

**WELCOME TO THIS
EDITION OF CAREER
COMMUNIQUE!**

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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.annemariexross.com

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Annemarie's Muses

Yesterday, my husband AND neighbour 'kindly' reminded me that there were only 12 weeks to go until Christmas. **What?!?**

Can you believe it? **Only 12 weeks to Christmas!** Where has the year gone? It seems like only yesterday my children and I were re-packing and storing the Christmas tree and paraphernalia as we welcomed the beginning of another year! And here we are nearing the end of it!

If you are a little like me, and wish that life would slow down a little, check out the poem 'Gimme more time' [page 4.] It made me appreciate the real value of time—hope you enjoy it too!

I'm finally pleased to announce the launch of our free e-course **8 keys to exposing, exploiting and conquering the hidden job market.** During the eight weeks we cover:

- ◆ Understanding the battleground: demystifying the term 'hidden job market';
- ◆ Covert Operations—Networking: The savvy job seeker's secret weapon to penetrating and conquering the hidden job market;
- ◆ Combat Zone 1—Activating your

network: gathering, preparing and having your forces work for you during your campaign;

- ◆ Combat Zone 2—Uncovering and targeting opportunities within the workplace;
- ◆ Combat Zone 3—Multiple strikes: attacking the market place;
- ◆ Arsenal Prep. 1: Dynamic and compelling career marketing documents;
- ◆ Arsenal Prep. 2; Interviewing dynamism to outstrip and outshine the opposition;
- ◆ Final countdown...campaign overview and launch.

To sign up for this free e-course, just fill in your details in the signup box at www.career-coach.com.au

Have a great month everyone, and continued success in your career!

Till next month.

Annemarie

WANT TO OUTSTRIP YOUR COMPETITION?

Harness the benefits of a **dynamic and compelling career web portfolio to position you from your competitors while boost your credibility.** Check out: www.resume-showcase.com for more information.

Our Sponsor:



www.acethatinterview.net

Want to outshine your competition?

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

- ◆ Command what you are worth with strategic salary negotiation tactics;
- ◆ Understand the complexities behind a 'behavioural' interview;
- ◆ How to answer 'Why should we hire you' and other more difficult questions.

"I recently sat an interview for a Government position and the expert help and guidance I received from "Ace that Interview", combined with a telephone consultation with Annemarie Cross assisted me greatly in a successful interview process. Thanks Annemarie for your professionalism and knowledge."

Shane Jacobs

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Crucial research to catapult your interview performance and your career

Millions of dollars are spent annually on marketing research by savvy companies aiming to maximize their marketing dollars when showcasing their products and services to their prospective clients. They recognize that to capture the attention of a potential customer and successfully elicit a subsequent purchase, their wares must be targeted specifically to their clients' needs. Unprepared companies that lack thought and consideration in their marketing research and going in blindly with their promotions are often left feeling disappointed at the lack of response their advertising campaigns receive.



When it comes to your job search and 'advertising' campaign, which company are you most like? Do you carefully plan and perform extensive research of your potential 'buyer' enabling you to align your experience with their needs, or do you just go in

blindly? Strategic research and revealing the needs of your potential 'buyer' is also crucial for a job seeker. Just like the company not paying much attention to their clients' needs, if the company's needs are neglected by the job seeker, they too may be setting themselves up for disappointment.

Unfortunately this is one area that job seekers often fail to do, or fail to do well. So important is this process in

your job search and interview preparation that our e-book Ace that Interview! Cutting-edge interviewing techniques EXPOSED! dedicates an entire segment to this strategy.

If you are not currently performing any real research and are not convinced this process is vital to your job search and interview campaign, here are a few of the key reasons why you should.

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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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1. Prepare responses with relevant examples pertinent to the job's requirements avoiding elimination as you will be positioning yourself as a serious contender for the role;
2. Demonstrate a fit with the company culture;
3. Strengthen your understanding of the company's structure;
4. Establish whether or not you believe this position and organization is a good fit for you, to prevent a possible fallout down the track were you to accept the role only to realize that it was not as expected.

