

## Yes, You Can!

### Introduction

Amidst all the gloom and doom of the employment picture (layoffs, outsourcing, too old, too inexperienced), many people are working in jobs they love and dreaming of securing new jobs that they will love even more!

These folks are assessing trends, refining their skills, and enhancing their competencies. They are presenting themselves favorably in print and getting the work they seek.

Can you succeed in finding great work? Yes, you can! Let me show you how in four easy steps using my friend, Tom, as an example.

### **1-Use your past achievements to build your confidence and courage when seeking new work opportunities**

Start your challenge, mindful of other challenges that you faced and conquered. Remember those successes. They're yours—and no one can take them from you.

Tom, for example, recalls the years he worked in construction and went to school at night to complete his computer science degree. He weathered many rejections, yet eventually found work as a computer programmer.

He has prepared for his next dream job—that of a project manager in Web technology projects—by studying for and passing the project management professional (PMP) exam. Remembering other successes, he has the confidence and courage to pursue project management jobs.

## **2- Own your competencies and frame them in clear, recognizable terms**

Tom wants to convey that he has the necessary credentials to do the work. To help him frame his abilities for decision-makers in the HR department and in the PM office, he checks various resources –

- the Department of Labor's Dictionary of Occupational Titles and Occupational Outlook Handbook,
- the Project Management Institute (PMI) Web Site,
- job search sites (such as Salary.com, Dice.com, careerbuilder.com).

These resources provide job descriptions, salary ranges, job prospects, trends in the industry, and more that Tom can use to write his cover letter and resumé in terms the industry understands.

## **3-Show how your work enables your employers and clients to achieve their business goals**

Tom has learned that his employers value workers who

- help them secure repeat and new business,
- gain a competitive edge,
- streamline their operations,
- satisfy their customers.

His employers want to

- have an impact on their industry,
- gain an excellent reputation,

- lower their costs, and
- increase their profits.

Tom reviews corporate Web sites and literature to learn more about an organization's specific vision and mission.

When he reviews his resumé and past performance appraisals, he confirms that he is excellent at preventing the scope creep that causes delays. In fact, his record shows that he is skilled at assessing and managing many of the risks that cause projects to fail.

Tom finds way to add his strengths and the benefits they bring to his cover letter and resumé.

#### **4-Communicate your competencies with documents that have the punch and power to get you the work you want**

Tom is a stand-up, stand-out kind of a guy. He wants HR recruiters and the hiring decision-makers to notice his capabilities and potential value and invite him in for an interview where he can personally engage them.

Tom assesses his cover letter and resumé for

- the right look and feel,
- organization,
- clarity of the message,
- readability and usability.

He checks that the content is accurate and credible, that his contact information appears on every page.

He shows me his work and I assess its effectiveness. Does it

- capture attention,
- generate interest,
- create a desire to schedule an interview
- generate a conviction in the reader to take a favorable action toward Tom?

Answering these questions, I begin to give Tom some advice.

## **Summary**

Tom has that can-do attitude—and so can you. Just roll up your sleeves and get busy

- building your confidence and courage,
- owning your competencies,
- crafting a resumé and cover letter that show your value, and
- adding punch and power to all of your promotional material.