

**WELCOME TO THIS  
EDITION OF CAREER  
COMMUNIQUE  
X-PRESS!**

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Annemarie Cross is a Career Coach, professional Resume Writer and NLP Practitioner, author, and founder/principal of Advanced Employment Concepts, a consultancy offering specialised services for people striving for success and fulfilment in their business, careers, and personal lives.  
[www.annemariexcross.com](http://www.annemariexcross.com)

## CAREER *Communique!* x-Press

### Annemarie's Muses

Greetings to another issue of Career Communique x-Press! I trust you have had another productive month?!

Sporting season for my two eldest children is well underway with most of my Saturdays driving (what seems to be) all over the countryside to one or another soccer or basketball game. Of course this does not include the weekly practice sessions, however my husband does share the tasks when he is able, for which I am truly grateful. They have both been playing sports over the past few years, and it has been a thrill watching them develop and expand their sporting abilities not only individually, but the entire team as a whole. In fact, my son's soccer team is currently ranked at the top of the ladder being undefeated this season, and my daughter's basketball team recently being moved into Champion grade. It's not hard to see that both teams are totally passionate about the sport with each team members' commitment to attend each practice session and consistent giving of their best, certainly paying off. Just fantastic!



If we showed up to work each day with just as much enthusiasm and passion to be the best we could possibly be, I wonder just how successful and fulfilled we would be in our jobs!

Unfortunately, surveys throughout the world (including Australia) have

confirmed that many people are working in a role that they feel less than satisfied in. According to the Daily Mail (UK) in 2000, 64% (around two thirds) of all workers believe that they are in the wrong job, and a survey conducted by the Society for Human Resource Professionals concluded that 8 out of 10 Americans wanted a new job. The figure in Australia is significantly high as well, which is very disheartening.

If you dread Monday mornings, find your work totally uninspiring, but have no idea how to move forward, Pursuing your Passion – Purposeful Careers™ is a 15 week intensive program and centres on the Purposeful Careers Wheel™ - a strategic framework of practical steps and proven strategies that will assist you in demystifying the career planning process; support you in gaining clarity around your talents, values and purpose; and allow you to design a career path that is in alignment with your life's calling so that you can begin to find real meaning and fulfilment in your work! To find out more about the program go to [www.purposefulcareers.com](http://www.purposefulcareers.com)

In the meantime, I hope you enjoy the articles and resources included in this issue. Have a great month everyone!

**Annemarie**

## Strategies for Ongoing Career Success and Future Employer Negotiations

I have on quite a number of occasions been approached by distraught clients who are quite dissatisfied with their current work situations through being bypassed for promotion on several occasions and quite unaware as to the reason why.

If you have recently been passed over for promotion and want to strengthen your position before the next round of promotions, you may want to consider implementing the strategies detailed below. Or perhaps you have just begun a new role and want to continue to make a good impression and grow from strength to strength to maintain ongoing employability, while continuing to lay the foundations for future remuneration/salary negotiations and promotion.

Keep in mind that increases in salary/ remuneration occur due to:

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## Coach's Corner: Living Your Purpose!

- A) An increase in responsibilities
- B) A promotion
- C) Concerns by the employer that you may leave or be poached by a competitor.

Be aware that the dynamics of negotiation with your current employer are different from negotiating with a prospective employer. Therefore the strategies that you implement should include:

- a) continuing to gain more responsibility in your role
- b) making yourself so invaluable that even the hint of you leaving causes concern.

***“Be a problem solver, not a problem maker”***

When interviewing with a new company you are selling yourself, and you must continue to do this all year long and not just at review time. By constantly marketing yourself (without appearing to be arrogant in your self-promotion), you ensure that key players, decision-makers and your boss will be aware of what you are doing and what you have been achieving.