Your research should endeavour to pinpoint:



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Crucial research to catapult your interview performance and your career

- ◆ The company's products and services;
- ◆ The company's target market;
- ◆ The company's competitors;
- ◆ The interviewer and their role within the company. [If you gained this interview opportunity through one of your network contacts, you may be fortunate enough to gain inside information as to characteristics, mannerisms and communication style of the interviewer];
- ◆ Special projects the company is working on (that perhaps you may have been involved in during previous employment);
- ◆ Whether the organization is a large or small enterprise which can impact on salary negotiation. Large and longer established companies could have a larger revenue base and may be able to offer a larger salary base compared to a smaller/start-up organization;
- ◆ What structure the interview will follow. Whether it will be a panel (who is sitting on the panel); a group panel, involving psychological assessments etc;
- ◆ Allows you to develop powerful questions to ask the interviewer.

To begin your research regime you can try the following resources:

- ◆ Company website
- ◆ Advertising brochures and other promotional material
- ◆ Newspaper articles, professional journals
- ◆ Your contacts that may have dealt with, or are dealing with the company including suppliers, customers, existing/former staff
- ◆ Business Review Websites
- ◆ Company Research Websites, and the list goes on.

The information you compile will assist you in preparing relevant situations from your work experience, qualified with past performance and examples. This information should be strategically aligned to the needs of the organization, thus positioning you as the best candidate for the job.

Continued success!!

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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GIMME MORE TIME

The following poem is a poignant reminder of the value of time:

To realise the value of ONE YEAR
Ask a student who has failed his final exam.

To realise the value of ONE MONTH
Ask a mother who has given birth to a premature baby.

To realise the value of ONE WEEK
Ask an editor of a weekly newspaper.

To realise the value of ONE DAY
Ask a daily wage labourer who has ten kids to feed.

To realise the value of ONE HOUR
Ask a couple waiting for the wedding ceremony.

To realise the value of ONE MINUTE
Ask a person who has missed the train.

To realise the value of ONE SECOND
Ask a person who has survived an accident.

To realise the value of ONE MILLISECOND
Ask the person who has won a silver medal in the Olympics.



Do you often wonder where the time has gone – the hours just seem to be flying by too quickly and you just don't seem to be able to fit as much into your day? If this rings true for you – you're not alone.

It's important to recognise that everything IS in your control, and that YOU are able to restore balance within your work and life. Finding extra time can be done by realising that WE can make the choices of doing so (and are not ruled by our often overwhelming and hectic schedules), through gaining a better understanding of your unique behaviours and how they may be hindering you.

People who know me well, know that I strongly advocate maintaining a healthy balance between work and life, so to sustain stability it is imperative to maximise your efficiency during the time you spend at work, thus avoiding the temptation to 'put in that extra hour or two (or even three).'

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I've found a great tool that will allow you to create an effective plan for time management to your natural behaviour, by identifying specific causes that may be preventing you from reaching optimal productivity and possible solutions; do's and don'ts on communication (enhance your relationships with those around you); optimising your understanding to empower you to project an image that will allow you to regain control; while learning how different behavioural styles will impact your use of time.

Time P.L.U.S.™ Report

Setting priorities and managing time effectively are basic elements for managing individual and organisational performance. The pressure to find innovative ways to achieve goals, pay attention to the competition, respond quickly to customer needs and enjoy life outside of work is even more intense in today's less structured, information-driven workplace.

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GIMME MORE TIME—con't

Meeting the daily challenge of managing professional and personal responsibilities requires a learning strategy designed to meet individual needs.

TARGETED TO UNIQUENESS

Behavioural research suggests that the most effective people are those who understand themselves so they can meet demands of their environment. Our ability to interact effectively determines our success or failure. Effective use of time starts with an accurate perception of ourselves. The **Time P.L.U.S. Report** was designed to quantify information on how you see yourself and translates that information into how others may see you to assist in formulating strategies to better manage your time.

PERSONAL CHARACTERISTICS

Based on your responses, the **Time P.L.U.S. Report** will provide a broad understanding of your work style and identify the basic natural behavior that you bring to the job.

INTERACTIVE FLEXIBILITY

People are different and all have needs they want met. The **Time P.L.U.S. Report** will help you to identify four basic behavioural styles of others and provide you with valuable information for meeting their needs. This report will help you to understand how interacting with different styles impacts your use of time when you meet their needs and gain their commitment and cooperation.

