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## Embracing The OTHER Job Market

In every marketplace, there are buyers and sellers. In the traditional job market, the one that our Department of Labor measures for us, job seekers are the sellers and their potential employers are the buyers. The commodity is productive work and the competition is fierce.

It doesn't matter if you are an operations manager, an internal HR professional, senior finance executive, or a key player on the IT team—ANY experienced and valued professional job seeker—ALL want to become a valued partner in the business of their next employer.

**Everyone wants a voice in strategic decisions and to be included in 'the conversation.'** To truly be included, **you need to be invited.** And you will only be invited if you are seen as absolutely essential to the TEAM. Remember, team player and team leader CAN BE interchangeable terms.

In the OTHER Job Market, buyers and sellers hold equal responsibility for the recruitment process. When employers have a need for someone to fulfill a specific role, often the most desired candidates are employed individuals with the credentials they seek. Thus the employer must sell their Company to potential employees in the marketplace in order to attract the best of the lot. Once identified, they simply select their choice and buy their services.

| The JOB Market  | The OTHER Job Market  |
|---|---|
| <b>Characterized by</b> "requisitioned" jobs being filled by chosen job seekers.  | <b>Characterized by</b> available/needed work being fulfilled by job seekers, contractors, internal candidates, third-party consultants, retirees, part-timers, temporary workers, etc. |
| <b>JOBS rigidly defined by</b> requirements and qualifications... reflected by the screening process aimed at identifying key candidates.           | <b>Work expectations are subjective, defined by</b> mutual agreement, fulfillment of need or contract... reflected through the identification of qualified candidates.                  |
| <b>Process overseen by Human Resource professionals</b> , regulated to consider minimally qualified candidates, hopefully within salary guidelines. | <b>Process directed by hiring authorities seeking best available talent at marketplace salary expectations.</b>   |
| <b>JOB Seeking PUBLIC is screened</b> for most desirable candidates.  | <b>Qualified and available candidates are sourced and recruited</b> , often through process of endorsement or internal referral.  |
| <b>Screening defined by KEYWORDS</b> , often accomplished through computer/internet job banks and resume databases.                                 | <b>Screening accomplished by word of mouth and endorsement</b> , often supplementing the organization's formal process of recruitment.  |
| <b>Recruitment process subject to scrutiny</b> of regulation and political correctness.   | <b>Often selection process has occurred before active recruitment</b> has been fully engaged.   |
| <b>Actual selection still subject to formal process</b> and subjective choice.  | <b>Actual selection often a rubber stamp formality</b> to satisfy regulation requirements.  |

On the other hand, if an individual is under-employed, seeking a change, or actually unemployed, they must be visible to potential employers who are seeking their services. Creating this visibility is strategic, personal market planning and execution—in can be marketability without rejection!

*Personal Marketing is a contact sport.*

## The Evolution of a JOB...

|  |   |   |
|--|---|---|
| <b>NEED IDENTIFIED</b>                     | Replacement jobs often redefined. No definition to a new need.                      | No competition  |
| <b>WORK ANTICIPATED</b>                    | Discussion leads to decisions on JOB definition                                     | Often job parameters are set based on market feedback   |
| <b>JOB REQUISTION WRITTEN AND APPROVED</b> | Job Requirements must be defined... expectations creep into the recruitment process | Int candidates often get priority in employment process |
| <b>JOB is “open”</b>                       | Job Requirements are often refined based on market feedback                         | Int and ext candidates compete for the same jobs        |
| <b>JOB is published</b>                    | Job requirements and qualifications define the screening process                    | MAX competition!!                                       |

## Standing-out in the “sea of unwashed faces”

Create an expectation of who you are and what you can do for your next employer by clearly *positioning and targeting* your collateral materials, both written and verbal. When stating your career objective, clearly state your appropriate work and make an offer of your services.

Here are some tips on becoming a valued partner...

**Walk the talk. Nothing speaks louder than results....** From the recruitment perspective, the best indicator of one’s potential for success is one’s prior experience and results gained. A partner helps others within the organization achieve their goals. And results require actions, not just words. The better the results you get, the more likely you are to be invited on to ‘the team.’

**Deep knowledge.** You must have a true understanding of every aspect of the business, how all the moving parts work together, the obstacles ahead, and intimate knowledge of the competition in the marketplace. In other words, you’ve done your homework and understand your potential employer’s need. And you must be able to articulate your understanding to anyone involved in the decision-making process in a manner that demonstrates that you truly *get it*.

Two of the many ways of accomplishing this image are to...

1. Keep a file of relevant articles to share with key decision-makers, take advantage of the approaches that email and social media have to offer... create and maintain top-of-mind awareness.

2. Further, create a set of 'white papers' that express, from your knowledge and experience, your perspective on relevant issues to your Profession or industry of choice.

**Listen well.** Everyone loves to feel that they have been heard and understood. One attribute of leadership is being known as a good listener. And if you can reiterate and articulate what has been said, you will be valued as a partner in the decision-making process.

Remember, as a job seeker, NETWORKING is your way to share knowledge, 'branding' yourself as a valued resource. It is also your best source of confirming the subjective information you seek to supplement your research of factual information about a potential employer.

**Big picture thinking.** Having a strategic vision requires you to see all areas of the business, internal and external. This is a valuable trait well beyond the C-suite. If you only have a deep understanding of one area, you are more likely to be tactical in your decisions, rather than strategic. You must be able to foresee problems from the stakeholders' perspective in order to offer the most highly valued and comprehensive solutions.

Tying all of this together, **the best way to be treated like a valued partner is to act like one.** The more you demonstrate your value, the more you will become recognized as the new *go-to* person in the organization.

\* \* \*

**The one thing you'll need to know, and understand HOW to execute, for the rest of your career...**

Never be a job-hunter again!!! It's OK to be an interested, available and highly marketable professional. Always seek a good CAREER "FIT." Go find yourself an employer!



**ABOUT DFWCareerpilot... A FREE, WEEKLY WORKSHOP** event with a regular rotation of topical material covering a 12-Step Process **M.A.P. (MAHER Associates Process)** that will accelerate your job search success. Bob's presentation style is highly engaging and interactive, so never be shy with questions and/or supportive anecdotes.

**BE PREPARED** for Bob's two philosophies: Learn to Embrace The OTHER Job Market... and, fully optimize your efforts with a high tech/high touch approach!

1. His public Group on LinkedIn: **DFWCareerpilot**
2. **GO TO:** [www.dfwcareerpilot.com](http://www.dfwcareerpilot.com) and **FOLLOW** (register for) it to receive regular updates
3. Follow **DFWCareerpilot** on Twitter!



*Bob Maher created his online presence, [www.careerpilot.com](http://www.careerpilot.com), in 1994. He has over thirty years of successful experience in Corporate Recruitment, performance management and Career Management Services. He is an entrepreneur and innovator in the use of information technology in the recruitment and employment process.*

*On the Founder's Council of the Association of Career Professionals - International and quite active in their Professional Development, Technology and Chapter Growth initiatives--a frequent speaker at industry conferences and seminars. The Institute of Career Certification-International has him reviewing the portfolios of incoming applicants. Bob was presented with the prestigious LIFETIME ACHIEVEMENT award by The Association in 2006.*