



IF YOU WANT THAT JOB, BRAG, BUT DON'T BE ARROGANT

The most common reason for people not being hired is also the most common reason why they are fired:

They simply don't sell themselves effectively.

One of the most difficult tasks for a job seeker is learning how to brag effectively, overcoming a natural tendency toward modesty without coming across as a boastful egotist. *"If you don't tell a prospective employer how good you really are, who will?" "If you don't pat yourself on the back, who else will do it?"*

How do you go about overcoming the *"handicap"* of modesty? The following strategies should prove successful for you.

Prepare by sitting down and writing out each of your job-related accomplishments; then select those you will talk about in the interview. (See my article on communications strategies). In the interview, take a step back psychologically by pretending that you are recommending a good friend rather than yourself. And let the interviewer know about the praise your accomplishments have won from former supervisors, as well as honors you've received on the job or in a related field.

For example – An associate of mine related the following anecdote: "When talking with musicians who discover that I have professional drumming experience and inquire whether I'm any good; I feel comfortable telling them what others say about me:"

"The best guitarist I've had the good fortune to play with tells me that my drumming kicks him in the 'tail', pushing him to want to play at my best!"

"An outstanding bass player tells me that of all the drummers he's worked with, I'm the easiest to play with."

"When subbing for a band that I never got to rehearse with, the band leader kept raving that I made each tune sound like a full-blown arrangement!"

If you want recognition on the job, find ways to make yourself stand out.

If brag is the first rule of a job seeker, the comparable advice for an employee is show off. Current data shows that 90% of discharged managers complain mainly that their organizations failed to recognize what they had accomplished for them.

To ensure that your company recognizes you, don't merely tell your supervisor what you have done. You should volunteer for additional assignments that will increase your visibility in your organization. You can also present him or her with well thought out ideas for improvements.

Make sure that you make a difference.

Mark Berkowitz is the owner and President of [CAREER DEVELOPMENT RESOURCES, LLC](#). Revolutionizing careers since 1985, Mark provides one-on-one career consulting services, résumé building assistance and guidance to help each client achieve not only job advancement, but lasting and meaningful success in their career path as well. A distinguished figure in his field, Berkowitz is one of the top career builders in the country and has been quoted in nearly two dozen books and publications on the topic of career advancement.

Passionate about empowering others to realize their dreams, Mark served as an executive board member of the PROFESSIONAL ASSN. OF RÉSUMÉ WRITERS & CAREER COACHES. He has been helping clients successfully advance in, and/or change their careers for over 36 years. With a Master's Degree in Career Development and four specialized certifications ([National Certified Career Counselor](#), [Certified Professional Résumé Writer](#), [Int'l Certified Job & Career Transition Coach](#), and [Certified Employment Interview Professional](#)), he is uniquely qualified to help you improve your career situation. A recognized expert in the field, he had not only taught in Graduate Schools and led workshops and seminars, but also trained other counselors. Mark served as chairman of the Certification Board for the Professional Assn. of Résumé Writers and Career Coaches and was a founding member of the Career Management Alliance (fkn Career Masters Institute). Additionally, he has shared his expertise in effectively utilizing career assessment tools with graduate counseling students from nearby Fordham University, helping to prepare them for their future counseling careers.

Mark connects with clients locally as well as international clients via the internet. He also provides outreach to high school and college students, presenting career planning and job search strategy workshops.

- Highly regarded with résumés, cover letters, and interview strategies showcased in nearly two dozen books.
- Enjoys an INTERNATIONAL REPUTATION as a “Résumé Guru” by members of the Professional Assn. of Résumé Writers and Career Coaches.

His work appears in nearly two dozen books on résumé /cover letter writing and winning interview strategies. He has been spotlighted on WCBS television in “*Acing The Interview*” and has been named as the “*Professional of the Year 2024*” by the [PODCAST BUSINESS NEWS NETWORK](#).



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.*”



You can contact him at 1+ (910) 833-5013 or cardevres1@gmail.com to find out how he can assist you in launching your career into a higher orbit.

See how you can benefit from his expertise instead of suffering from your career mistakes.