



# CONNECTIONS

**YOUR SOURCE FOR TRUTHFUL BUSINESS AND CAREER PLANNING.**

## FINDING A JOB IN A NEW INDUSTRY: TODAY'S CATCH-22.

Today's job seekers looking to transition into a new field face the greatest of all Catch-22s imaginable... how can one obtain the experience needed to successfully transition into a new field, when people in that industry won't hire you without prior experience in the industry?

While the challenge facing career transitioners may seem insurmountable, it is NOT. Conducting an effective career transition into a new vocation is a manageable task, ASSUMING you approach it with the right plan. The first thing one must do is conduct a complete self-assessment to identify your strongest skills that are TRANSFERRABLE.

Transferable skills are the talents that you have acquired in past jobs that can help an employer AND can be utilized in a number of industries, environments, or jobs. Experiences like volunteer work, hobbies, sports, previous jobs, college coursework, or even your experience living through significant life events provide such transferrable skills.

Ask yourself what your core competencies are. These are the skills that you are strongest at. Some examples of core competencies might include: customer service, retail sales, direct marketing, project management, foreign languages, bookkeeping, fundraising, etc.

## ETHAN SPEAKS.

On January 13<sup>th</sup> Ethan gave a talk to members of the New York Society of Security Analysts entitled: "Bulletproof Your Career in These Turbulent Times." Then on January 20<sup>th</sup> he gave a presentation at MetLife hosted by PaPersNYC to business owners and executives entitled: "Sales & Negotiations for Success."

## SO, THE ECONOMY'S TURNING AROUND?

The unemployment rate for 16-19 year olds is the highest recorded since the Government began tracking in the 1940s and estimates there are 4.2 million teens who can't find jobs, up 84% since 2007. Across the country, only 17 out of 100 High School students have jobs.

## THE CHAZIN GROUP LAUNCHES NEW COACHING BUSINESS.

The Chazin Group, Formal Focus, and Meritz Group have launched a new business dedicated to providing business owners, executives, and professionals with group based, facilitated coaching expertise. It's called... **Results Councils.**



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Any skill is transferable; the trick is showing employers *how* these skills of yours apply to the job you are pursuing in this new industry and how your competencies are useful to them in one or more of the following three ways: 1) help them to increase revenues; 2) reduce profits; or 3) improve their operational efficiencies.

Another way to transition into an industry you do not possess experience in, is to approach your job search as if you are selling a product called "YOU." Using this approach will enable you to understand your product "features and benefits" and learn how to market these selling points of your background to employers.

Some of your features and benefits include: your education, continuing education coursework, training programs, certifications, language proficiency, cultural diversity, the time you spent working, living and/or studying abroad, awards and recognition you received, your special leadership qualities, and experience managing others, your community engagement earned through your volunteer work, etc.

Research the industries you are interested in breaking into from top to bottom. There is a wealth of information on most companies especially if they are publicly traded. Some excellent resources for company background information include:

Hoovers – [www.hoovers.com](http://www.hoovers.com)  
The Securities and Exchange Commission Edgar database of annual and quarterly financial statement filings ([www.sec.gov/edgar.shtml](http://www.sec.gov/edgar.shtml))  
The [www.SearchSystems.net](http://www.SearchSystems.net) public records database,  
[www.thomasnet.com](http://www.thomasnet.com) (for industrial and manufacturing firms),  
Dun & Bradstreet – [www.dnb.com](http://www.dnb.com)  
The Motley Fool – [www.fool.com](http://www.fool.com)

## THE READING CORNER!

In *Little Voice*, **Blair Singer** empowers the reader by telling you how to get control of your "Little Voice" the six inches between your ears so you can have a life of abundant wealth and happiness.



## CHAZIN GROUP LAUNCHES RESULTS COUNCILS

Business owners and executives are often the loneliest people in the world. Most have no one to turn to for counsel and guidance in solving their business challenges.

**Results Councils** will provide you with a group of advisers that will assist you in achieving your 2010 objectives. When you join Results Councils, you benefit greatly from confidential access to a dedicated Council Leader, a personal business coach, and the collective experience and expertise of other business owners and professionals such as yourself that make up your council. Monthly coaching sessions meet for approximately four (4) hours.

Start the New Year with a new approach to managing your business in these turbulent times. Learn about the MANY benefits available to you through this entirely new coaching experience.

At this launch meeting, ask us how joining **Results Councils** will help you answer the following questions:

- How can I rekindle the passion from running my business?
- What's changed in my business the last six months?
- What is preventing me from achieving my business goals?
- Where will my new business come from?
- How do I serve my clients best?
- Where will our new products and services come from?
- How do I unleash my people's untapped talents?
- How can I maximize our operational performance?

Comments? Let us know at: [Ethan@TheChazinGroup.com](mailto:Ethan@TheChazinGroup.com) or call (201) 683-3399

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## FINDING A JOB IN A NEW INDUSTRY: TODAY'S CATCH- 22

Of all the strategies available to those seeking a career transition, none is more powerful potentially rewarding as the informational interview. The informational interview is a way to meet people who are either doing what you want to do in a specific job in that new industry, people you know through your network who work in the industry, or someone that manages a Department that you might want to work in within an organization in this new industry.

During your informational interview, you want to learn how they got their start in that industry, what they love most about their jobs, what industry associations do they belong to, what publications to they read, what events do they attend, what special training or classes they have taken etc. It is important to note that the informational interview is NOT an interview. You are not asking for a job. However, you can and should ask if they know one or two people they can suggest for you to talk to.

It is NOT impossible to break into a field that you do not have experience in. Like any truly rewarding venture, it takes a strategic plan, hard work and perseverance, and a willingness to embrace strategies you might not be comfortable doing.

## CHAZIN GROUP LAUNCHES RESULTS COUNCILS

The launch meeting details are provided below. *Space is limited* so call me at (201) 683-3399 to reserve a spot on our Guest List if you think you might be interested in joining a Results Councils near you.

**Councils are forming in Manhattan, Brooklyn, Queens, Long Island and Westchester.**

### EVENT DETAILS:

**DATE:** Wednesday, Feb. 3rd

**TIME:** 5:30pm - 7:00pm

**LOCATION:** The Library Room, Kennedy's Steak & Seafood House, 327 W. 57th St. Between 8th & 9th Avenues in Manhattan

**VENUE WEBSITE:** <http://kennedys-irish-restaurant-of-new-york.ypguides.net>

Enjoy hors d'oeuvres and a drink on us (more available at the bar.) Why not stay for dinner?

**DIRECTIONS:**

<http://kennedys-irish-restaurant-of-new-york.ypguides.net/page/o0w5/Map.html>

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