- ◆ Begin by establishing a rapport with the boss that you can comfortably “drop-by” for a matter of fact approach to deliver the great news (achievement).
- ◆ Practice being casual and able to communicate in a friendly and casual way with your boss.
- ◆ Send relevant memos to people who have an interest in projects you are working on.
- ◆ Seize opportunities to discuss what you are doing with staff in other areas who might be affected by your work – particularly if they are at higher levels.
- ◆ Continue to network throughout the entire corporation to develop trust, rapport and respect for you and your quality of work.
- ◆ Offer assistance if the situation arises in an area you excel in – this will enable you to showcase your expertise.
- ◆ Seek out the opportunity to become involved in or spearhead high-profile projects/assignments.
- ◆ Perform well and achieve outstanding results – this will make your boss and team look outstanding as well.
- ◆ Seek to add value to an organisation and its customers.
- ◆ Send thank you notes to others who collaborated in the project.

*(Continued on page 3)*

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*(Continued from page 2)*

### Workplace stress will do a job on you

The Australian -- Page: 22 :  
23 May 2006  
*Original article by Peter  
Switzer*

Many Australian employers are not dealing with workplace stress. A survey by the Australian Institute of Management revealed that a number of employers do not have action plans for the problem, even though it is mandatory. Research by Medibank Private found a connection between health and lifestyle of people and work productivity. Employers need to care for their own health, by reducing work and taking breaks. The Medibank research found that health promotion programs provided benefits and a return on investment.

[Source: My Business Daily,  
23 May 2006–ABIX]

- ◆ Align yourself to the needs of your boss' priorities. Achieve the reputation that you can be counted upon and deliver what you promise.
- ◆ Attitude is extremely important – recognise other people and their communication styles and strategies in how to relate.
- ◆ Keep a journal of all your achievements as they are completed – don't leave this to the last minute.
- ◆ Two to three months before your salary review, find a way to outline to your boss your contributions.
- ◆ Before the negotiation begins, ensure you perform research into the market value of your role and what other companies are paying.
- ◆ Continually learn new skills that are directly transferable to the role, or to another role at a higher level than you are currently at. This way if this position becomes available, you can put yourself forward for the promotion.
- ◆ Market yourself both inside and outside your company.
- ◆ Be a problem-solver not a problem maker.

Dress for success – professional appearance is very important particularly if you are in (or targeting) a high-level management role.

Establish a support network that includes:

- ◆ someone who knows the industry
- ◆ someone who will be willing to assist you
- ◆ someone who is honest in their criticism
- ◆ someone who excels in research and can find out things
- ◆ someone who challenges you
- ◆ someone who can provide support during difficult times
- ◆ someone who you can trust
- ◆ someone who is good at providing practical advice.



Remember this is an ongoing process – you need to continuously set the stage for job performance and self-marketing.

Think you could benefit from some one-on-one job performance coaching? Contact Annemarie at [annemarie@annemariex.com](mailto:annemarie@annemariex.com)

Our Sponsor:



[www.acethatinterview.net](http://www.acethatinterview.net)

Do you ever "trip over your own tongue", become "tongue-tied", or feel you're just **not delivering your best performance during a job interview?**

Imagine if you could:

- ◆ conquer the top 10 mistakes that 9 out of 10 job seekers *unknowingly continue to stumble on;*
- ◆ answer each question easily and effortlessly; and
- ◆ maintain a professional persona throughout your next interview **to secure that edge over your competitors!**

Ace that Interview! Cutting-edge interview techniques EXPOSED! is the resource you have been looking for, jam-packed with interview strategies.

*I recommend "Ace that Interview" for its practical advice and "insiders" view that would otherwise be difficult to find in one comprehensive source.*

**Gayle Briggs**, Senior Consultant,  
ATTAIN PEOPLE SOLUTIONS

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### Ace that Interview! Research is Vital!

When preparing for an interview, performing careful research to uncover as much as you can about the organisation and position is unfortunately an area that is often overlooked by job seekers.

