

WELCOME!

We want this to be your newsletter, so please feel free to forward any suggestions on what you would like to see covered.

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CAREER *communiqué!*

Editor's Newz:

Welcome to another edition of Career Communiqué! A warm welcome to all our new subscribers.

In this issue our resident Image Expert Imogen Lamport from Bespoke Image provides 10 hot image tips for interviewing.

Robyn Pearce's article '**Are you drowning in E-mail—Part 2**' provides more valuable tips on how to gain more time in your day by avoiding

b e c o m i n g
overwhelmed by emails.

I had the pleasure of conducting a

resume writing presentation at Melbourne University to a group of Business & Marketing graduates. For many graduates the end of their course is lurking just around the corner so I have included an article within this month's newsletter focusing on resume development for the graduate candidate.

A note to our graduate subscribers: toward the end of the year/early next

year, we will be holding 3-hour teleseminar training workshops covering resume writing; job searching; and interviewing. You will be guided by our Expert Resume Writer/Interviewing Coach on how to put together a dynamic resume and interview performance. To express your interest in these upcoming workshops, shoot through an email to annemarie@aresumewriter.net with the subject: **Grad Teleseminar** and I will put your name on the list.

Fail to plan? Plan to
fail!
Anon

Also, for those students attending the presentation at Melbourne University who have subscribed this month, please

email your details to annemarie@aresumewriter.net with the subject: **Free draw**. We had so many new subscribers through our website this month that it was difficult to pinpoint graduate students.

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

Annemarie

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

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CONGRATULATIONS TO ALL GRADUATES!

Congratulations! You've successfully completed many years of study and with your new degree under your belt you're ready to welcome the vast opportunities that await you in the real world of employment.

This may be the first time that many of you have had to look for a 'real' job, and what you had initially thought would be a seemingly simple task, has become quite a challenge.

- Advertisements ask for a resume and application letter, however with only your recent qualification and limited experience how can you possibly make your application impressive?
- With the competition tough how can you make your application stand out from the crowd since you are competing against hundreds of newly graduated job seekers?

- Uncertainty as to what you should include in your resume, and what to exclude that would not jeopardise your candidacy.

Here are some tips from our Resume Writing Experts.

What are employers looking for?

When advertising graduate positions, employers do not expect ap-

plicants to possess extensive experience, however what is of importance in a candidate is enthusiasm, maturity and interest in the position and industry.

Before putting pen to paper, or finger to keyboard, here are some areas you could consider including in your resume that could demonstrate personal aptitudes and competencies that a potential employer would regard as important:

- ✓ Competitiveness could be demonstrated through your participation in

extra curricular activities such as special committees, organisations, or clubs.

- ✓ Team-player competencies could be confirmed through membership in sporting teams. If you captained the team, leadership skills could be portrayed; or if your team won the championship this could demonstrate excellence at the highest level.

- ✓ Time management skills and that ability to prioritise commitments could be portrayed through part time employment while studying. Being able to juggle employment while ensuring your schooling projects and other deadlines were achieved is a great achievement.

A resume is your marketing document—highlight the value you are offering!

What should I include in my resume?

Casual and part time employment; although the position may not be associated with your targeted field, various skills and personal aptitudes

[Continued P3]

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.

INTERESTING SNIPPETS

The zig-zag career progression

The Australian Financial
Review - Page: 58 : 19-
Oct-2004
*Original article by James
Hall*

The notion of a career has changed. Traditionally, the path has been one of education, permanent employment in one profession and then retirement. However, people increasingly want freedom and fulfilment. Downsizing and labour market deregulation have rendered the linear route unrealistic. Technological advancements make skills sets redundant after just a few years. As a result, people are changing jobs regularly, often to work that is very different to what they had envisioned when they first started training. Employers need to look at ways to retain their talent.

[Source: My Business Daily
18 October 2004-ABIX]

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demonstrated through this part-time experience could certainly be applicable and transferable to your targeted role, and therefore should be included in your resume. For instance:

- ✓ interpersonal and communication skills that allow you to establish solid relationships with colleagues, suppliers and customers;
- ✓ customer service and ongoing relations to maintain client satisfaction; if you were responsible for handling customer concerns this would demonstrate sound negotiation skills and the ability to demonstrate diplomacy and understanding;
- ✓ ability to work independently and unsupervised, ensuring all tasks were completed by the set deadlines.

