



# To all Job Candidates... DON'T DESPAIR!

*Are you tired of hearing these statements?*

- It's a really bad economy
- Companies are closing
- No one is buying
- We are in a recession
- Companies are outsourcing their workforce
- Layoffs are rampant
- Unemployment is rising
- Economic productivity is down
- Sales will be at an all time low

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Create your own  
Personalized Career Playbook  
& Survive This Economy

- \* Learn How To Remain Optimistic!
- \* How To Prevent Yourself From Being One Of The Unfortunate Workers That Have Been Caught In A Reduction In Force And Are Being Laid Off!
- \* How To Attack The Job Market If You Have Been Downsized Or Want To Look For A New Career Opportunity.

*Follow this advice over the next few pages and this strategy will have a meaningful impact on your current job, or in gaining your next position.*





By *Brian Green*, Executive Director, Lloyd Staffing

I have been a recruiter in the staffing industry for over 20 years. I have experienced many upswings and downturns in the economy during this time. Beginning with Black Monday in 1987, to the bubble burst in the Dot Com era, to the disaster of 9/11, and the normal course of the economic shifts in every capital market experience.

Currently, we are experiencing yet another economic shift, a downturn in the economy that is affecting many sectors of industry: financial services, real estate, automobile, retail, tourism, airline, banking, life sciences, consumer products, manufacturing, and the list goes on.

It is easy to have a pessimistic view of how these economics will challenge your actions regarding how you live your life until the economy shifts upwards (yes, the capital markets will eventually rebound). So how do you counter the downturn revolution when all you hear from the media and from our government are how bad things are?

You must remain optimistic.

How do you prevent yourself from being one of the unfortunate workers that have been caught in a reduction in force and are being laid off? How do you attack the job market if you have been downsized or want to look for a new career opportunity?

Each circumstance of where you are in the job market has different strategies that you need to deploy to be successful in your career. Although no one strategy will be enough for you to totally reduce the possibility of losing your job, or finding a new job, starting a Career Enhancement Playbook to follow will certainly minimize your chances of being the individual that is downsized. If you are already unemployed or looking for a new job, these tools will push your success in finding a new job in your area of expertise, or a totally new career.

Please note, that I have found from many years of placing thousands of people into new career opportunities and from running a consulting staffing practice for a national staffing firm, that during an economic downturn like the one we are experiencing now, staff reduction can be an excuse for many firms to just reduce their labor costs. Few companies will follow their competitors and reduce their labor force even if it is not warranted. Why? Because they *can* and it gives them an excuse to do so. Getting more productivity from their remaining labor force happens because workers are fearful of their job security so they work harder, work longer hours, work with reduced budgets, and do what is necessary to safeguard their position within their firm. This paradigm happens every time there is a downturn in the economy, but that does not mean you have to be in a position to have this fear control your employment destiny.

Unemployment is rising to 7% to 10%, yet 90% to 93% of the workforce remains employed.

As management is forced to resign certain staff positions, they still need to get the work done on time and if possible, under budget. Management is always looking for individuals or service organizations to help support their business objectives, so if you can prove value to them, you will have an excellent chance to land a job with them or reduce the possibility of being downsized.

Set a strategy to make yourself a visible contributor to the team and you will land more interviews or possibly get promoted. Always remember this economic downturn is just a cycle. By visibly positioning yourself within an organization, you will be recognized as one of the individuals that helped the company become profitable when the economy turns to the better.

# 1 rule - Be optimistic!

If you are not optimistic about yourself as a person and about the value you bring to your employer, it will show in your job performance. Optimism breeds confidence, and employers want this type of attitude when they are experiencing economic challenges. Be the optimistic leader in your group, people will want to be around you and you will be recognized as an individual that challenges bad situations with positive solutions offering a zest for alternative solutions.

#2 rule – Empower yourself!

Mitigate the risk of being downsized as well as making yourself more marketable to future employers. Spend the time researching ways on how you can help the company improve their process, scale their resources, find new markets to sell or provide their services, reduce costs, mitigate their risks, etc... Don't feel that you can't contribute if your position is not part of the management team. Most business and process improvements come from the people doing the actual work. No suggestion is too small. If you are looking for a new job, make sure you customize your resume to reflect how you can help the company.

As a recruiter, I “sell” people. I sell their value, the *sizzle* that differentiates them from all the other candidates my client has interviewed. I get paid to find the best possible talent, and the costs to employers can range in the tens of thousands of dollars. They use my firm's services because finding the best possible talent to fill a job opening brings value to them. The costs associated with recruitment fees are mitigated by the superior job performance of the hired individual. I look for candidates that show their value to potential employers and know how to convey their self worth.