If you are one of those people who tend to think researching a company and position is not worth your time and energy – think again. Here are but a few reasons why you should be incorporating this as a very important element in your preparation.

Research will assist you in:

- ◆ Uncovering the company's culture to allow you to evaluate whether or not you would be able to work within and support this vision alongside your personal values and beliefs. This can be identified through the organisation's mission and/or vision statement; or speaking to former/ existing staff to see how the organisation treats its staff and customers. A company that does not value its biggest asset - namely 'human resources' - may not be a match for you, particularly if you prefer a supportive and proactive work environment.
- ◆ Determining exactly what the company is looking for in terms of a 'winning candidate' and the required knowledge and experience that will successfully fulfil the obligations of the position. This will allow you to enhance your interview responses to align your experience with the criteria of the position and demonstrate your perfect 'fit' to the interviewer.
- ◆ Distinguishing you from other candidates by demonstrating your enthusiasm and knowledge about the organisation so that if asked, "What do you know about our company?" you can respond with a powerful statement. There may be a special project the organisation is working on that you are highly experienced in. Perhaps they are about to launch a new product positioned to outshine competitor products, and your experience in this area could certainly be a benefit to the team.
- ◆ Researching the marketplace and the organisation to reveal pertinent information that can be used during the salary negotiation stage. Try to determine what the market average is for the position you are applying for. If possible you may be able to find out the salary structure currently in place with the organisation you are applying with. A well established company with a larger revenue base may be able to offer a larger salary structure than say a start-up or fledgling business.

**Performing careful research to uncover as much as you can about an organisation is vital.**



Welcome to Catapult  
your Career's *In the  
Spotlight* segment!

Each month our resident  
Career Coach – Annemarie  
Cross will hold one-on-one  
informational interviewing  
sessions with key people  
from diverse industries to  
gain an informative  
'snapshot' of their day-to-  
day responsibilities; what  
attracted them to the  
industry; and what they  
LOVE about their jobs!

Relevant, supportive, up to  
date and fun information!  
Grab a coffee - sit back –  
and ENJOY!

## O v e r v i e w

**Sharon Coffey –  
Recruitment Consultant  
is in the hot seat this  
month!**

To access In the Spotlight  
Online, click here.

## CAREER *Communiqué! x-Press*

### Interview with Sharon Coffey—Recruitment Consultant

**AEC asks: What attracted you to this profession?**

**Sharon Coffey answers:**

The people contact whether it be with candidates looking for work or with clients and finding out what their company does and building a rapport with them.

**AEC asks: What studies/training did you have to complete?**

**Sharon Coffey answers:**

Diploma in HR (Deakin) and Cert IV in Workplace Training & Assessment.  
Numerous recruitment based courses and seminars.

**AEC asks: Can you provide a snapshot of what a typical day would involve for you?**

**Sharon Coffey answers:**

Responding to emails – whether they be applicants or general correspondence; interviewing candidates; visiting clients at their workplace; various administrative and marketing tasks.

**AEC asks: What do you love most about your job?**

**Sharon Coffey answers:**

The feeling of satisfaction when I place a very happy candidate with a very happy client.

**AEC asks: What would be the least favourable areas about your role?**

**Sharon Coffey answers:**

Telling a candidate they did not get the job they applied for.

**AEC asks: Could you give a brief outline of current issues and trends associated with this field?**

**Sharon Coffey answers:**

There is a definite skills shortage across the board including professionals and trades. I believe a collaborative approach to skill development across all sectors is needed with the government, corporate and small business working together to look at training initiatives and take a more visionary approach. I believe a more practical approach at the secondary schooling level would also assist in building our resources for the future. The current skill shortage has been growing for the last 10 years but it also takes years to build the skills to try to solve it. We need a greater balance between those going on to university and those going into apprenticeships. Unless more effort is invested, the economy will suffer. Continued... [click here to continue reviewing the interview]

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### No Casual Matter

BRW -- Page: 64-65 :  
11 May 2006  
Original article by Emily Ross

In Australia, the ratio of casual workers to permanent workers is one of the highest in the world. At 28 per cent, Australian has the second highest rate of casual workers, after the Netherlands. Businesses are advised to use this trend to their own advantage. A short-term, on-demand approach can be very beneficial. Employment agencies have responded to a rising demand for casual employees by assuming responsibility for training workers for temporary jobs. For example, Manpower offers online courses to agency workers.