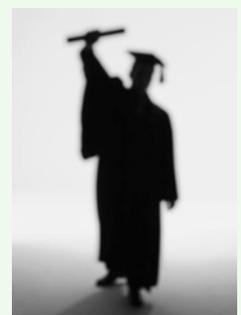
Work experience completed, as part of your course requirement is very important and should be highlighted within your resume. Ensure you give an overview of your accountabilities

to allow the reader to view relevant skills and knowledge obtained through this experience. This can include not only industry-specific competencies (such as patient care if you were in the medical field), but also other transferable skills such as interpersonal and communication skills, team work, working independently and unsupervised.

Other areas of interest could include:

- ✓ Your involvement in a project team that worked on a special assignment. Did you play an active role within this team; were you able to contribute suggestions/were the suggestions considered and implemented?

[Continued P7]



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

**INTERESTING
SNIPPETS****Beat the clock**

BRW - Page: 111-112 :
14-Oct-2004
Original article by Emily
Ross

Time management is very important in fast-growing start-ups. Business founders often make the mistake of trying to do everything themselves. Businesses need processes and procedures so that tasks can be easily delegated. In addition, they need to concentrate on the customers who are really bringing in the revenue. Delegation is critical but the follow-up is even more so. Having two managers who concentrate on different aspects of the business can be worthwhile.

[Source: My Business Daily
22 October 2004—ABIX]

CAREER *communiqué!* con't**Strategies for continuing career success...****Find your passion—focus on what motivates you:**

Dreaming of stumbling into that dream job is highly unlikely, as most people who love what they do didn't depend on luck. Rather, they concentrated on what made them happy, and then kept their eyes open for the right opportunities to come along. Discover what your passion is—what motivates you, then decide how it can generate an income for you, and remain current with your passion.

Become an active listener:

When listening to other people discussing their jobs, listen to see if you would be interested in doing what they do. Informal discussion is often the best way to identify positions you might like. One of the toughest things about getting the job you want, is getting your foot in the door. If you have a personal contact, it'll make it easier.

Use your contacts. Ask all your friends to keep an ear to the ground for you. A large percentage of jobs are secured through recommendations and leads from personal contacts or people within your network. Also, don't get stuck on one track. Apply for jobs that sound interesting even if they don't exactly fit

your job history or education. You never know where you might find a new job lead.

**'Use your contacts.
Get your network
working for you.'**

Try before you buy:

Before launching into a new vocation, try out that line of work first to see if you really do like it. Volunteering in that field to gain exposure to a particular line of work will allow you to see if you like it, while also allowing you to confirm whether or not you have the skills required to succeed in that role.

Another possibility would be for you could take a short course in the subject related to what you want to do. Many adult education centres offer various courses that can assist you in dislike

[Continued P9]

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.

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Image—Job Interview Tips By Imogen Lamport

- Check out the companies website – are there pictures of staff members? What are they wearing? Use this as your basis for interview dress, but ensure you're better dressed than the staff members (especially if it appears that the company has a casual dress code) as you're expected to dress to impress for an interview.
- A suit is usually the best attire. Darker colours such as Navy and Charcoal are good as they give you an appearance of authority, professionalism and reliability. Team the suit with a light coloured shirt if you're going for a position in the financial or law industries as this is ...



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

- Men – your tie should never ever have cartoon characters on it. Either plain or small, discreet patterns are best. If you're wearing a striped tie, ensure when someone is looking at you that the stripes point up to your face (if we're reading left to right), not down to your waist. Colour-wise, it can be a contrast to your shirt – eg white shirt with red tie, or pick up the colour of your shirt in the pattern of the tie.
- Women – you can be a bit more adventurous with shirt colour. Think about what you want to portray – reliability – stick to white or blue, dynamism – try red, pink is not appropriate unless you're going for a job in the beauty industry. Beware of wearing yellow and black/brown/charcoal – this indicates DANGER (think about bees and wasps). Too much yellow and people will think of you as a canary. And keep the shirt well buttoned up, a job interview is neither the time nor the place for your cleavage.
- Your hair should be neat and tidy. Unruly hair makes you look like your life is out of control and in chaos – and if the interviewer believes your life is in chaos, you lessen the of getting the job (no matter how smart and qualified you are).
- Facial hair on men must be exceedingly well groomed – if you insist on having it.
- Makeup on women – studies have shown that women who wear a light makeup earn 25% more than women who wear no makeup. It gives you the professional edge. But don't slap it on with a trowel.
- Jewellery (for both sexes) should be kept to a minimum.
- Make sure your clothes are clean, ironed and there are no loose threads. Shoes should be polished and suit what you're wearing.'
- Visual Distractions – before you go out the door – take a last look at yourself in a full length mirror – is there anything about your person that really catches your eye?