#3 rule – Build a Network!

50% of the candidates I place into career opportunities came to me through referrals. You need to always be building a network of people that can help you achieve your occupational goals.

Today there are so many new network tools to enable you broaden your contact base.

#### #4 rule – Use Internet Social Networks

I have been using consistently the business social networking site, **LinkedIn** ([www.linkedin.com](http://www.linkedin.com)). Within weeks I was able to turn my 100 contacts into more than two million connections, with no subscription costs.

Some other social internet sites you can use are **Plaxo** ([www.plaxo.com](http://www.plaxo.com)) **FaceBook** ([www.facebook.com](http://www.facebook.com)) and **MySpace** ([www.myspace.com](http://www.myspace.com)). These types of network sites are full of contacts that can help you achieve more of a direct impact on your career than asking your friends, family or dentists if they know of anyone looking to hire someone. These internet sites have specialty user groups you can join where you can post your resume or just ask anyone in the group if they know who is hiring in your specialty.

#### #5 rule – Join Trade Associations

I belong to **ListNet** ([www.listnet.org](http://www.listnet.org)), **Association of Information Technology Professionals AITP** ([www.aitp.org](http://www.aitp.org)), the **American Staffing Association** ([www.ASA.org](http://www.ASA.org)), many users groups on **LinkedIn** ([www.linkedin.com](http://www.linkedin.com)), plus many more.

I attend industry trade meetings when possible, contribute to Special Interest Groups (SIG), write articles, advise employers and job seekers on staffing techniques, ask everyone I meet what they do for a living, belong to advisory boards, attend and sometimes volunteer at charity events, host dinners for my clients and candidates to network together, and the list goes on.

I connect my management to my user communities, broadening their network.

I believe in helping those I know to get to know each other, hence building a bigger coalition of people who know me. Why do I spend my time and money doing this? The people I know are networked to people that I want to get to know. I am always building my network. I have found people will help you if you are connected to them somehow; otherwise you are just a stranger asking for a favor.

#### #6 rule – Develop Multiple Up-To-Date Resumes!

Each job has unique needs to fulfill.

You need to have a current plethora of resumes on hand to present for job opportunities you uncover and also to submit to your current employer's internal Human Resources department.

That's right; you should be keeping your resume up-to-date with all your job accomplishments, additional training, certifications and educational pursuits, and targeted career objectives and present your resume to your employer's HR department.

Why? how else will they know if you are qualified for a job opening that been created that fits your qualifications.

The resume HR has on file is your original resume when you applied for your job with the firm. As you develop experiences within your firm, you become more valuable. If no one knows what you have done, or that you completed your MBA, then you will never be considered for other internal opportunities other than those, arising from your direct manager.

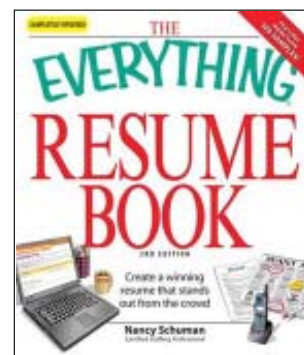
Why look to the outside for a career promotion or change of responsibilities when you can find your career path within the employer you have contributed so much of your career to already?

If you do decide to enter the job market or you are unemployed and seeking a job, you need to have multiple versions of your resume ready to be customized to post for the position that interests you. The one resume rule is dead. Today resume customization is what launches opportunities.

### ***How do you develop an effective resume for distribution?***

There are many career books out on the shelves in the bookstore and on-line. How do you decipher which one to buy?

I have worked with an award winning author, Nancy Schuman, for more than 13 years and I will give her my personal endorsement. Her insight into career development is outstanding, due to the fact that she works for a staffing firm. Remember, staffing firms know how to market candidates to employers and earn millions in revenue as a result.



Nancy Schuman is a vice president at Lloyd Staffing and the author of several books, including *The Everything Resume Book, 3<sup>rd</sup> Edition*, *Revising Your Resume*, and *From College to Career*. She is the resident weekly Jobs and Careers columnist for *The Long Island Press* and she has written articles on careers for consumer publications.

To view Nancy's other publications go to her LinkedIn profile at:

<http://www.linkedin.com/pub/7/35b/750>

### **#7 rule – Develop A Winning Targeted Resume!**

I have read over 50,000 resumes throughout my career. Which resume peaks my interest? It's the resume that within 15 seconds of scanning, it grabs my attention. How is this accomplished? Your resume needs to have the following information in it to attract the attention of the reader.

### **#8 rule – A Clearly Defined Targeted Career Objective**

If I am looking for a Widget Sales Representative, I want the objective to state that you are a salesperson and have sold Widgets. Do not make the Career Objective a storybook, a clear brief targeted objective is best. And, no fluff. Just the facts.

