

The Perfect Job plays to your strengths

1. The perfect job means you love going to work. It pays enough for you to live comfortably, you are passionate about what you do, and there are growth opportunities.
2. The secret ingredient of that perfect job is a job one that plays to your strengths. So what is a Strength=Aptitude + Interest.
3. Take tests to discover your strengths.
4. Self-awareness is the first step to a perfect job.

Get ready and aim, before you shoot

Research to define your target companies and your target Decision Makers. Who are they? You need Names and Titles. The Internet has enough information today to reveal these people and their contact information.

Your resume is your ammunition!

Design your resume to be effective on the first read.

Use the CRAN principle—**C**ompanies, **R**esponsibilities and **A**ccomplishments, each peppered with **N**umbers to show scale and scope of your companies, responsibilities and accomplishments.

If you cannot remember CRAN, use NARC; just remember to switch the letters around. ☺

Why network?

Question: How do you land an interview with your targeted decision maker?

Answer: By getting someone the target trusts to recommend and refer you to her or him.

About 85% of the jobs out there are not advertised. You have to use your network to reach these targeted people.

Who is in your network?

Your network consists of **ABCD**: **A**ssociates, **B**ridges, **C**ontacts @ Companies, **D**ecision Makers (your targets!).

Associates are your friends, colleagues and acquaintances who can recommend you to Bridges, who in turn refer you to Contacts within hiring companies, who in their turn lead you to Decision Makers, hiring managers.

Search Consultants and Recruiters are super-efficient and effective Bridges. Don't ignore them.

What's the secret ingredient in a great network?

One word—Trust!

Every transaction in the world runs on faith and trust. People buy from people they trust.

1. Trust is a vector—it has strength/magnitude and is bi-directional. Consequently, this affects the kind of people who are in your network.
2. It's not just about who you know—it's about how well you know them and how well they know you and trust you.
3. The quality of your network is based on your trustworthiness in the eyes of your associates and the trustworthiness of your associates.
4. Your professional network has to be your trusted network that will confidently rely on you for an idea, a concept, a service, or a product, or a referral.

Types of Professional Networks

- a. Casual contact networks—Networking events or industry mixers
- b. Knowledge networks—Professional associations
- c. Strong contact networks—Groups that meet frequently specifically to build professional relationships
- d. Online networks—Professional social media services-LinkedIn, even Facebook

What is networking?

1. It is building real, deep trusted relationships with your professional contacts.
2. Networking isn't about passing out your business cards or asking people you don't know well for favors.
3. Networking is more about farming than it is about hunting.
4. You need to plant seeds way before you get hungry.
5. Buy an umbrella before it rains.
6. You have to start today. You've already started by being here!

Some Networking Tips

1. Be Helpful – you have to give first. Don't expect to get something for nothing. It's about reciprocity.
2. You need have something that others want. You have to be a connector, a maven, or a salesperson, in your turn.
3. Stand out and make people aware of you – Show Up! Be Visible!
 - a. Locally - join associations, groups, and volunteer.
 - b. On the Internet – LinkedIn and other virtual networks

Networking Summary

Never, ever ask for anything from someone who you don't have any relationship with. The quality of your professional network is not an accident. It is built one person at a time, on a foundation of trust, integrity and service to others.

Practice, Practice, Practice—the more you do it, the better you become.

Final Thoughts on Securing that Perfect Job; 7 Words:

1. Be self-aware and play to your strengths: **Strength**=Aptitude + Interest.
2. Research to take **Aim** at your target decision makers.
3. Use **CRAN** principles to construct your resume. Your ammunition.
4. Use **ABCD** to reach your targets. Start with your associates and share with them your targeted decision makers and ask them how they can help in reaching these folks.
5. Every transaction in the world runs on faith and **Trust**.
6. **Give** first, something that others value. It's about reciprocity.
7. Finally, **Show up**, in person and on the internet, and build your trusted professional network.

It won't be long before you secure your perfect job.

Good Luck.