



Organizing Your Job Search!



By Tony Beshara



*"If you manage the process, the result
will take care of itself."*

- Tony Beshara

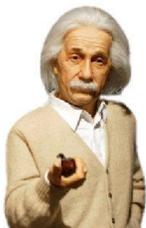


This is a very **simple** process.

It just isn't very easy.



In fact, it is quite difficult.



*"If you can't explain it simply,
you don't know your subject."*

Albert Einstein



Need to find or change jobs
Find employers with "pain"... need to hire
Get interviews with "pained" employers
Sell yourself hard in initial interviews
Sell yourself hard in follow-up interviews
Get offers
Negotiate offers and **Go to Work**
.....simple!



Acknowledging the emotions

*After the death of a spouse, child, or parent, looking
for a job and divorce tie for fourth as the most
emotional thing we do.*

Even if you have a job... the process does not
become any easier.



- Fearful
- Anxious
- Strain on your personal life
- Strain on your marriage
- The list goes on...





...and get on with it



Don't deny your emotions

- Sit down
- Write out your emotions
- Delineate the exact reasons for each of these emotions
- Forgive
- Be grateful
- Pray





There are two other variations of this exercise:

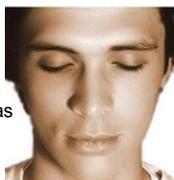
•The first is to use a recording device...then listen to the situations in order to recapture the emotions before you release them.

•The other is to "discuss" the situations, after you have written them, with a loving spouse or empathetic friend. Get that person to just listen to you non- judgmentally.





- "Visualize" each of the situations
- See your frustration, disappointment
- Put yourself in each picture or movie
- Turn it black-and- white and "send" it as far out in front of you as possible.



When the picture changes and gets sent very far away, so do the emotions that are associated with it.



Dealing With Anger and Fear

- ✓ Dig a hole in the ground.
- ✓ Lie flat on the ground with your head over the hole and scream your feelings into the hole.
- ✓ Take a seed, place it in the hole, cover it with dirt, thereby symbolically "composting" negative feelings and helping something new and positive that can grow.





You'd better expect to be:

- Depressed
- Dejected
- Rejected
- Refused
- Denied
- Jilted
- Ignored
- Lied to
- Insulted
- Messed with
- Forgotten on hold
- Conspired against



Take Action...Take Massive Action

Action Conquers Fear

- This is a numbers game...pure and simple...
- Numbers of calls, numbers of interviews and numbers of follow-up interviews...
- Numbers, numbers, numbers...



The number of interviews that it took to find a job in 2005, 2006, or even the first part of 2009 is a distant, historical nirvana that will not come about again for a while.



This is a

NUMBERS

Game

***If you want to increase your success rate,
double your failure rate!*** Tom Watson



DEVELOP A "SYSTEM"
OF FINDING A NEW JOB

- Goal/Intention setting
- Daily Planning
- Recognizing the "numbers"
- Systematic strategy





PROCESS



PROCESS

PROCESS

"Do what you do best and the score takes care of itself."
John Wooden



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- Tony Beshara



Definition of the process:

- Need to find or change jobs*
- Find employers with "pain"... need to hire*
- Get interviews with "pained" employers*
- Sell yourself hard in initial interviews*
- Sell yourself hard in follow-up interviews*
- Get offers*
- Negotiate offers and **Go to Work***
-simple!*



How long, master, until I reach the goal of enlightenment and the way of Zen?



...if I work hard and diligently

*...if I work **very** hard and **very** diligently*

...if I work very, very hard, diligently and devote my life to the goal





Condition Yourself



This is a 24-hours a day, seven days a week, 365 days a year, committed endeavor to go back to work or to find a new job.

Failure Is Not An Option!



Assess Your Own Personality Style Relative to Others

"If you see the world through John's eyes, you know how John buys"





ANALYTICAL

Engineers, Accountants, Technical People, Chemists

DRIVER

Presidents, V.P.'s, Sales, Engineering, Leaders

AMIABLE

Some sales, Customer Service, Administrative support personnel

EXPRESSIVE

Creative people, Sales, Comedians, Actors



If you are an  artist

Interviewing with a controller, 

How do you need to sell yourself?



If you are an IT person



Interviewing with a driver
V.P. of Sales, 

How are you going to sell yourself?



ATTITUDE, ATTITUDE, ATTITUDE !



You have a choice in

Your Attitude



ATTITUDE

by: Charles Swindoll

The longer I live, the more I realize the impact of attitude on life.

