



JOB CAMPAIGN SUCCESS BOOK

OVERVIEW:

Founded in 1979, Stybel Peabody's mission is Leadership and Career Success for Valued Leaders. Clients include 21% of the one hundred companies named by FORTUNE MAGAZINE as "Best Employers in the United States."

One of Stybel Peabody's three Leadership and Career Success programs is helping leaders successfully complete marketing campaigns that result in new chapters in professional lives.

Each month we write a column on leadership and career management for PSYCHOLOGY TODAY MAGAZINE.

These links focus on those articles related to job search.

THE STYBEL PEABODY CAMPAIGN MANAGEMENT FRAMEWORK:

This is a marketing campaign. You are the product. Successful execution of marketing campaigns is about product differentiation.

Many of our senior level clients have years of experience within functions that place high value on compliance: find best practices and comply with best practices. Don't be remarkable. You could get into trouble.

You cannot launch a successful campaign this way!

Much of our 1:1 work with clients is to help them change their patterns of thought. What worked well in achieving success to this point won't necessarily help now: what got you here won't get you there.

These articles provide a more substantive focus for our work in successful job search campaign execution.

In everything we do, we focus on one thing: differentiate yourself from your competitors while retaining your professional stature.

Diversification is "King."

Accepted wisdom states that face-to-face networking is the "best" way to find employment.

And 40% of our job candidates are socially shy. They listen to the accepted wisdom as "the best way to find a job is to...be someone other than you!"

Our model, however, takes into account that campaigns need to be modified for the needs of shy people. This is not common practice in the outplacement field.

Our model takes into account that in an information society, there are five routes to take for your resume to get into the hands of decision makers with the authority to hire you. We help our clients customize a diversified marketing campaign along these five distribution channels.

SECTION 1:

HOW TO ARTICULATE WHAT YOU WANT

As the speed of an automobile increases, drivers' peripheral vision tends to degrade. Did you know that only 2% of traffic accidents are front collisions? But 50% of accidents are to the side.

The pace of work moves so fast, leaders' peripheral vision has begun to degrade. They fail to see the dangers/opportunities that are 45 degrees to the side.

Think of Blackberry's initial response to the introduction of the Apple iPhone: "it is an extension of the iPod. And the iPod is an electronic gadget for young people. It is not a serious business tool like Blackberry. We are a serious business tool and have a fabulous keyboard."

Below are some resources designed to help you focus on your peripheral vision.

Are You Successful? A Toronto fruit merchant named Murray provides three questions for you to answer:

<http://www.psychologytoday.com/blog/platform-success/201202/are-you-successful-ask-yourself-these-three-questions>

Your last boss said you were not a “team player:”

<http://www.psychologytoday.com/blog/platform-success/201403/boss-says-you-are-not-team-player>

You will probably end up providing some professional service. Here is the question to ask: what types of people do you wish to serve? We see too many people who spent their lives serving people they truly despise. That is no way to live a life:

<http://www.psychologytoday.com/blog/platform-success/201111/the-secret-success-work-stop-working>

SECTION 2:

THE “TELL ME ABOUT YOURSELF?” QUESTION

Are you going to “blow them away” or put them to sleep?

<http://www.psychologytoday.com/blog/platform-success/201301/what-do-you-do-living-two-new-ways-respond>

Doing a job search is a lonely process. If your company has not provided you with a resource to help you design and implement your customized campaign, try to find an accountability buddy who will work with you. It is important that this buddy be brutally honest in giving you feedback. There are times when banal, supportive statements might have value. This is not one of those times.

Your answer to the “Tell Me About Yourself?” question becomes the theme of the campaign and should inform resumes, cover letters, and conversations.

DEALING WITH YOUR “FAILURE TO THRIVE” RESUME:

<http://www.psychologytoday.com/blog/platform-success/201404/managing-your-failure-thrive-resume>

SECTION 3:

GENERAL OVERVIEW FOR GETTING JOB INTERVIEWS:

You set yourself up for frustration if you define success as obtaining employment.

Set up an intermediate goal: interviewing decision makers with the authority to hire you.

For example, stop saying, "I'm looking for a job in finance." Do say, "I am looking to speak with CEOs who want finance to be a more valued resource than they currently have."

There is a strong positive correlation between the number of interviews you have and the number of job offers you get.

Job interviewing is a performance art: the more you interview the better you get.

Years of experience sitting on the power side of the interview table does not prepare you to be skilled at sitting on the other side of that table. You want practice, practice, practice.

The five channel distribution channel model we recommend to our clients is an attempt to diversify your efforts. Diversification reduces risk. Diversification assumes we occupy linear, nonlinear, and random space all at the same time.

You want something "cooking" in all the social dimensions.

<http://www.psychologytoday.com/blog/platform-success/201111/got-great-resume-what-distribution-channels-are-you-using>

Below are some web based tools to help you network in a more linear way:

<http://www.psychologytoday.com/blog/platform-success/201202/using-technology-control-non-linear-events-the-case-networking>

Woody Allen once said the secret of success is "showing up." And "showing up" is a nonlinear activity.