[Continued P8]





Email is a wonderful tool. Only problem is - many people are trying to use it in the same way they handle paper - not very well, in many cases!

E-mail usage can be split into three main areas, and chunking the topic down (as we teach others to do) you can simplify it even more.

- A communication tool
- ✓ Getting Set Up
- ✓ Good Efficiency Habits
- ✓ Netiquette (or good net manners)
- A marketing tool
- A business tool

Continued over...

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Are you drowning in E-mail?—PART 2

by Robyn Pearce

Find the Preferred Communication Medium

Each person, organisation, or group of people has a preferred communication method and culture. You may be a skilful communicator and adept at all, but to get the best response, find out and use the preferred method of the people you deal with. Is it e-mail, voice-mail, phone, personal face-to-face communication, or paper - fax, letter or memo? If you find someone isn't replying to you in one medium, try something else.

I'd received an email from a client, wanting some of our Red and Green Flags (see <http://www.gettingagripontime.com/products/TL007.html>) He asked me to call. I tried for weeks to connect, and finally I remembered my own advice - try something else! The email I then sent was responded to within minutes.

Don't overuse e-mail

Be very careful the medium is not overused. The new office of an IT security firm initially had no walls. Once high partitions were put in place the use of phone and email to talk to each other went up, even though people were sitting a few paces away. The CEO refused to let them get away with it. If she hadn't done so, they would have fallen into poor communication habits, like so many other companies.

Turn off that damned flashing thing!

Turn off the alert telling you that new mail has arrived. It's a distraction. Instead, set regular reading times. Don't know how? Each programme will be slightly different, but in Outlook go - Options, Preferences, E-mail Options, Advanced E-mail Options - to remove the 'beep'.

Use rules to pass a message automatically, or re-route mail Do you get mail that really should go elsewhere? You can redirect it automatically by writing a rule in Inbox Assistant, or Tools, which sends the message straight to the right person. It will divert all mail from specified sources straight to that recipient, and you can choose whether to delete it or store in another folder on your system. Key point - you want it out of your Inbox.

For instance, one of our clients receives regular mail from a Government source that she doesn't need to action. However, one of her colleagues does need that information. Instead of bothering to go back to the source and asking them to redirect (which could take a while!),

[Continued P7]

SUCCESSFUL CAREER PLANNING PROGRAM

- Confused about your current or prospective job options and need some clarity and renewed vision? Feeling stagnant and stifled in your current role and have no idea how to move forward? Then perhaps our Successful Career Planning Program is what you are looking for to help give you some clarity. Contact us on success@career-coach.com.au. **Special 10% discount to the first 10 people who make a booking. [Extended offer]**

she's taken the simple route and created a rule that instantly directs all mail from that person to the appropriate recipient. (Having said that, I do recommend that you do your best to get off irrelevant group mail outs).

How to handle mail while on holiday

Have you ever felt obliged to check your emails whilst on holiday? You know that, if you don't, you'll be penalized with a ridiculous amount of material in your Inbox on your return.

My friend Yvette has a great solution. She's in a very fast-paced IT sales support role, with hundreds of emails a day from all round the world. At first she tried to keep up with everything, even to the extent of taking the laptop away on holiday. Then she got smart! Like most people in a corporate environment, she has two levels of email communication. Some of her mail is addressed to sales@..., in response to the firm's web marketing. They're easy to divert to someone else in the organisation, by using rules as outlined above.

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Are you drowning in E-Mail—PART 2-con't

by Robyn Pearce

The other type of communication is addressed to her personally. That's the stuff that lingers. Now she uses a different rule through Inbox Assistant to auto-respond to these, throwing the responsibility for further action back on the sender. They get a message something like the following:

Hi, you've reached I'm on leave until and this message will not be replied to. If you need help with please contact at (give the email address and/or phone number of another colleague). If your message is for me personally, please resend your message after ... (and insert your return date).

So, when Yvette returns from leave, she can with confidence just delete all the mail that's come in her absence, and start from scratch. Or, if you want to take away the temptation to 'just check' what's come in, set another rule to shift any mail received during that time straight to the Delete box or another folder, once the auto response has been sent.

There are many other options with rules. Have a play and see what other regular functions you can streamline.

E-mail filing

If you use communal machines, and have some centrally held information, your organisation needs to establish a uniform policy for all filing, including emails. (As simple as possible, but give

guidelines so new people know what the policies are, and from where important information can easily be retrieved). Basically, we're talking about knowledge management.

