



CAREER CONNECTIONS

What's It REALLY Like to Work There.

As you research organizations that you are interested in working for, it is tremendously valuable to identify the organizations that possess a culture that is in-line with your own personal values, beliefs, and your current employment needs.

There are two types of culture that exist in any workplace. One is the **formal** culture. This is the environment that the organization wants to portray itself in. They use PR, their website, statements made by members of the management team, etc. to position themselves in a best light.

Then there is the **informal** culture. This is what it's REALLY like to work in that organization. There are two great ways to learn the informal culture as an employee, whether its full-time, part-time, or contract employment.

One way is to find people in your network who do work there or have worked there and conduct an informational interview. The goal is to learn as much about the organization's culture as possible.

Another way you can find out about an organization's informal culture is to check out what employees have to say about their experiences on job vent websites. Here are a few good websites you can explore:
www.JobVent.com
www.disgruntledworkforce.com
www.furiocity.com
www.jobacle.com
www.tecross.com

Be advised, you should take the information posted on these sites with a grain of salt. Former and current employees that use a website to vent about their employers are likely to be predisposed to VERY negative feelings about their employers.

Greatness: What 100% Looks Like.

These days, there is a pervasive aura of negativity that seems to surround us all. People seem to be giving the bare minimum, or giving up altogether. There's a lot of talk about workers not engaging in their jobs, emotionally disconnecting from their workplace.

Well, that got me to thinking...what does it look like when people give 100%? If there was a magical "checklist" to show you what 100% looked like, what would it include? So, in my humble opinion what follows is my list of key attributes that reflect what giving 100% is all about.

There is an implied assumption at work here that if more people did more of the things on this list, we wouldn't need Government bailouts, huge stimulus packages, and foreign countries investing in the US. We'd be great again just by re-instilling the all-powerful, uniquely "Can-Do" American optimism that tomorrow will be better.

- Are you truly sick and tired of hearing people making excuses or saying they are going to hold off from increasing hiring, advertising, marketing, expansion and other efforts until things 'turn around'?
- What more would it take you to be great CONSISTENTLY?
- You can succeed in environments of EXTREME change and distress, with little or no guidance, roadmap, or help.
- Going "above and beyond" is just part of a normal day's routine for you.
- You are always thinking how to solve client problems?
- Do you seek out solutions to your client's problems that they don't know they have, or don't even face...yet?
- How often do you find yourself saying: "I'll get to that tomorrow?"
- Do you only have an "A" game?

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Great Business Resources

Business Publications: National Institute for Business Management:

www.businessmanagementdaily.com

Job Search /Career/Assessment Websites:

www.careeroverview.com/job-search.html

www.quintcareers.com/top_10_sites.html

www.khake.com: a GREAT vocational job website for people without college degrees.

www.keirsey.com: this site offers a free version of the Myers-Briggs Type Indicator personality test, called the **Keirsey Temperament Sorter II**.

www.bls.gov/opub/home.htm: Bureau of Labor Statistics site is home to the *Occupational Outlook Handbook* that contains profiles of 250 careers.

www.vault.com

www.wetfeet.com

Networking Corner

Useful networking resources:

• **Empowering Today's Professionals -**

www.etpnetwork.com

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We have NO Idea! You Tell Us What You'd Like To Hear About



Tips for Starting Your Own Business

Prepare for LOTS of rejection. Measure your fear of failure.

- What's your "out"? When will you know it's time to call it quits? Set benchmarks (lines in the sand.)
- How are you going to develop your business BRAND?
- What is your unique selling proposition? Is your offering a **ME-TOO** offering, or truly unique?
- Develop an online and offline marketing strategy?
- Present your business plan to 10 people you trust completely, including bank loan experts. Seek BRUTAL honesty.
- Form alliance with partners you trust, sign an agreement written by attorneys with focus on revenue sharing, roles and responsibilities and ways to dissolve the relationship amicably.
- Build a sales pipeline with established pricing strategy.
- Begin networking NOW.
- Find small business resources that are available to you (SBA, SCORE, stimulus monies, etc.)
- Who are your allies, advocates, and apostles?
- Establish yourself as a subject matter expert?
- Write blogs, serve on panels, get published.
- Set aside one year of income for you and your family to live off.
- Partner with colleges, nonprofits, advocacy groups, research centers, think tanks to help reduce your overhead, and provide you with additional resources?
- Communicate like a pro – your public speaking and written communications skills must be FLAWLESS.

Comments? Let us know at: Ethan@TheChazinGroup.com or call (917) 239-

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Great Reads!



In **The Pleasures and Sorrows of Work**, **Alain de Botton** spotlights ten industries, and asks the question: “When does work feel good?” He answers that question with “rarely” and traces the evolution of work throughout human history as a necessary evil and then transformed into a measure of our self-worth.

Me 2.0, **Dan Schwabel** provides a good resource on social networking for job seekers.

Being Great: What Giving 100% Looks Like

- Are you truly sick and tired of hearing people making excuses or saying they are going to hold off from increasing hiring, advertising, marketing, expansion and other efforts until things ‘turn around’?
- What more would it take you to be great CONSISTENTLY?
- Do you go out of your way to take calculated risks and embrace failure?
- When was the last time you offered to coach or mentor a peer, or volunteer your time and effort?
- When was the last time you eagerly pursued a new skill for no apparent reason or immediate need?
- Do you often ask yourself....”What if...” all the time?
- How often do you get to work early and leave late?
- Do you have the ability to spot developing trends and developments to ride the wave of innovation and gain first to market status?

How many of these can you check off on your “GREATNESS” chart? What other criteria do you set for yourself to measure your own greatness?