

Topic of this program: Perpetual Career Management

Session Five:

Supporting Your Network and Assessing the Job Market

Welcome back! My name is Ford Myers, and this is session number five of “Career Success Audio” – the program that tells you exactly how to reach your long-term career potential!

In the previous section, I described two vital Perpetual Career Management activities, which were “Continuing your career education;” and “Researching and being aware of the competition!” In today’s session, I’m going to introduce two additional activities that Perpetual Career Managers should always be doing to maintain control of their careers:

7. Offer to help people in your network even though they may not be in a position to “help you back” at this time. These people will remember your good will – and as they say, “what goes around comes around.” So, choose to go the extra mile! There’s an old saying in my field, which states, “If you help enough other people get what they want, you’ll be assured of getting what you want too.” Always ask first how you can help another before asking for them to help you!
8. Look at new jobs and investigate other opportunities, even if you’re not job-hunting at this time. This will help you to know the market, and

gauge various aspects of your current position. Once again, it's all about preparation! If something should happen to your job, your existing knowledge of the market will serve you well! You won't have to spend weeks or even months, learning about what other positions might exist in your field. In addition, knowing the details about these other positions can help you to know where you stand, in terms of your responsibilities, your salary and your potential on the job. This knowledge, in turn, will be very valuable indeed, when it's time to re-negotiate your compensation package!

Let me tell you briefly about Jim, a client I worked with several years ago. Jim had enjoyed a successful career in the building materials industry; starting in sales and moving up the ranks to senior management. Eventually, he became disenchanted with his employer for a number of reasons. Now, Jim was smart. For years, he had been monitoring his industry, gathering information about other companies in his field and learning as much as he could about the specific jobs at those companies. In fact, Jim had created a huge folder, filled with job descriptions and other relevant material to round-out his data. This made Jim feel empowered and aware, because as they say, "knowledge is power."

When the time came for Jim's employee review with his boss, he came prepared! Using the information he had compiled about what his firm's competitors were paying for similar positions, Jim was able to negotiate for vast improvements in the quality of his job. So, without even leaving his company, Jim successfully added 35% to his base salary and upgraded the

position to become eligible for the company's generous "executive comp plan." Needless to say, Jim was totally thrilled!

Here's what you can do to start leveraging success strategies number seven and eight:

- Think about the colleagues you've come into contact with over the past several days. What challenges are they facing? What do they need right now? Make it a habit to show genuine interest in contacts and colleagues. Get in touch with at least two of them now, and volunteer to help them in some professional capacity.
- Get out the help-wanted section of the newspaper, gather the last few editions of your main trade publication, go online to the primary job-search web sites in your field. Identify the most appropriate ads and Internet postings, and study them carefully. Attend a job fair or two. When recruiters contact you, take their call. Start practicing these behaviors now, and maintain them for the life of your career – whether you have a job or not!

In the next segment of this audio seminar, I'm going to reveal the last two "career success secrets" that are essential to be effective at Perpetual Career Management. When you apply these final strategies, you will become indispensable to any employer, and you will guarantee yourself long-term career security!