Attitude, to me, is more important than facts. It is more important than the past, than education, than money, than circumstances, than failures, than successes, than what other people think or say or do. It is more important than appearance, giftedness or skill. **It will make or break a company... a church... a home.**

The remarkable thing is we have a choice every day regarding the attitude we will embrace for that day. We cannot change our past... we cannot change the fact that people will act in a certain way. We cannot change the inevitable. **The only thing we can do is play on the one string we have, and that is our attitude... I am convinced that life is 10% what happens to me and 90% how I react to it.**

And so it is with you... we are in charge of our attitudes.



- **Arces of Diamonds** - by R. Conwell
- **The Richest Man in Babylon** - by G. Clason
- **Man's Search for Meaning** - by V. Frankl
- **As a Man Thinketh** - by James Allen
- **Psychocybernetics** - by M. Maltz
- **Self Matters** - by Phil McGraw
- **Real Life: Preparing for the 7 Most Challenging Days of Your Life** - by Phil McGraw

Norman Vincent Peal, Wayne Dyer, Anthony Robbins, Brian Tracy, Zig Ziglar, Steven Covey, Dennis Waitley



Setting Goals and Intentions

Goals / intentions need to be **SMART**:

- S** specific, simple, stated in sensory based language
- M** manageable, measurable, motivational... I can, I will, I must
- A** attainable, achievable...what I can control
- R** relevant, risk oriented, challenge/skill balanced
- T** trackable, timed...measure the process and set dates of accomplishment



Goals and Intentions

PERSONAL
PUBLIC
PRESENTED IN THE POSITIVE
PROCESS ORIENTED
RECITED DAILY AS AFFIRMATIONS



Goals and Intentions

Goals/intentions should not be broad generalities.
Something like, "to get a better job and be happy"
is not a specific goal/intention.



Goals and Intentions

"I see myself getting five face-to-face interviews a week. I can hear the sound of a hiring manager making an appointment to interview me. I feel the rush of success and anticipation for the opportunity to sell myself."



7:15 a.m. to 7:45 a.m. Shower, eat and dress for the day. Dress in your business "uniform." If you dress like a top-notch professional, you will act like one and attract the same.

7:45 a.m. to 8:15 a.m. At your desk or your job search "office." Read and listen to motivational books or CD's

8:30 a.m. to 11:30 a.m. and **12:30 p.m. to 4:45 p.m.** In the beginning of your search you will spend most of this time calling people to get interviews. As you move forward, this time will be devoted to as many interviews as you can get.



11:30 a.m. to 12:15 p.m. Take a 30 minute lunch break if you don't have a business lunch planned. Eat in a quiet environment where you can slow down from the intense pressure of the morning. A brisk walk clears the mind.

12:15 p.m. to 12:30 p.m. and **5:00 p.m. to 5:30 p.m.** These times should be spent reviewing e-mails, returning phone calls, sending follow-up emails. Late in the day is a great time to reach hiring authorities whose "gatekeepers" have gone for the day.

5:30 p.m. to 10:00 p.m. This is the time to do paperwork and secondary activities that are important to getting interviews. *Don't neglect your family. Spend time with your loved ones. They will support you, but they need to see your support too.* This is a great time to volunteer or give community service.



Daily Plan if You are Employed

Your early morning will be the same. But from **8:00 a.m. to 5:00 p.m.** you have to function in your job.

Seeking a job while you have one *is really hard*. Make a plan that may allow you to get interviews and go to interviews during your lunch hour and right after work.





Potential Employers: They Aren't What You Think

- 98% employ less than a hundred people
- They are not good “people/people”
- They focus on **what they do**, rather than who does it
- They think that if they **do** what they do well enough, they will have a model business
- They are: ambitious, greedy, selfish, lazy, impatient, vain and ignorant... just like most people



- They put the “**fun**” in “**dys-fun-ction-al**”
- They do not have a real **system** of doing business
- They operate by a “seat of their pants” mentality
- They don’t care about you...they care about themselves

For the most part they are messy ..unorganized
...scared...surviving...squeezing...waiting



Spiritual Beings, Acting Human

Hiring people is as stressful as looking for a job.

- Great deal of doubt
- Uncertainty
- Fear in hiring.

Hiring authorities “go emotional” too.

If you get this message, 98% of the emotional strain of looking for a job will be alleviated!



The Four Major Questions You Are Being Asked

- Can you do the job? 20%
- Do we like you? 40%
- Are you a risk? 20%
- Can we work the \$ out? 20%



Can you do the job? ...the role of experience

Do we like you? ...being "likeable"...compatibility
...getting along with others

Are you a risk? ...reasons you won't work out
...your perceived liabilities

Can we work the money out? ...easiest question



Expect Lies



"We think you are great...We will call you back...We'd like to hire you...You're our top candidate...We haven't seen anyone as good as you...We should call you in a day or two...We'll probably offer you the job..."



