

6 STEPS TO ENSURE THAT YOU ALWAYS HAVE A JOB

by Deborah Brown-Volkman

Did you ever notice that there are certain people who have great jobs? They are always working on a consistent basis even in shaky industries and uncertain times? And then there are those who are either constantly unhappy in their careers, or go for long periods of time without work. They blame the world and wonder why bad luck always seems to "happen" to them.

You make your own luck. Your career is great when you focus on making it great. This means not waiting for things to happen; but making things happen instead. It means being proactive instead of reactive. Rather than blaming others for past mistakes, you are passionate about new possibilities. You are not afraid. Instead, you are excited about what you do, and what you contribute every day. And, if you are excited about your job, you will find that other people will be committed to having you stay on as a member of the team.

So how do you make sure you are never without a job?

Follow these six steps below.

1. Tell Yourself That You Will Always Be Employed

What you say matters. Your words have power, meaning, and intention. When you tell yourself something bad will happen to your job, this will probably happen. If you tell yourself that you are marketable and confident that you will always be working, your words can make this true.

2. Anticipate Trends In Your Industry

If your job is being eliminated or outsourced, you want to know about it before you are in the room with human resources telling you that your job is going away. Research your industry. Know what's happening and what the experts say will happen. This way you can make informed decisions. Look for trends. When you find them, start to train yourself in these areas. Knowledge is power. Having the right skills at the right time ensures that, no matter what is happening around you, you will be needed and employable.

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3. Have An Updated Resume

Your resume showcases your skills and abilities to the world. It is a selling tool that outlines your unique qualifications so an employer can see, at a glance, how you can contribute to the employer's workplace. When you are looking for work, prospective employers know immediately whether you are a fit for a position. If you are not looking for work, your resume reminds you of the contributions you make on a regular basis, something you can easily forget when you are immersed in work day-to-day. Whether you are looking for a job, or you have one, an updated resume is essential for your career.

4. Create a 30 Second Introduction

Whether you are looking for a new position now or sometime in the future, your 30-second introduction is an important tool for your job search. It creates an impression, and you want the impression to be a good one. Information to include in your introduction is: 1) Your name, 2) Type of position you seek specifically, 3) Your skills and strengths, 4) Background or accomplishments. Where job seekers go awry in the 30-second introduction is they are not specific enough. Without a few brief and clear details, the listener cannot understand what they want and won't refer them because they do not know what they are looking for. Example: "I have a background in finance and can do pretty much anything in this area," versus, "I am looking for a CFO job in a large manufacturing company located in the NYC area." The more specific you are in your 30-second introduction the better results you will achieve.

5. Network On a Regular Basis

If you start to network only when you need something, you will have a lot of catching up to do. Therefore, network every day. Wherever there are people, there is an opportunity to network. You do not always have to go somewhere to network successfully. You can network within your own company. Are there opportunities for you? Ask people and find out. They are your best resource for information. Invite co-workers to lunch. Take the time to walk by someone's office to say hello. In addition, who can you tap into outside of where you work? Every industry has an association. When is your industry's association meeting in your area? Check the date and go. Get involved in this group so more people can get to know you. So, if something happens to your job, you'll have people to reach out to. Lastly, send e-mail or call people you know already on a regular basis. If you are always keeping in touch, then you will not feel bad that you are bothering someone when it's time to reach out and ask for help.

6. Always Be On The Look Out For New Opportunities

Read trade publications. Read memos not only from your area, but others. Think about what you could be doing differently. Get your creative juices flowing. Think positively. Rather than "it cannot happen," believe that what you want is possible and is within your reach. Then, make it happen.

So, what do you say? You only have one life to live, so it might as well be a life you love!

About the Author

Deborah Brown-Volkman is the President of Surpass Your Dreams, Inc. a successful career and mentor coaching company that has been delivering a message of motivation, success, and personal fulfillment since 1998. We work with senior executives, vice presidents, and managers who are out of work or overworked. Deborah is also the creator of the Career Escape Program and author of *Coach Yourself To A New Career: A Book To Discover Your Ultimate Profession*. Deborah Brown-Volkman can be reached at www.surpassyourdreams.com, www.career-escape-program.com info@surpassyourdreams.com, or at (631) 874-2877.



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