkbox"/>	answer each question easily and effortlessly; and
<input checked="" type="checkbox"/>	maintain a professional persona throughout your next interview to secure that edge over your competitors.

What would that mean to you?

Here's a quick quiz that could make a dramatic impact on how powerful and successful your next interview will be:

<input checked="" type="checkbox"/>	Do you want to learn <i>psychological techniques</i> you can use to understand your interviewer's communication style allowing you to build instant rapport - crucial in the opening stages of any interview?
	<input type="radio"/> Yes <input checked="" type="radio"/> No
<input checked="" type="checkbox"/>	Do you want to be able to elevate and set apart your knowledge and skills from your competitors even during situations of limited experience, even when your competitors' experience and qualifications are well above your own?
	<input type="radio"/> Yes <input checked="" type="radio"/> No
<input checked="" type="checkbox"/>	Do you want to easily and effortlessly boost your salary package through developing insightful and influential salary negotiation techniques?
	<input checked="" type="radio"/> Yes <input type="radio"/> No
<input checked="" type="checkbox"/>	Do you want to discover little-known questioning tactics that can catapult your status as the top candidate in the interviewer's mind?
	<input checked="" type="radio"/> Yes <input type="radio"/> No
If you have answered YES to any (or all) of the above, the great news is this: you can easily achieve all of these things you desire with the specialised knowledge exposed in 10 key steps to Ace that Interview!	

Yes! I'm ready to:

Outperform and outshine the competition by delivering a dynamic and memorable performance to position myself in the forerunning when interviewing for my dream job!

For the next two months when you invest in our powerful Interview Telecoaching sessions receive a free copy of our book *10 key steps to Ace that Interview! Cutting edge interview techniques EXPOSED!* That's a saving of \$30.85 (including P&H). [Note: International orders will incur a small P&H fee.]

To place your order [click here]

CAREER Communiqué! x-Press

Skilled worker shortage still here

Centralian Advocate --- Page:
5 : 20 June 2006
No author supplied for original article

Northern Territory Employment Minister Syd Stirling says a shortage of skilled workers remains the greatest problem facing Territory business. In his annual "Workforce NT Report", he said tradespeople in all categories were in short supply and were difficult to recruit from outside the Northern Territory. Stirling said apprentice and trainee numbers had grown by 41 per cent from 1999 to 2005, but experienced trades staff were still needed, especially in the general construction industry.

[Source: My Business Daily,
26 June 2006-ABIX]

New Product Launch

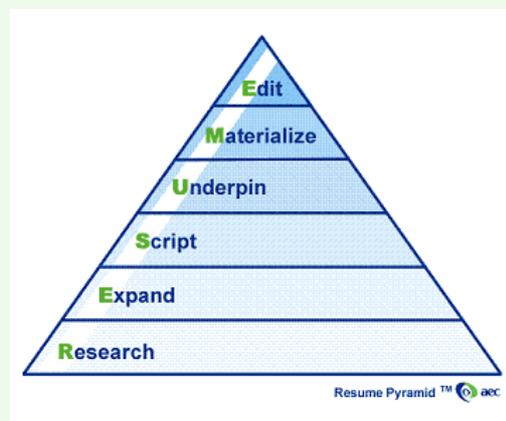
Our new Training Centre has finally opened this month with a brand new online e-workshop for job seekers wanting to try their hand at developing their own resumes.

Powerful Resumes!: EXPOSED - 6 crucial writing strategies to Secure that Interview! e-workshop.

Overview

Discover 6 critical writing strategies on how to compile and create a powerful marketing tool that will outshine your competitors and catapult your application to the top of the pile, by making you irresistible to a potential employer!

You will **discover cutting-edge award-winning resume writing strategies** following our proven Resume Pyramid™ methodology created by Annemarie Cross - an International multi award-winning triple certified Resume Writer/Career Coach and author, who has worked with thousands of clients from graduate right through to senior executives from diverse backgrounds across the globe.



In this e-course Annemarie has **laid out all her secrets step-by-step, exposing the award-winning resume writing tactics** she has used with her senior executive clients that have allowed them to **snare their dream jobs, paying 70% more than their current salary**; or positioning job seeker's applications (whether graduate or executive levels) at the **forefront when entering a highly competitive job market**.

For month information visit our Training Centre.