[Source: My Business Daily,  
19 May 2006–ABIX]

### Q&A



Dear Career Coach,  
I have read and heard from various sources that it is best to leave a PhD out of your resume unless it is related to the job you are applying for. What is your opinion?  
Regards, John

Dear John,  
That is a great question! With any education whether it be PhD or ongoing professional development, unless it is relevant to the job you are applying for, I would suggest not to include this within your resume, or positioning this toward the end of your resume rather than at the front.

While some people may think that this is a distinguishing factor that would attract the reader's attention, unless it is directly related to the role it probably wouldn't be considered an area that enhances your

candidacy. Worst case scenario is that it may do the exact opposite and have your application screened out of the running.

Some additional points you may consider include:

- ◆ highlighting the skills gained during the completion of your PhD rather than the knowledge (if the academic expertise is of no real relevance to the job target);
- ◆ finding out what the expected standard is within the industry/field you are targeting and whether having a PhD is relevant to the role.

I wish you all the best!

**Annemarie Cross**

### Hot off the Press: Keeping up with the News

If I may take this opportunity to share some very exciting news with you! We are extremely excited to announce that our book **10 Key Steps to Ace that Interview! Cutting Edge Interview Techniques EXPOSED!** is hot off the press and launches this week!

Here is an excerpt from the press release sent out to media representatives this past week.

#### 10 KEY STEPS TO ACE THAT INTERVIEW Cutting edge interview techniques EXPOSED!

Imagine if you could strengthen and enhance your interview techniques,

enabling you to deliver a dynamic and unforgettable performance.

*10 Key Steps to Ace that Interview* is a clear-cut and relevant guide for any potential candidate whether a senior executive or a first time job seeker.

Annemarie is able to condense years of knowledge into a crystal clear manual for the job-seeker. She gets to the point without the fluff and hype of many of these guides, and is able to steer the reader through the process of the most intimidating aspect of the job search – interviewing. This guide

*(Continued on page 7)*

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### Goodwill Hunting

The Bulletin -- Page: 47  
23 May 2006

Altiris Asia-Pacific, a software developing firm, has 105 staff. A \$A1,500 fee is offered to employees who recruit successful new staff to the firm. Individual managers are in charge of hiring. Geoff Masters, the MD of Altiris, says the recruitment system improves accuracy and bypasses expensive headhunting fees. The company has low staff turnover levels. Masters views coaching as a better way to develop staff than quarterly reviews.

[Source: My Business Daily,  
18 May 2006—ABIX]

Editor's Note: This is networking being leveraged to the fullest but from an employer's viewpoint, proving that networking can play a vital role, not only for job seeker but also employer!

### Hot off the Press: Keeping up with the News

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will help both the recent graduate and the more experienced job seeker, by clarifying how to prepare and what to expect.

Learn numerous techniques including how to:

- ◆ Elevate your self esteem and confidence strengthening your ability to market your experience and overall value, specific to the organisation's needs.
- ◆ Connect with the interviewer from the get-go and optimise all verbal/non-verbal communication and rapport building skills during all stages of the interview.
- ◆ Master behavioural interview techniques and respond effortlessly to other challenging questions.
- ◆ Leverage your expertise to showcase your unique value of promise to boost your positioning during crucial salary negotiations.



Pop across to the website [www.acethatinterview.net](http://www.acethatinterview.net) and check out the contents of the book, and while you are there enter your name in the sign up box and get the 3 free E-Reports!