<http://www.psychologytoday.com/blog/platform-success/201306/the-art-showing>

SECTION 4:

WINNING INTERVIEWS: HOW TO BE THE LAST PERSON STANDING

We focus on primary research techniques to help you differentiate yourself from your competitors. The job interview is won before you walk into the decision maker's office:

<http://www.psychologytoday.com/blog/platform-success/201309/seize-new-opportunities-starbucks-research>

You want to be perceived as a Calm/Assertive Leader. The tools below help you achieve this through non chemical manipulation of hormones as well as neuro linguistic programming.

<http://www.psychologytoday.com/blog/platform-success/201303/people-want-follow-calm-assertive-leaders>

and

<http://www.psychologytoday.com/blog/platform-success/201310/calm-and-assertive-leaders-have-unique-ways-communicating>

Turn Ambivalence about You into Commitment:

<http://www.psychologytoday.com/blog/platform-success/201207/ambivalence-commitment>

There is a ghost that haunts the decision maker in the interview room. You cannot see this ghost. We teach you to conjure up the ghost. Once the ghost is conjured, you will then align yourself with the ghost:

<http://www.psychologytoday.com/blog/platform-success/201212/how-conjure-the-ghost-in-the-interview-room>

You may be asked about your philosophy of management. You may be given a situation and asked "what would you do?" Below is a practical model for thinking about problems. Our clients find it has value in many areas of life:

<http://www.psychologytoday.com/blog/platform-success/201211/you-can-be-simple-leader>

Below are three questions you want to ask during the job interview and then ask again during the first two weeks of the new job:

<http://www.psychologytoday.com/blog/platform-success/201312/newly-hired-newly-promoted>

SECTION 5:

STRUCTURING A JOB SEARCH FROM HOME:

<http://www.psychologytoday.com/blog/platform-success/201112/working-home>

SECTION 6:

JOB SEARCH TECHNIQUES FOR SOCIALLY SHY PEOPLE.

What is “reality?” This is not a philosophical question. Information in the “real” world is filtered through the lense of our cognitive frameworks. Some of this framework is inherited and some is learned. By the time data reaches our cerebral cortex it no longer is “real.” It has become distorted by the perceptual filter of our cognitive frameworks.

According to Stanford University Professor Emeritus Philip Zimbardo, 40% of people in the U.S. would classify themselves as “socially shy.”

Shy people have different cognitive frameworks than their non-shy colleagues. Traditional approaches to job search do not take these differences into account.

For these folks, a campaign based on face-to-face networking as the best way for job search success can easily be interpreted by some people as, “The secret of being successful is to not be ME!”

Below is a link to our approach.

Stybel Peabody tries to be more respectful about the cognitive lenses that shape individual perceptions of reality:

<http://www.psychologytoday.com/blog/platform-success/201204/seizing-new-opportunities-when-you-are-shy>

SECTION 7:

EVALUATING JOB OFFERS:

We recommend you examine opportunities using the following nine factors:

<http://www.psychologytoday.com/blog/platform-success/201201/thinking-linking-your-reputation-new-leader-or-new-company-consider-the>

Evaluating the person you would report to:

<http://www.psychologytoday.com/blog/platform-success/201110/good-bosses-are-hard-find-heres-how>

SECTION 8:

EMPLOYMENT CONTRACTS: IF YOU DON'T ASK YOU DON'T GET. DON'T FORGET TO ASK FOR EXECUTIVE LEVEL OUTPLACEMENT WITH A FIRM THAT YOU SELECT.

<http://www.psychologytoday.com/blog/platform-success/201208/dont-you-trust-me>

SECTION 9:

WRITERS GET RESULTS:

<http://www.psychologytoday.com/blog/platform-success/201111/looking-work-keep-diary>

SECTION 10:

CREATING A PLATFORM FOR SUCCESS.

Congratulations on the new job. Below are some tools to help you to read before your first day of work:

Developing An Association Strategy: you need one and do not have the time to belong to every group.

<http://www.psychologytoday.com/blog/platform-success/201308/rising-dues-static-income-and-diminished-free-time>

When life feels like a three ring circus, how do you focus on the center ring?

<http://www.psychologytoday.com/blog/platform-success/201302/your-life-is-three-ring-circus>

Leadership in a world where power moves top down and bottom up at the same time:

<http://www.psychologytoday.com/blog/platform-success/201209/managing-new-power-shift>

Developing a Keep in Touch Program with Your Network:

<http://www.psychologytoday.com/blog/platform-success/201209/why-is-it-i-only-hear-you-when-you-need-favor>

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We hope this web based book has been of value for you.

For additional free resources about leadership and career success:

http://www.stybelpeabody.com/newsite/leadership_resources.php

For further information about services please contact Maryanne Peabody:

Maryanne Peabody

STYBEL PEABODY ASSOCIATES, an Arbora Global Company.

Peabody@stybelpeabody.com

60 State Street

Boston, MA 02109

Tel. 617 371-2990

www.stybelpeabody.com