

A New Strategy: Asking for Help **Dean Tracy**

It's a new year, and it may be time to try something new: asking for help. The beginning of a new calendar gives us the boldness to consider the options we often overlook. And in most job searches, we overlook reaching out to those who could give us a leg up.

Don't worry about being a burden. Asking for help is a sign of a savvy professional. It will better prepare you for the next time you find yourself or a colleague in the midst of a job search. And as others help you, you will surely get an opportunity to return the favor. The three points below are simplified directives to advance your search efforts and ultimately, your career.

1. Bring someone in to discipline your search.

Connecting with a coach, friend or colleague will foster an attitude of discipline and accountability within your strategy. This personal or professional pillar can help you define your goals. As I mentioned in my last article, "[Proper Preparation for Success in Your Search Efforts](#)," 'your people' can connect with 'their people' and a coach can even help to identify your target opportunities and help you develop and implement your own marketing plan and collateral.

Personal connections help amp up your willpower; you tell someone that you're going to stop smoking and it makes you try to live up to that expectation. On the other hand, reaching out to professional contacts and bringing an expert into your journey is like taking the advice of a dietician or a physical trainer; it can propel you forward, faster.

2. Make sure it's the right someone.

The credibility of the person you select is critical in moving toward your professional goal. Consider what type of person can best complement your work style and meet the expectations you have. If it's a personal connection you seek, listen to their success stories – even ask for references. If you're looking for a professional, check their market presence online and study their offerings on their Web site. Are they on LinkedIn? What do their "Recommendations" say about them?

If you have done your due diligence, then you will have learned about their credibility, integrity and degree of success. These will certainly weigh on your job search.

3. Share the good, the bad and the ugly.

Your support team has a vested interest in your success! They want to see you succeed and reciprocal communication is paramount to their partnership in your success. Remember that the road to any successful relationship is paved in both directions; it's not a one-way street.

Manage the relationship with your support team the same way that you might manage the relationship with your most trusted advisor. Be sure to communicate your success and failures and keep an open mind to their ideas. Remember that it's ok to be vulnerable with your coach, friend or colleague. They need to know the good, the bad and the ugly regarding your career history in order to help you.

This year has the potential to be the best for you and your career! You owe it to yourself to tap your personal resources and engage the services of a professional to expedite your search.

Go get'em!

Dean Tracy is a Professional Recruiter, Public Speaker and Career Coach based in Northern California with an emphasis on placing and coaching professionals at a national level. He is the Founder of the National Leadership & Career Management Advisory Group and also serves on the Leadership Team for Job Connections, which is recognized as one of Northern California's largest and most reputable Professional Networking Groups.