



"I feel sorry for the person who can't get genuinely excited about his work. Not only will he never be satisfied, but he will never achieve anything worthwhile." ~ Walter Chrysler

Top 10 Tips for Landing Your Next Position

If you are thinking of changing roles, positions, or directions in your career, consider the following:

- 1) Assess your past and the results you have accomplished to determine your 2 - 4 areas of expertise. Resist attempting to be "all things to all companies/roles".
- 2) Get clear on, and excited about what you offer and the areas/industries for your talents. Watch words like "I could" or "I'd be willing to", as these are red flags for people to realize you will bolt when another opportunity comes along. Know that if you cannot articulate your strengths, nobody else will be able to do so either. Have a quick 15-30 second "pitch" regarding your offerings - not just what you do.
- 3) Vow not to change your resume for each position/posting. It seems tempting, but that's the purpose of a cover letter.
- 4) Use job sites and industry-leading resources like institutes or associations to stay up on language, lingo and the buzz words that are likely key for your resume and/or cover letter to get selected from the scanning software that many companies use to assist in their vetting of potential candidates.
- 5) Update your resume and stop changing it weekly. Decide if you are staying in the same or related field that you can use a reverse chronology approach, and embrace the idea that if you are shifting gears, you will likely want a functional/skills resume that reflects those 2 - 4 areas of expertise.
- 6) Consider your audience and that you have much competition. Too much I, I, I can sound like it's all about you, and not about the company and their customers and/or clients.
- 7) Google yourself to see what everyone else can see. Revisit all your links, websites, blogs, tweets, posts, etc., as you will be researched by any serious potential employers or business partners. Present publicly what you want to be discussed privately.
- 8) Know that you are more than what you do for a living. You are a second-rate someone else, but a first-rate you. Keep yourself healthy and focused so that you do not start to resemble a tired version of yourself, or worse yet, someone you are not!
- 9) Be productive over being busy with what you are doing and with whom you are interfacing and collaborating. Never underestimate the power of contacts, professionalism and follow-through on commitments and opportunities...
- 10) Network, network, network, and when you are tired of it all, get re-energized, and network more! Network to assist others, and not just to focus on yourself and your job search. You'll be surprised how true the adage is of "you get what you give"! Networking is how most people land positions now...and it's not likely to change in the future.

Have a question about your career or other things in your life that you think would be a great topic for a tip? Ask Debbie through her site, www.DebbieLundberg.com or by emailing directly to Debbie@DebbieLundberg.com.

