



10 IMPORTANT POINTS FOR YOUR SEARCH IN THE RECESSION OF 2009

1. **You must know yourself** ... your drivers, values and dreams. What really matters to you? Can these transfer you to another field, industry or life direction? In hard times companies are looking for passionate people to carry them through. What are your passions?
2. **You must be flexible** ... explore and broaden the field of options before you zero in on your target(s). Your next step may be the first of two steps to get to your next position.
3. **Get your branding and personal messaging down pat** ... develop the precise language you will need to sell yourself. Use it yourself and allow others to pass it on. Support your brand with compelling stories of results and how you accomplished them.
4. **Identify where you are most valuable ... target your efforts** toward those organizations and situations. Be strategic – not random. Selling outside “your lane” is now harder. How do we integrate this with flexibility? This is the targeting process that is the result of your exploring.
5. **Be persistent** ... people are busy. Make it easy for them to help you. Do not burden them but make them want to help. If they do not return your calls, change the medium (voice mail vs. email vs. snail mail). Thank them for their insight and guidance. It takes time to generate momentum.
6. **“Traditional” networking is not enough** ... collecting names and calling them is not the point. Build on-going strong relationships that help both sides. Find and cultivate advocates and endorsers (often people who have seen you in action) – not just names and contacts. Respect people’s situations. Use online tools like LinkedIn. It’s essential that you aim toward business discussions. In tough times, knowing and being able to engage the business conversations is more important than ever.
7. **Use maximum energy and effort** ... this is the edge you can create. Spend your days meeting with the right people either in person or on the phone. Use the internet “before 7am and after 5pm” – it is not your “day job”.
8. **Expect frustration** ... it is not about you. It is inherent in the process and the people you meet. See point #5.
9. **In the end (and in the beginning), it’s your attitude that’s most important** ... you must stay positive and resilient. Enlist your family and close friends to recharge yourself to keep going. You will come through this and will be better for it.
10. **Learning perseverance and maintaining focus** are valuable habits that will serve you well in your new job. In this economy, the challenges won’t end when you land your new role.