

***Need a Job? Don't Despair,  
All You Need Is One Yes!***

Smart job seekers are not focusing on the recession or dwelling on the fact that many of our nation's top employers are down sizing and reducing staff.

Why? Because these individuals know that there are still challenging, demanding, and diverse career opportunities being created today and somebody has got to fill those vacancies; how about you?

Pick up the business section of your local newspaper or any major magazine and you will notice that the employment headlines are filled with stories of employer reorganization, increasing profitability through expense control, utilizing more advanced computer technology to improve productivity, market segmentation, specialization, and above all, personnel changes.

Never before have I seen so much restructuring at such a rapid pace. Our economy appears to be moving towards a more sophisticated employment arena which will require constant innovation, a greater entrepreneurial spirit, and the ability to remain flexible on the part of all career seekers. The "sure thing" or guaranteed employment is becoming a thing of the past.

**Key Stat: The typical job seeker will change jobs approximately 8 times in their career!**

Today's dynamic employment market also requires participants to have a specific direction and to be more knowledgeable on the subtleties of the job search process as competition for each vacant position increases.

By knowledgeable, I am referring to an awareness of employer mergers, industry trends in your chosen field, and future product or technology developments which will create new employment opportunities. In short, the future belongs to those career seekers who have a strategic employment plan and who can incorporate the most advanced job search technologies (into their designated objective). In terms of trends, modern day career seekers must also be willing to adapt to newly established employment rules. For example, students are faced with more competition and often must start their job search campaign as early as their freshman year. Entry level employees must contend with less movement into a shrinking number of middle management positions. Even more experienced individuals will have to learn to adapt and take on more responsibility, demonstrate significant leadership qualities, and show more ingenuity and intuition. Promotions and raises will become fewer in number. Often the successful performance of job responsibilities may only result in a horizontal move, with little or no extra compensation or reward. For some, however, this otherwise frustrating occurrence would be a welcome reprieve in the face of cost cutting via staff reduction.

**Key Quote: "The torrid place of corporate layoffs this summer is expected to accelerate as the wave of job dismissals moves inland from both coasts." The Wall Street Journal.**

In this period of intense competition, organizations seek employees who are willing to do more than just the minimum job requirement. Today, employers are impressed with individuals who recognize that staff may be short and that job titles may be consolidated or have overlapping duties. It therefore becomes important to demonstrate the energy and enthusiasm required to impress a supervisor in order to get

through these tough times and retain a job. In short, the modern day employer's creed might be, "complainers need not apply!"

So what's the message? From my perspective, career seekers who wish to be successful should not dwell on the negative aspects of a poor economy, but rather focus on the exciting challenges that today's competitive employment arena presents. As a recommendation, try to refrain from getting caught up in the negativism that seems to prevail through today's headlines. Instead, remain optimistic and focus on your strengths as a candidate.

**Key Fact: 2010-2020 promises to be one of the most exciting decades in history!**

Above all, if you find yourself caught up in a merger, are laid off or are re-entering the workforce, remember to stay positive and don't waste your energy on self-pity or remorse. View the loss of a job or a missed promotion as a temporary setback and look to the future.

Lastly, for those job seekers who are having trouble obtaining employment and feel overwhelmed by the whole process, take heart, help is now available! Times will change and even if it takes a little longer than expected for the economy to turn around, the good news is all you need is one yes (job)!