- Judge them by their actions...not their words
- Lack of authority
- Politics in a company
- Situational interviewing
- Hiring is not really a priority
- Hiring from within 10% to 15% of the time





...and get on with it



St. Ignatius of Loyola
 "holy indifference": ...detachment...
 remaining indifferent to the results...
 rejection...refusal...being ignored...
 being lied to...being forgotten

Chrissy: ...**"holy acceptance"**: ...accepting what you may not like and can't control ...not getting what you want, but wanting what you get...the serenity prayer

The prayer of St. Theresa: "May you trust God that you are exactly where you are meant to be!"



Breaking The Delusions of Resumes

- Resumes are overrated...
- Average resume gets read in 10 seconds
- 100 resumes are submitted for each position
- People confuse productivity with activity when it comes to writing a resume



The Most Effective Resumes

- ✓ Reverse chronological
- ✓ No more than two pages
- ✓ No objective or career summary
- ✓ Clear dates beginning with most recent job
- ✓ Clear titles everyone understands



The Most Effective Resumes

- ✓ Clear description of experience and success
Stories sell but numbers tell
- ✓ Education
- ✓ So that a high school senior can understand it!



The Dont's of the Resume

- ⊗ Personal stuff
- ⊗ Why you left each job
- ⊗ All "Galactic"/All World
- ⊗ References
- ⊗ Dumb statements





The Most Effective Resumes

What you are going to do for them

Have several different resumes

"Dumb down" some of them

Always call the hiring authority first



Cover Letters



- Short and to the point... 10 seconds
- Review the requirements and state "why you should interview me!"
- If you had a telephone discussion, review specific points and ask for the interview
- One or two "bullets" about your past success



Keep Records and Follow Up

Keep detailed records



Follow up every 30 to 45 days

Phone calls or emails





Effectiveness of Online Tools



...recent survey of 1650 job seekers
one got a job ...three got interviews



10% of 2100 people actually found a job as a result of being contacted by an employer or a recruiter...



...applying online...very frustrating
CareerXRoads survey ...13% of external hires





Best Way to Get an Interview

Pick up the phone and call an employer with "pain"...the need to hire someone!



...run the risk of being rejected stomped on and told "no...no...no...no!"

...develop a script...practice, practice, practice... every "no" is one step closer to a "yes"...know your #'s



Interviewing
The most important job search function

- Staged contrived event
- Your ability to interview is more important than your ability to do the job
- It is a “numbers” game
- Rejection/refusal... uncomfortable



Interviewing Who to call for an interview

- | | |
|-------------------------------------|----------------------------------|
| <i>Previous employers</i> | <i>Previous/present peers</i> |
| <i>Family</i> | <i>Friends/acquaintances</i> |
| <i>Competitors</i> | <i>Suppliers/distributors</i> |
| <i>Customers</i> | <i>Trade/professional groups</i> |
| <i>Alumni associations</i> | <i>Fraternity/sorority</i> |
| <i>College/university placement</i> | <i>Recruiters/placement</i> |
| <i>Religious/social groups</i> | <i>Job Fairs</i> |
| <i>Bankers, Lawyers, CPA's</i> | <i>Career coaches</i> |



Interviewing
What to say to get the interview

- Call and introduce/remind them who you are
- That you are looking for a job
- Ask if they know of anyone looking for what you do
- Ask if you may send a resume and call them back
- Keep a record of what is said
- It will take two or three calls over 30, 45 or 60 days



Interviewing What to say to get the interview with someone you don't know

- Who to call... obvious type of supervisor
- Introduce yourself with a statement of what you can do for them, based on your past
- Ask for an interview... "When can we get together?"



The Telephone Interview

- "Screeners" are there to eliminate you
- A quiet "business" place on a land line
- Your resume, note pad and questions in front of you
- Never ask "what can you do for me" questions
- Ask for a face-to-face interview after 15 to 20 minutes





The Initial Interview

Know with whom you are interviewing



Screeners

Human Resources

Third Party Interviewers

The Hiring authority...with "pain!"





The Initial Interview

- The purpose is to sell yourself
- Practice, practice, practice
- **Features, Advantages and Benefits** based on past
- “How does what I have to offer compare with others?”
- “What do I need to do to get the job?”