### A little humour to brighten your day!

The company boss was complaining in a staff meeting that he wasn't getting any respect. Later that morning he went to a local sign shop and bought a small sign that read:

"I'm the Boss!"

He then taped it to his office door.

Later that day when he returned from lunch, he found that someone had taped a note to the sign that said:

"Your wife called, she wants her sign back!"

[As published on: [www.myhumor.org](http://www.myhumor.org)]

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### Stressing a gloomy point, but we have to learn to relax

The Age --- Page: A4 : 26  
May 2006  
Original article by Chantal Rumble

The VicHealth agency has issued new research on the detrimental health effects of job stress. Estimates show about a third of all heart disease in men and depression in women are linked to a stressful work environment. The "Workplace Stress in Victoria: Developing a Systems Approach" report is the result of a review of 90 overseas studies and interviews with over 1,000 employees as well as business lobby groups and labour unions. VicHealth CEO Rob Moodie names flexible working hours and a better balance between work and family as important remedies.

[Source: My Business Daily, 26 May 2006-ABIX]

Editor's Note: We advocate life and work balance too! If you feel an imbalance between your work and family life and would like to reclaim some stability, please feel free to email me at: [info@annemariemcross.com](mailto:info@annemariemcross.com)

### Monthly Specials

Are you **one of the thousands who experience interview knock backs and struggle with 'why' you fail to reach second interview stage, and eventual job offer?**

Do you ever "**trip over your own tongue**", become "**tongue-tied**", or feel you're just **not delivering your best performance during a job interview?**

#### Imagine...if you could instantly:

<input checked="" type="checkbox"/>	conquer the top 10 mistakes that 9 out of 10 job seekers <i>unknowingly continue to stumble on</i> ;
<input checked="" type="checkbox"/>	answer each question easily and effortlessly; and
<input checked="" type="checkbox"/>	maintain a professional persona throughout your next interview <b>to secure that edge over your competitors.</b>

#### What would that mean to you?

Here's a quick quiz that could make a dramatic impact on how powerful and successful your next interview will be:

<input checked="" type="checkbox"/>	Do you want to learn <i>psychological techniques</i> you can use to understand your interviewer's communication style allowing you to build instant rapport - <b>crucial</b> in the opening stages of any interview?
	<input type="checkbox"/> Yes <input type="checkbox"/> No
<input checked="" type="checkbox"/>	Do you want to be able to elevate and set apart your knowledge and skills from your competitors even during situations of limited experience, even when your competitors' experience and qualifications are well above your own?
	<input type="checkbox"/> Yes <input type="checkbox"/> No
<input checked="" type="checkbox"/>	Do you want to easily and effortlessly <b>boost</b> your salary package through developing insightful and influential salary negotiation techniques?
	<input type="checkbox"/> Yes <input type="checkbox"/> No
<input checked="" type="checkbox"/>	Do you want to discover little-known questioning tactics that can catapult your status as the top candidate in the interviewer's mind?
	<input type="checkbox"/> Yes <input type="checkbox"/> No
	If you have answered YES to any (or all) of the above, the great news is this: you <b>can</b> easily achieve all of these things you desire with the specialised knowledge exposed in <b>10 Key Steps to Ace that Interview!</b>

#### Yes! I'm ready to:

**Outperform and outshine the competition by delivering a dynamic and memorable performance to position myself in the forerunning when interviewing for my dream job!**

For the next two months when you purchase a career marketing package and also invest in our powerful Interview Telecoaching sessions you will receive a free copy of our book *10 key steps to Ace that Interview! Cutting edge interview techniques EXPOSED!* That's a saving of \$30.85 (including P&H). [Note: International orders will incur a small P&H fee.]

To place your order click here: [www.aresumewriter.net/Packages.htm](http://www.aresumewriter.net/Packages.htm)