

Search Strategies - Get Back to the Basics! Dean Tracy

People often do funny things when they lose their jobs, and of course their behavior will depend in large part upon the terms in which they left their last employer. You may find it easy to sit back and tell yourself that you have “plenty of time,” or you are “easily employable,” but you will quickly discover that it’s not as easy as you might think.

If you have read my article on writing a winning resume, then you are aware of a few ways to make yourself stand out by promoting your personal brand. The action tips included have been identified as critical elements to increasing your odds of gainful employment.

That said, it’s time to recognize the tried and true ways to secure gainful employment, and get back to the basics in your search efforts.

Here are six simple guides that you will find invaluable as you embark on this new journey:

1. Create a Home Office and Go To Work

- Designate a room in your home as an office, and discipline yourself to go to work every day. Making calls and researching companies from the kitchen table is not effective and you will quickly find yourself becoming distracted by household chores that need to get done.

2. Develop a Job Search Tracking System

- Finding a full-time job is a full-time job! As a manager that has been responsible for projects, or a task oriented contributor, chances are good that you have experience managing a schedule and getting results. Your job search is no different. If you use Access, Excel, TheLadders.com My Jobs or even go “low-tech” with index cards, it’s imperative that you create a way to follow-up on all of your activity. This demonstrates your organizational and professional discipline skills.

3. Look for a Career, Not a Job

- A “job” is something that you do while you are attending school. A “career” is a professional calling that you are passionate about and committed to for the long-term. If you approach your search strategies with a winning, long-term attitude, you are sure to engage with a winning and long-term opportunity to succeed.

4. Network with Everyone you Know

- Once you’ve been released from your employer, it’s important that you take immediate steps to connect with everyone in your personal and professional network. People want to help you, but they can only help if you ask them and give them the right information. Tap the alumni groups from schools that you may have attended, leverage online tools such as TheLadders.com, LinkedIn, Plaxo and Yahoo or Google Groups.
- Get involved in career support groups or nonprofit organizations in your local area, and become a recognized leader in your community. Engage with a group or an organization that allows you to utilize your professional gifts. This affords you an opportunity to keep your skills sharp and is a relevant skill or accomplishment on your resume. Allow yourself to become vulnerable. It’s OK for people to know that you are seeking a new professional opportunity.

5. Develop your own Virtual Board of Directors

- Network with people from all backgrounds and professional disciplines. It’s been proven that people are most likely to become like those that they engage with, so be

sure to network with people in your professional tier. Join a group of (up to) six professionals from different market segments and meet on a regular basis in order to share ideas, challenges and strategies. Engage at a level that demonstrates your professional capabilities to the rest of the group so they can serve as a reference for you. Accountability is the greatest asset to success. Make sure that this group of professionals holds you accountable for your actions.

6. Don't Expect to be Fed – Let it Come Naturally

- Be proactive. Have the heart of someone who is willing to serve others. The greatest attribute that anyone can have is that of a servant, willing to offer care and support to others, and as you are a blessing to others, others will become a blessing to you.

Make it a point to connect with new people and try new search methods daily. Be true to your capabilities and remember that your search strategies are like a treasure hunt. The greatest realization of success in your search will be a direct reflection of the effort that you put forth in the hunt!

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 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.