Another related idea is to have a Discussion Board or Notice Board of some kind where you can post regular information.

The many faces of your email programme

If your organisation uses Outlook, I wonder if you're using it well? It's such a powerful tool - much more than just an email programme. You can use it for scheduling, task management, delegation, and other organising functions.

Here are a couple of ideas, and I believe some of the other programmes also have great features - take time to research them.

E-mails can be converted to Tasks. When sending a task to someone else, you can keep updated copies of assigned tasks on your task list. You can also request a status report when assigned tasks are completed. (Options, Other, Advanced Options, Advanced Tasks)

In Outlook, if you regularly receive junk mail from the same source, the sender can be added to the Junk Mail list, eliminating the entry in your Inbox (Actions, Junk Email).

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[Image-Continued from P5]

This is called a visual distraction – communication is all about the face – eyes and mouth – and anything that is making your attention focus elsewhere (even your eyebrows if they're unruly) is a visual distraction and your interviewer may focus on that, and not what you're saying.

Your image and clothing are your framework – you are the content. Think about what kind of frame you'd like to be – a fancy gilt frame? A sleek black metal frame? A cheap white plastic frame? The kind of framework you choose should match the message you have. There is no point putting a Da Vinci in a metal frame, as you wouldn't put an Andy Warhol in a gilt frame. If you want everyone to believe you're a creative forward thinking person, you need to look like one. You may think that your brains are the most important thing to get you the job, but international studies have shown that 96% of managers think image is exceedingly important and is often the deciding factor when choosing who to hire. ■

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- ✓ Were you able to contribute ideas or make recommendations that allowed the organisation to optimise efficiency of an existing process or procedure?
- ✓ Special projects and assignments completed as part of your course work – particularly if these are able to demonstrate initiative and academic excellence.

Dedicate time to develop and format your resume; with only 15-30 seconds to capture the reader's attention, demands that your document is concise, focused and impressive.

- ✓ Ensure your resume is tailored to the job application and position description. An unfocused broad resume will not be considered, as you are not portraying your skills against the company's criteria.
- ✓ Remember to mention awards and special recognition for projects or assignments. Don't ne-

glect to include these in your document as these are special achievements and confirm your dedication to give the task 100%.

- ✓ Read and re-read your resume and letter thoroughly to eliminate typos and spelling errors. Even one error is enough to diminish your chances of securing an interview.

Happy writing!

All the best!

Annemarie



Career Mastery Program Overview

24 x 7 x 365 days online access to an innovative career management process with a mixture of eLearning, eBook and Self-Test Assessment modules produced and updated each month by the Centre of Worklife Counselling - a team of work and life management experts who have been providing career coaching continuously since 1979. **Only AU\$41.80 (inc. GST)**. Contact us on success@career-coach.com.au to take advantage of this program.

[Continued from P4]

about a particular interest you might have.

Having a well thought out plan is very important so before approaching someone about volunteering on a project, document a proposal, outlining what you want to do, the reasons why, and the benefits for them in allowing you to try.

Give and take:

Dream jobs often start with an idea that develops over time. Although you may have one objective in mind, you might uncover that a related position will provide you with a quicker path to success. Don't be afraid to take a chance on a job that's not exactly what you had in mind. If it's similar enough, there's a chance it might be right for you.

[Continued over]



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Strategies for continuing career success... Con't

Be inquisitive. Question people already in your field regarding what they used to do. Chances are, it was a similar job in the same industry – one that might be perfect for you. Also, see yourself as others do. Listen when someone in the know tells you what they think your strengths are.

Secure a mentor:

Having a mentor – someone who already had the type of job you'd like and is willing to talk about it with you – is one of the best ways to break into a new industry. How do you find one? Ask everyone you know if they know someone who has a job like the one you want. When you do find someone, call and ask for advice, or an information interview.

Look for information about the position you want in various places. Television shows, Biographies, magazines, even movies relating to what you want to do, might give you some clues. Also, don't limit yourself to just one mentor. Find as many people as you can in the field you want and talk with them. Each one will give you a different perspective.

A bit of Humour—Excuses for work absences

- If it is all the same to you, I won't be coming in to work. The voices told me to clean all my guns today.
- I can't come in to work today because I'll be stalking my previous boss, who fired me for not showing up for work. OK?
- The psychiatrist said it was an excellent session. He even gave me this jaw restraint so I won't bite things when I am startled.
- I have a rare case of 48-hour projectile leprosy, but I know we have that deadline to meet...

