

"JOBS" IS A FOUR LETTER WORD AT STYBEL PEABODY. WHY?

The ideas below were inspired by Nick Corcodilos of asktheheadhunter.com, an outstanding resource. Do check it out.

It is common that there is a gap between what customers wish to buy and what service providers are seeking for themselves: I want a decent meal; my waitress wants a good tip. I want a safe car and my automobile sales professional wishes to reach her monthly sales goals.

The waitress is not going to get a good tip by saying, "So nice to see you. I want a great tip from you."

And yet in the classic executive job search, job candidates tend to focus on THEIR needs for employment. When was the last time you met a hiring authority obsessed with adding to payroll?

In polite conversation, there are four letter words one should never say in public. "JOBS" is one of those four letter words.

Position your job search away from job search.

The goal is to be on the same wave length as the hiring authority.

And the hiring authority is probably obsessed with solving problems, increasing net income, and getting customers satisfied.

Start offering a free sample of how your skills help the hiring authority achieve his/her objectives. This free sample is what most of us in professional services do in the initial interview with prospective clients: engage the client in a discussion about an issue important to the client and provide a free sample of how we might help the client solve that problem or show how we have solved similar problems in the past that could be applied in the current situation.

KILL THE EXECUTIVE SUMMARY

Is your Executive Summary all about YOU?

Is the hiring authority really impressed that you are the 95th resume he has read thus far that states the author is "results oriented" and "seasoned?"

Does the hiring authority care about your job objectives?

Kill the Executive Summary. Make your first section "How I Can Add Value For You:"

For example:

I can increase your market penetration and can prepare a sample plan of action for your review.

Notice that the word "you" appears twice and the word "I" appears once. That is not a bad ratio to keep in mind as you write a resume, network, or have a job interview.

STOP LOOKING FOR JOBS

Look for opportunities to give away "free samples" of your work so that prospective buyers can reduce their fear of hiring jerks.

That's why I wrote this article for you!

###

Laurence J. Stybel, Ed.D. is President of Stybel Peabody Lincolnshire of Boston. Founded in 1979, the company provides "Smooth Leadership Change" services for the world's best companies through 250 consultants around the world. He is a Fellow of the Institute of Career Certification and Executive in Residence at the Sawyer Business School at Suffolk University.