PERCEPTIONS / DESCRIPTORS

Because a person's behavior and feelings are revealed to others, the **Time P.L.U.S. Report** will provide information on your self-perception and how others may perceive your behaviour under certain conditions. The report will also describe how you solve problems, meet challenges, influence people, respond to the pace of the environment and how you respond to rules and procedures set by others.

Time Wasters

The **Time P.L.U.S. Report** will identify time wasters that may impact your overall time use effectiveness. It will list possible causes and solutions that serve as a basis for creating an effective plan for maximising your use of time and increasing your performance.

Special Offer for Communiqué Subscribers:

Successful Time Management & Prioritisation Program Contents

Normally \$195.00 ex GST, however for a limited time only \$145.00 ex GST.

- Time P.L.U.S.™ Assessment and Report
- One hour (2 x 1/2) Telecoaching Sessions with Annemarie Cross

Click here for further information and to take advantage of this special offer.

(Note: for international clients, please contact our office as call charges may apply)

Education & Learning

Learning and education is an extremely important area in our lives no matter what age we are. In fact, when you consider carefully, learning occurs for every one of us, each and every day and not just when we attend an educational setting, such as school or professional development seminars.

On a conscious and unconscious level, experiences and situations can cause us to develop new learning whether it be a new skill, resource, belief or feeling. A powerful NLP presupposition is **when you know better, you can do better**, which means that when you become *aware* of something, you can take the steps to improve, enhance and advance in that particular area.



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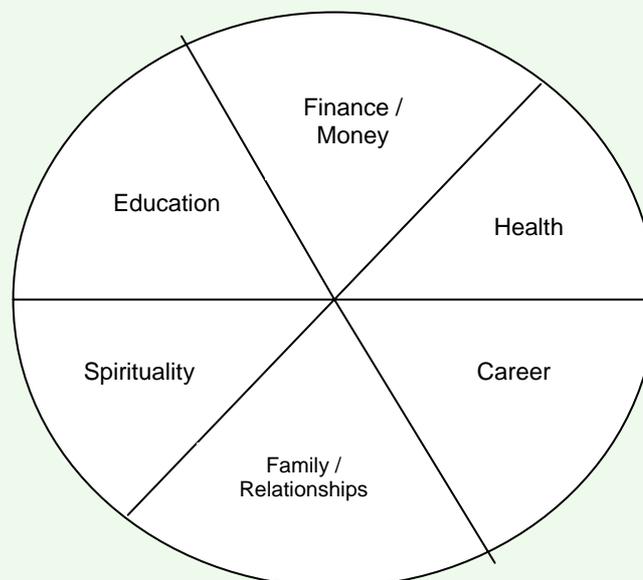
Coach's Corner

Personal and professional growth is something that many people aspire to. Would that be a true reflection of you?

To discover your values and beliefs around education and learning, take a moment to answer the following questions:

1. Where are you now in the area of Education? (note that there is much more to education than only 'formal education')
2. What improvements could be made to this area?
3. What is important to you when you consider Education?
4. Is there anything that may be blocking you from having specifically what you desire in this area? If so, what is it? (Even if this is just a feeling)
5. What could you do to overcome this block? What resources do you have to do this? What resources do you need to enable you to do this?
6. What will happen when you have your desired state?

AREAS OF LIFE



Over the next month, why not keep a journal of all of the learning you have experienced over that time. At the end of the month you can see the lessons you have learned, how you have grown, and how you may strive to keep 'doing better.'

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—
Catapult Your Career

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



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Q & A

A common concern among many workers is whether they will have enough money to support them once they retire.

During one of my networking functions I had the privilege in meeting Mary Benton, a Financial Planner from Plan 4 Wealth Pty Ltd, who has kindly offered to share some of her expert financial planning knowledge with us in the coming months.

Mary tackles this month's question with her article:

Q: How much money will I need to live the lifestyle I want when I retire?



Thinking about retirement within the next 5–10 years?

By AMP Financial Planner Mary Benton*

How much do you need to live the lifestyle you want in retirement? Most people will need 65 per cent of their pre-retirement income to maintain their current lifestyle in retirement. So for a person who earns \$60,000 a year, they will need \$39,000 a year when they retire.

