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Job Search Techniques and Your Questions Answered

As many of you, unfortunately, have witnessed first hand, we are feeling the impact of the economic slowdown much more directly than other cities due to our mostly smaller, entrepreneurial business base. With consumer spending decreasing and credit much tougher to acquire, many our local businesses are finding it increasingly difficult to stay afloat and maintain normal operations. As a direct result, many businesses have, or are considering, laying off valuable staff members, contributing to Broward County's 6.6% November unemployment rate.

As more of our residents are impacted by the alarmingly high unemployment rate, one of the most frequently asked questions I receive is:

Q. My company has just announced another wave of layoffs and my department and position appear to be next. I have worked at this company for 10 years and not really sure of the proper steps necessary to start my career search. What do you recommend I do in order to market myself and stand out over the many others who are in similar situations? -**Mike, Coral Springs**

A. I'm sorry to learn of your of your inevitable fate. Let me just mention that you are no less talented today as you were yesterday, and your inevitable job loss, more than likely, is not a result of poor performance. Maintain the confidence in your ability and realize this economic crisis is affecting millions of people like you, here locally and nationally.

Now, moving forward, you must put together an updated resume, highlighting your technical and soft skills. It's often difficult putting together an objective resume, so consider a professional resume writer. Once your resume is completed, reach out to and utilize your professional and personal network (and their contacts) making sure they know you are now available. Nothing gets you in the door faster than a personal contact and references!

Another approach is to research companies, whose product or service, match up well with your background. Send a **personalized** cover letter and resume to the appropriate person, highlighting your specific experience as it relates to their product or service. Again, there may not be a need today, but if you are a specialist in their field, you will garner attention for future needs and your resume may be retained. If you are reaching out to companies to which you are not an "expert", draw out your related experience, such as sales and marketing, and apply it to their product/service.

Also, consider a resume "blasting" service, which will send your resume to all job boards, including the less recognized, and industry specific ones.

These techniques will increase the probability of being noticed for current as well as future positions. Just remember, the job search journey is a process and requires patience, confidence, perseverance, playing the numbers game and attention to detail.

Email your Questions.....

If you're unsure of how to embark on an effective job search campaign, or a specific component of the process, please don't hesitate to contact me. I would be happy to help you, our residents, in any way that I can!

I'm hopeful my insight will help provide you with a competitive advantage and increase the probability of acquiring your next employment endeavor.

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