### **#9 rule – Educational / Certification Requirements**

If the job requires a Bachelor's Degree or Certification and you have these credentials, place them on the first page of your resume. If you are lacking the required skills, place this section on the bottom of the resume.

### **#10 rule – Summarize Your Qualifications**

This is where you can really make an impact into the reader. First read the job requirements and highlight your skills, capabilities and accomplishments as they relate directly to the functionality of the job details. Build a bulleted list of these accomplishments into your resume and place them right under the career objective. This should be done for each job to which you apply..

### #11 rule – Highlight Your Work History

Many times I read resumes that describe in detail exactly what the person did in their job. There are inherent problems with being so specific. If you are applying for a job in the construction industry and your experience is from the financial industry, the construction resume reader will reject your resume if all it talks about are derivatives or fixed income. They are more interested in your capabilities that can relate to their industry, such as your project management or organizational skills. The reader must be able to transfer your knowledge and capabilities to their industry.

Make sure your work accomplishments relate to the job requirements and are discussed prominently first in this section. Over the course of time you achieve many skills and experiences. The body of your work history does not have to read in chronological order. Highlight your best attributes first.

### #12 rule – Personal and Professional Development

Keep this section professional only. It's great that you coach soccer, but not everyone likes soccer. Keep this section limited to Certifications or Licenses, Publications you have written, Public Speaking you have done, industry Trade Associations you belong to, etc.

Nothing gains my interest more than reading a targeted resume that reflects the job advertised requirements. If you can capture my attention in 15 seconds, then I will spend a half hour reading your resume in-depth. Don't worry about your resume being 2, 3 or even 4 pages long. As long as your resume is reading the way I want it to, I will keep reading. I do recommend no more than a two page resume whenever possible.

Keep the font clear and do not italicize or use script if possible. I recommend Arial, Times New Roman or Veranda as the typeface of choice. You may bold face headings, and in-body data that are relevant to the job skills. Always save your resume in MS Word format not in a .pdf or tif. format. Name the document *YourNameResume.doc* (not "My Resume" or "Best Version.")

Make sure you include all your contact information and post it on the top of your resume. Include your name, address, home phone, cell number and email address. Your resume must have an email address as most communication to you through a potential employer will be conducted through email.

### # 13 rule – Post Your Resume Electronically

Your electronic version of your resume should be presented differently from your word version of your resume. When you submit your resume electronically to a job posting, your resume is received by the hiring company and is usually scanned first into their electronic database (a filing system of sorts) before ever being distributed to the hiring manager or the Human Resources recruiters.

When the computer reads your resume it may not recognize scripted or italicized text, and generally will misinterpret bulleted or numbered sentences. Reformat your resume into clear text for electronic submittal.

The electronic version of your resume needs to have many key words emphasized that match the job skill requirements. When the database scans your resume it will be looking for these key words.

Why? Because when the recruiter searches the database for skill qualifications, many times the resumes with the most key words identified within the body of the resume will be considered the best as the database rates resumes based on key word searches.

At the end of your electronic resume have a paragraph that lists all key words that a recruiter would look for. Even if you repeat the key words multiple times, that's OK. The goal is for the search engines to pick up your resume first, based on "key word search".

Example: "Microsoft Suite", PowerPoint, "Project Management", MBA, Sales, Marketing, CxO, Dynamic, International, Presentations, travel, Media, P&L, "Microsoft Suite", PowerPoint, "Project Management", MBA, Sales, Marketing, CxO, Dynamic, International, Presentations, travel, Media, P&L, "Microsoft Suite", PowerPoint, "Project Management", MBA, Sales, Marketing, CxO, Dynamic, International, Presentations, travel, Media, P&L

#14 Rule – Tap into Job Board Resources for Job Seekers

You may want to go to this great web site that will enhance your search capabilities, [www.INDEED.com](http://www.INDEED.com)

This site is the most robust search engine for job seekers. The role of recruitment professionals is to support you in your search activities.

Many of my candidate clients will search the INDEED site and call me FIRST before applying for the position to see if we have direct contacts within the organization. As you know a personal referral from a recruitment professional can set you apart from other candidates. So if you see a job posting that you are interested in, give your recruiter a call.

Indeed.com is a search engine for jobs - with a radically different approach to job search. In one simple search, Indeed.com gives job seekers free access to millions of employment opportunities from thousands of websites. Indeed.com includes all the job listings from major job boards, newspapers, associations and company career pages - and they continue to add new sites every day.

Sometimes it is best to post your resume and/or search in a specialized jobsite.

The company I work for, **Lloyd Staffing**, recommends a list of web resources for Job Seekers. One of the best guides to job boards and career portals is published by Weddles.com.

