

## CAREER MANAGEMENT

### ... Means Staying Ahead Of Events

Among the activities you should be actively engaged in as part of your on-going career management are:

- ✓ Maintaining highly diversified contacts
- ✓ Listening to or reading about the successful career strategies of others
- ✓ Returning phone calls
- ✓ and... Keeping a balanced lifestyle.

It takes tremendous career discipline to do the things every day that will eventually become the tools necessary to take advantage of great opportunities and to get back on track or switch to *new* tracks when times are bad. Remedial management, while sometimes necessary, isn't the kind of strategy that you'd want to depend on. Career Management means staying ahead of events. You have to broaden your circle of contacts outside of your present job environment in order to have your support resources in place, at the ready, for when you will be depending on them.

The greatest advantage to a career strategy that you base on self-determination and mobility is that you can usually avoid being fired. **A moving target is quite difficult to hit!** Sitting tight, to wait things out, increases your vulnerability. Being: fired, surplussed, excessed, downsized, restructured, or reduced in force is now very common in career patterns. Welcome to the club, as it happens to the best of us ... oftentimes more than once. But this doesn't lessen the anxiety. Dealing with the situation is a career strategy that must be faced by more and more professionals as organizations try to adjust to the changing business climate. Undoubtedly the best strategy is to operate from an employed position when making a career transition and that being between jobs makes it more difficult to get your next position, as well as doing one heck of a job on decreasing your own self esteem.

Far too many folks have come up through the ranks with the idea that organizations provide job security, a concept which is one of the root causes of getting caught in cutbacks. You have to read situations in advance and take action. The old saying that ... "THE BEST DEFENSE IS AN OFFENSE" ... translates to our present economy in that you have to have a strategically designed action plan all laid out in advance, ready to implement on a moment's notice. Building the kind of proficiencies and skills that will transfer easily and allow you to gain a measure of career independence is what you need to work on. So ... the moment you get word that your employer no longer needs you, you instantaneously become self-employed! Your new job title becomes both marketing manager and senior sales rep for your own business and, like it or not your new job is to market yourself. You are now working full time with a deferred income, getting paid only when you close a sale for your services.

Since you can't change the negatives of the situation, you might just as well list the positives and *begin selling yourself into your next job*. The #1 plus is that you aren't tied to a dead-end situation anymore. The stress of thinking about losing your job is gone ... it's already happened and you don't have to make the gut-wrenching decision to quit. Someone else already made it for you. If you've ever been in a position where you had to hire someone, you know just how *relieved* you feel when you finally find the right person and he or she comes on board. CHEER UP! Now *you* have the chance to help somebody out. Your job now is to find that person.

### AVOID WILD GOOSE CHASES

Succe\$\$\$ful sales professionals will tell you that it isn't productive to try and sell something until you have determined what is needed and who is empowered to take positive actions. This is exactly what you have to do in order to avoid unnecessary rejections. You must ferret out information and seek strategic contacts in order to find potential opportunities, a two-step operation. Trying to get a job before you do this is the opposite of how the process works.

***Therefore, 90% of your effort must be spent on developing information ...  
Gaining critical intel!***

Chasing one lead after another will just wear you down and burn you out.

**YOU HAVE TO MAKE SURE THAT YOU ARE  
GOING AFTER SOMETHING WORTHWHILE!**

**The smart strategy is to invest the up-front time and  
do some proactive intelligence gathering.**

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Berkowitz holds a Master's Degree in Career Development and is a National Certified Career Counselor, Certified Professional Résumé Writer; Internationally Certified Job and Career Transition Coach, and one of only one hundred individuals credentialed as a Certified Employment Interview Professional. His work appears in over a dozen books on résumé /cover letter writing and winning interview strategies. He has been spotlighted on WCBS television in "***Acing The Interview.***"

Berkowitz has been recognized as "... ***one of the leading résumé writers in the U.S. today***" in Professional Résumés for Executives, Managers, and Other Administrators. Wendy Enelow, President of the Career Masters Institute has acknowledged Mark as "... ***one of the most talented career counselors I have ever met.***"

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