The Initial Interview...The Power of Stories

- “There are two things that never get boring, a person and a story and the story has to be about people.”
G.K Chesterton
- Stories are more than entertainment...they teach us the art of being human
- The psychology of stories...they remove prejudice
- How to tell a story...The king in Alice in Wonderland...





The Initial Interview Mistakes You Make

- You don't ask for the job, “What do I need...”
- You think that interviewing is a “two-way street”
- You focus on what you want
- You don't sell yourself as to what makes you better
- You don't “bridge” your specific experience





The Initial Interview Mistakes You Make

- Poor communication skills
- Inappropriate dress and/or body language
- You don't do enough research on the company
- Inability to articulate what they want in a job
- You "badmouth" your previous employer





How to Follow Up

Physical Letter



Immediate Email



Phone Call



Short and to the point
 Based on conversation
 Setting next steps
 Collateral materials

Always direct next steps!



The Playoffs...Final Interviews

Ordinary people see things as either a blessing or a curse... a warrior sees everything as a challenge.

- How many...44% of employers...three times
- Everything changes...the "risk" factors are revealed
- Multiple interviews...the more people...the harder it is
- Don't assume everyone is on the same page



The Playoffs... Final Interviews

- The “rubber stamp” interview
- Tony’s 10 day rule
- The paradox of “urgency”
- “We’ll get back to you,” and other lies





The Playoffs...Final Interviews

- “Your actions speak so loudly, I can’t hear what you say!”
- Have no expectations
- Prepare well...sell yourself
- You can’t control what happens





The Playoffs...Final Interviews

- Tell **STORIES** that demonstrate qualities
- Expect ignorance
- Ask personal questions
- Sell yourself ...dance with what 'brung ya
- “Are you going to recommend me?”





The Playoffs...Final Interviews

Corporate visits... take nothing for granted

Lunch, dinner interviews... alcohol, spouses and dates

Social outings... golf, other social events

Be on your guard... they are interviews





The Playoffs...Final Interviews

Remember...this is the finals...**play to win...don't play not to lose...**

1982 NFC Championship...Dallas vs The 49ers ...Dallas was leading 27 to 21 with 4 min. left...49ers drove the field and



with 58 seconds left, scored.... "the catch"



The Playoffs...Final Interviews



"Never let the fear of striking out get in your way"

- Babe Ruth

don't change your strategy
keep doing what works
get good coaching all the way
sell with even more intensity



The Playoffs...Final Interviews

- "We'd like to make you an offer..."
- References... whom to ask and when
- Treachery of "back door" references
- Credit and background checks and drug testing





Dealing With Results



Stay objective... you have nothing until you have an offer...

Assume nothing... keep interviewing

Positive and negative events... rejoice!

Follow up even if you are refused



Dealing With Results

...an offer you don't want

- meet face to face... don't simply ignore them
- make sure you understand the offer
- say "no" only when you are sure
- be very courteous... keep the door open





Dealing With Results

...an offer you might take

meet face to face

make sure you understand **all** of it

agree to let them know quickly... in one day

don't compare an offer with a wish





Dealing With Results

...an offer you would like

meet face to face

make sure you understand **all** of it

evaluate... quickly... in one day

pros and cons... 70%





Dealing With Results

...negotiating and evaluating an offer

- meet face to face
- remember it is an emotional decision
- negotiate by communicating, "I want to work here.. we are all in this together...how can we work it out?"
- accept, get it in writing...start as soon as possible





Resign With Grace and Style

- Keep it simple...no appointment...letter of resignation
- Resign to only one person
- Don't teach, preach, cajole...or burn bridges
- Say "no" to counteroffers
- Leave as soon as possible





Starting a New Job

- Expect to be a bit overwhelmed... it is different
- Quietly observe... get to know the admins
- Remember you are the new kid on the block
- Avoid the negative people
- Give it at least six months to be comfortable





Remember... It Is Simple

Need to find or change jobs
 Find employers with "pain"... need to hire
 Get interviews with "pained" employers
 Sell yourself hard in initial interviews
 Sell yourself hard in follow-up interviews
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 Negotiate offers and **Go to Work**
...simple!



The Final Reality

- What you become in getting what you want...
- How much we grow on the "inside"
- External goals are elusive
- Life is "temporary"
- Are you becoming a better person?





The Final Reality



What you **become** in the process of getting what you want is more permanent and everlasting than the goals you will achieve!

How you grow on the '**outside**' will not far exceed how you expand on the '**inside**.'





The Final Reality

"The purpose of this life is not prosperity as we know it, but rather the maturing of the human soul."

Alexander Solzhenitsyn



Let's connect!



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- 2. Recognized as #1 in U.S.
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