

ASK THE CAREER ENGINEER!

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Q: How do I get back into the working class when I have good office skills and manufacturing experience? My resume is good, but my job seeking is not pulling enough employers to call me for an interview. **Debra, Alabama**

A: Your resume is the door opener. Its purpose is only to get you an interview; so if your resume is doing that, then it's working for you. Second, hopefully the interviews are for the companies/organizations that are in demand for your services. In most of my career consultations, the resume has become more of a "presentation document" versus a "performance document." Employers today, more than ever, need to see "what you can do for them" (aka, accomplishments, projects completed, percentages and numbers). Yes, even in the administrative services field. So if your resume supplies this data, great! If not, you may want to consider a change in structure, to show performance-based accomplishments.

In terms of your job search methods, I hope you are using the top three (in my opinion): meeting the managers, cold calling, social /business networking. These three methods can yield competitive results for 95% of the unadvertised market. If you are solely using the newspapers and Internet (which are wonderful resources to get information), you may have reduced results. Even with Internet job-hunting, at some point you have to submit a quality performance-based resume, have a professional sales meeting (aka interview) and close the deal (follow-up strategy). You can't beat the Internet for obtaining the excellent employment market information and leads. However, eventually, there should be less Internet search and more direct contacts being made. The World Wide Web is great, but making a relational connection is better. Nothing beats the human touch...let that be your competition buster when you make contact with employers.

If you have a question for "The Career Engineer" send an email to francina@thecareerengineers.com . Author of the book, *A Mind to Work: The Life and Career Planning Guide for People Who Want-Need to Work!* For more information on Harrison & Associates, call 757-420-1109 or visit our website at www.thecareerengineers.com.