They are the largest print publisher of guides to the 80,000+ employment-related sites currently operating on the internet – kind of like a Zagat Guide to the employment industry.

Each year the public is invited to visit the Weddle's web site and cast their ballots for their favorite job boards.

The 2008 winners were chosen from more than 45,000 unique ballots.

Absolutely Health Care  
BioSpace.com  
CareerBuilder.com  
CollegeRecruiter.com  
Craigslist  
EmploymentGuide.com  
Hcareers  
HEALTHeCAREERS  
Job.com  
Jobing.com  
TheLadders.com  
Monster.com  
6FigureJobs.com  
SnagAJob.com  
Workopolis


AllHealthcareJobs.com  
CareerBank.com  
CareerJournal.com  
ComputerJobs.com  
Dice  
ExecuNet  
HealthCareerWeb.com  
indeed.com  
Jobcircle  
JobsinLogistics.com  
LatPro  
Net-Temps  
SimplyHired.com  
VetJobs  
Yahoo! HotJobs

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## Musts For Your Job Search To Do List

**SET A CAREER STRATEGY!**

1. Prove Yourself a Value to the Firm
2. Help Your Employer Save Money
3. Become a Visible Contributor
4. Be Optimistic!
5. Have a Positive Attitude and Help Breed Optimism
6. Empower Yourself!
7. Help Improve The Process
8. Express Your Ideas
9. Sell Your Value to an Employer
10. Convey Your Self Worth
11. No Idea or Suggestion is Too Small to Share
12. Have Fun, Enjoy Your Professional and Personal Life



*I need to  
make  
it happen!*

**THE VALUE OF NETWORKING!**

13. Build a Network of Contacts
14. Continuously Broaden Your Base of Contacts
15. Volunteer Your Time to Local Business Community
16. Sponsor Yourself for Speaking Engagements at Business Seminars
17. Write an Article About a Subject You Have Expertise In
18. Sponsor and/or Coordinate a Networker's Meeting
19. Give a Seminar at a Local College
20. Get Involved in Local and Regional Politics
21. Tell Your Management about the Industry Groups You Belong to and Invite Them to a Meeting
22. Get Certified by Industry Associations

**RESUME DEVELOPMENT!**

23. Develop Multiple Resumes!
24. Make Yourself Known To Your Current Employer
25. File Your New Resume With Your Current Employer's Human Resources Department
26. Customize Your Resume To Fit Each Individual Job Submittal
27. Use Microsoft Word As The Only Software To Develop Your Resume
28. Develop An Additional On-Line Version Of Your Resume
29. Post Your Resume Within Your User Groups
30. Sell Your Value To The Employer, Not The Value Of What You Want
31. Sell The Sizzle, Not The Steak!
32. No Idea Or Suggestion Is Too Small To Tell



*When the going gets tough, the tough get to work!*

### **A WINNING RESUME!**

33. Peak The Interest Of The Reader
34. The 15 Second Rule!
35. Structure Your Resume To Make An Immediate Impact To The Reader
36. Create Bullet Points That The Reader Wants To Read
37. Who Cares What You Have Done, It's All About What You Can Do For The Employer!
38. Highlight Your Best Attributes
39. Relate Your Qualifications Specifically For The Job You Are Applying For
40. It's Not About You, It's About Your Value To The Employer

### **SELLING AND POSTING YOUR RESUME!**

41. Not Everyone Likes Soccer!
42. Don't Worry About Resume Length
43. Develop An Electronic Version Of Your Resume
44. The 2 Page Resume – Capturing The Reader's Interest
45. Key Words – They Really Do Matter!
46. Expose Your Resume As The Resume Most Read By Recruiters
47. Develop Multiple Resumes To Submit For Multiple Formats
48. Write Customized Resumes For Each Job Description

### **SEARCHING THE INTERNET FOR A JOB !**

49. Go To [www.Indeed.Com](http://www.Indeed.Com)
50. Search And/Or Post Your Resume On Specialized Jobsites
51. Remember To Post An Electronic Version Of Your Resume
52. Let Your Recruiter Know The Jobs You Are Interested In Before Applying Online
53. Research The Company 1st Before Applying Online – Customize Your Resume For The Job
54. Call The Contact On The Job Posting Immediately After Applying,  
Make Them Aware You Sent Them Your Resume
55. Remember To Have Fun During Your Job Search, Remain Optimistic and  
Capture The Attention Of The Reader Of Your Resume !

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*I hope this insight from an employment professional has been helpful  
in helping you to create your own Career Playbook.  
Good luck!*

*Brian Green, CSP*

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BGreen@LLoydIT.com*

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