Superannuation is one of the most tax effective ways to save money for retirement. By law, employers must contribute a minimum of nine per cent of an employee's annual salary to super (Superannuation Guarantee contributions).

But if the only superannuation a person has is what their employer is contributing as compulsory contributions, they might not have enough to live on when they retire. And

self-employed business people are not compelled to contribute to superannuation at all.

To make up any shortfall in retirement savings, look at:

- ◆ "Salary sacrificing" into superannuation for employees, by making extra contributions before tax.
- ◆ Setting up a regular savings plan into superannuation, using the extra after-tax money you may receive in your pay packet, however small, as a result of the recent changes in tax rates.
- ◆ Making contributions on behalf of your low-earning spouse, and claiming the tax offset of up to \$540, subject to eligibility rules.
- ◆ Claiming the Government co-contributions if you are an employee earning less than \$58,000 per year.

For more information about retirement planning, superannuation or other financial issues, log on to www.amp.com.au, or call 133 608 to order a free copy of the *Thinking Ahead* CD-ROM, AMP's comprehensive guide to financial advice.

*Mary Benton of Plan4Wealth Pty Ltd is an Authorised Representative of AMP Financial Planning Pty Ltd, ABN 89 051 208 327, AFS Licence No. 232706. Any advice given is general only and has not taken into account your objectives, financial situation or needs. Because of this, before acting on any advice, you should consult a financial planner to consider how appropriate the advice is to your objectives, financial situation and needs.

Business awareness is an important attribute in a fast paced world that requires immediate results. When people and people in business have been conditioned to being told what to do over many years, innovation is stifled and opportunities are missed. Increasing your awareness through Business Coaching will address this shortfall.

In my role as a Business Coach I support business owners in their desire to:

- ◆ Improve productivity
- ◆ Increase decision making
- ◆ Reduce staff turnover
- ◆ Sourcing new opportunities
- ◆ Improve work/life balance

My ability to do this comes from years of accumulated experience. 30 years experience in the Corporate environment has given me the ability to coach and mentor business owners in achieving their ambitions.



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Increasing Business Awareness through Business Coaching

By Geoff Edwards, Business Coach

The skills gained include Business Management, Project Management, Customer/Stakeholder Management, People Management, Mentoring and Coaching. My desire to impact the lives of people and people in business has grown over this time.

In more recent times and with my own coaching business, I have strengthened my business understanding of the challenges of business and how challenges can be turned around. I have also realised the importance of natural flow though Emotional Intelligence.

What I have realised in this journey is that as an individual/business owner, you can save years of time, effort and frustration by increasing your awareness of what is taking place right now. For example, I am sure that you have developed some goals for our business through a Business Plan and maybe you are feeling that you are not achieving the results you have set out to achieve. In a given week and day, typical things that may get in the way to avoid us achieving our objectives can be:

- ◆ Procrastination
- ◆ Decision making
- ◆ Stress
- ◆ Morale
- ◆ Balance between work and home

What can we do to overcome this frustration or friction? Accepting that you have an issue that needs to be addressed is the first step in the right direction. The next step is to obtain an outside perspective on the business through a Business Coach. When you do that, congratulate yourself as you have started your journey through awareness and to success. High

achievers accept coaching as a way of supporting them to get the results they want now and business owners are no exception to this.

A Business Coaching program with Coaching for New Opportunities provides you with that opportunity and it all starts with an introductory session. While a broad framework is followed, the journey is dependant upon your needs right now.

The experience I have represents exceptional value to people and people in business as it provides an excellent opportunity to increase awareness and achieve success. The outcomes that I have achieved with clients on an international basis are typified by the following comments:

- ◆ I achieved a goal that I had been trying to achieve for 20 years in 2 months.
- ◆ Stress, anger and worrying have been replaced with a serenity
- ◆ I'm happier and more relaxed than I can remember ever having been
- ◆ This combination of gentle guidance, encouragement and honest challenging and questioning made all the difference to my journey!

You too can benefit from this opportunity for change by visiting <http://www.coachingfornewopportunities.com> and starting your journey with an introductory session with Geoff Edwards, Business Coach.