

**QUOTES**

"One important key to success is self-confidence. An important key to self-confidence is preparation.."

Arthur Ashe

"There are seldom, if ever, any hopeless situations, but there are many people who lose hope in the face of some situations."

Arthur Ashe

"Take pleasure not in the score, but in the game"

Bobby Jones

"When we do more than we are paid to do, eventually we will be paid more for what we do."

Zig Zigler

"Whenever you do a thing, act as if all the world were watching."

Thomas

Jefferson

"There are no necessary evils in government. Its evils exist only in its abuses."

Andrew Jackson

"True happiness is not attained through self-gratification but through fidelity to a worthy purpose."

Helen Keller

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**Inside This Issue:**

Networking & The Hidden Job Market cont'd	2
Stats, Sites and Stuff	2
Networking Opportunities	3
Testimonial	3

## Networking and the Hidden Job Market

We know that the majority of all jobs (70-80%) are found through networking. Yet, how many of you spend 70% of your job search time networking? Look back at your career...how many times have you found out about a job from someone you know? Nevertheless, networking is still the most avoided of all job search strategies. Why?

There are 3 prevailing misconceptions that once dispelled or overcome, can free you to use and develop your network and, by doing so, tap into the "hidden" job market. If you don't tap into this market you will be missing out on at least half of all jobs that are available – opportunities that could be available for you.

Here are the misconceptions that you **MUST AVOID** and strategies that will help you overcome your concerns.

**Misconception #1 – "I don't know how to network."**

Every day is a networking opportunity. We all know how to network for information and referrals when it comes to restaurants, movies, doctors, hairdressers, babysitters and mechanics, yet when it comes to tapping into the unlimited resources of the people we know for contacts in

the working world, we often freeze. We feel tongue-tied & unprepared.

**Recommendation:**

Develop a "2-Minute Commercial". Use conversational/casual language to introduce yourself professionally and answer the often-asked questions "Tell me about yourself". Begin the statement with "I am" and include your professional identity, areas of expertise, industry experience and most importantly, where you want to go with your career – **NOW & WHY!** For Example:

"I am a human resource professional with expertise in career management, training and team-building. My background is in corporate sales and marketing, working with a broad range of industries. My greatest strength is my ability to establish rapport quickly with people from all walks of life. I am looking for opportunities working with small to large firms in sales or human resources."

Once you've memorized your "commercial", you will have innumerable opportunities to get off to the right start in interviews (both phone screenings and in-person). What's more your commercial is an outstanding networking tool. Whenever and wherever you meet people, from elevators to coffee shops, you will be prepared to answer the often-asked, "What do you do?"

**Misconception #2 – "People may think I'm a failure because I need help getting a job."**

During the last 10 years, it is hard to think of people who have not changed jobs or careers several times. So let go of the idea that you may be perceived a failure because you are in transition or working and looking for a different job. The stigma you imagine just isn't there, so adopt a new perspective on this issue.

Remind yourself that people want to help! It's an automatic reflex. Picture this: You are on a monthly bike ride with a friend who informs you that his/her position has been recently eliminated due to a merger. What happen? Mostly likely, your brain goes into overdrive thinking of whom you know who could be helpful for your friend during this transition. It's natural – so take advantage of human nature!

**Misconception #3 – "I don't want to bother people who may not want to waste their time by trying to help me."**

Conduct your networking with dignity and a purpose. **Before you call**, you should have an agenda prepared that includes questions that you would like to have answered. This could be regarding your target list of companies, industry trends, professional advice or information regarding the contact's specific company. You never know if the person you are calling will actually answer the phone and say, "Well, I have a few minutes, now". Never waste a networking opportunity!

(cont'd on p3)

**May-June, 2008**  
Networking Opportunities for CCI Clients

**May 21, 2008**

**BSHRM – Alabama SHRM State Conference, Cahaba Grand Conference Center**

**May 22, 2008**

**(4<sup>th</sup> Thursday) Hoover Chamber Luncheon @ Hoover Country Club 11:30-Networking, Noon Luncheon – please make reservations by Monday May 19 .**

**The Women’s Network Luncheon– meet every 2<sup>nd</sup> and 4<sup>th</sup> Thursday of the month, 11:30-1:00. Harbert Center, 3<sup>rd</sup> floor, speaker, Waldemar A Carlo, MD, Prof. of Pediatrics, Director of the Div. of Neonatology, UAB and Roberta Shapiro, Director of Development, Women’s and Infants Initiative, UAB**

**May 27, 2008**

**NAWBO Birmingham – Luncheon, 11:15-1:00, speaker, Prof. Natalie Davis, Birmingham Southern College, location: Birmingham Botanical gardens**

**May 28, 2008**

**Shelby Chamber Monthly Luncheon 11:00-1:00, Pelham Civic Complex**

**June 3, 2008**

**Network Birmingham - Speaker, Michael Hart, Author and Talk Radio Host, “Explosive Marketing for Free!”**

**June 4, 2008**

**Toastmasters meets every first and third Wednesday of each month at 11:30.**

**June 10, 2008**

**Infragard – IT Network – meets the second Tuesday of each month.**

**June 12, 2008**

**Coffee & Contacts at Sprint/Nextel Patton Creek, 7:30-9:00 – 181 Main St, Suite 113 Hoover call 444-0138 for more information**

**June 14, 2008**

**Toastmasters meets every first and third Wednesday of each month at 11:30.**

**June 19, 2008**

**Hoover Area Chamber Luncheon @ Hoover Country Club, 11:30-networking, Noon Luncheon. Please make reservations by Monday, June 16<sup>th</sup> .**

**June 25, 2008**

**Shelby Chamber Monthly Luncheon Meeting 11:00-1:00, Pelham Civic Complex**

**June 26, 2008**

**Business after Hours at Bonefish Grill, 5:30-7:00 p.m. 3430 Galleria Circle, Hoover – Call 985-9545 for more information or go to [www.bonefishgrill.com](http://www.bonefishgrill.com)**

**Birmingham Regional Chamber of Commerce  
Small Business Award Finalist ♦ 2008**

**Marlene Wallace**, president of Career Concepts, Inc. was named one of the top finalists in her category in the Small Business Awards presented by the Birmingham Regional Chamber of Commerce for 2008.

**Career Concepts, Inc.**, a full service, certified career management firm is celebrating its 10<sup>th</sup> year in Birmingham this year.

## Stats, Sites and Stuff

### Technical Disciplines Command Highest Salaries Among College Class of 2008

New college graduates with degrees in the engineering and computer science fields boast the highest average starting salaries, according to a new report from the National Association of Colleges and employers (NACE).

The Spring 2008 issue of NACE’s *Salary Survey* shows that chemical engineering graduates are currently pulling the highest average Starting salary offer - \$63,616 – followed by computer engineering graduates at \$59,962.

“There is competition among employers for many graduates in the technical disciplines, and the high salary offers we’re seeing reflect that,” says Marilyn Mackes, NACE executive director.

### Top-Paid Majors for 2007-08 Bachelor’s Degree Graduates

<u>Curriculum</u>	<u>Average Salary Offer</u>
Chemical Engineering	\$63,616
Computer Engineering	\$59,962
Computer Science	\$59,873
Industrial/Manuf. Eng	\$58,252
Aerospace/Aeronautical/Astronautical Eng.	\$57,999

Read the full article <http://www.nacweb.org/press/display.asp?year=&prid=238>

Source: Spring 2008 Salary Survey, National Association of Colleges and Employers. All data are for bachelor’ degree candidates.

## Networking & The Hidden Job Market cont'd from page 1

Remember, "What goes around comes around". You should be prepared to share information that you have gathered during your search that would interest your contacts. While working, most people do not have time to keep up with competitive information, industry trends, career management techniques and other information that is often compiled during the job search. Networking is a 2-way street. Remember that the people you meet with, as part of your networking, will learn from you just as you will learn from them.

When you are making your initial contacts, ask for recommendations of other people you can contact, i.e. tap into their network. This is the most important part of networking – never leave without a name and preferably with permission to use the initial contact's name as a third-party referral. This way, when you call Tom Smith, you can say, "Jerry White from X,Y,Z company suggested I give you a call". A third-party endorsement substantially increases the value and quantity of the information you receive during informational interview.

By repeating this process of obtaining multiple referrals, your client's network will grow exponentially and the chances are good that they will not run out of contacts. It's important to be creative, try taking your contacts out to lunch or for a cup of coffee, or engage them in a social or athletic activity. Mix it up and, most importantly, have some fun with the process!

Excerpts from  
Kathy Black, IJCTC  
Career Recipes - Career Management Alliance

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**CAREER CONCEPTS INC. CLIENTS:** remember to check our website every two weeks for sample openings!  
[www.careerconceptsinc.org](http://www.careerconceptsinc.org)

### Testimonial

To: Career Concepts, Inc.

The changes in the corporate world today are ever affecting the need to keep your career search and career building skills active. It is not enough to just find a job.

After experiencing my first downsizing and starting with a new company, I came to Career Concepts for help to build confidence and move forward advancing in my field. The results helped prepared me for an unexpected second downsizing. Marlene, Chris and Merian were patient while I made life decisions during my unemployment. The advice they gave me were what I needed to build the confidence I lacked and *use my network*. Once you decide what is right for you, it is time to dig your heels in and go find it, and make no exceptions. I learned that though their guidance.

Networking and knowing your CIB's are *KEY*. You never know who needs your skills, so it is essential to be prepared and talk to everyone you know and not be afraid to talk to people you don't know. Make it a habit to stay in touch with acquaintances and making new ones. Although employed, networking will be a life practice I will always use.

Thanks for your guidance and encouragement to not give up on what I really wanted.

R.S.  
Director of Operations

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Career Concepts, Inc, is a member of Career Management Alliance,  
and gratefully credit them with much of the data contained herein.