

SHAW ACADEMY

NOTES

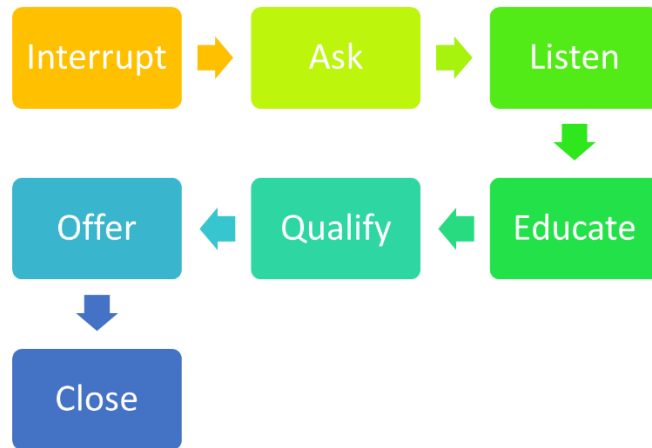
Career Advancement Programme



SHAW ACADEMY

Lesson 8: Getting a Job is a Job

Summary sheet



Our final lesson in this first part of the course we discuss the overall process for seeking out new employment. The process that is it most comparable to is the generic sales process.

Job Search

- Identify a company
- Network to find the decision maker
- Do your CV
- Interview
- Negotiate price

Sales Process

- Identify a customer
- Tell people you exist through marketing
- Create your brochure
- Have a sales conversation
- Negotiate price

Regardless of how you see the process there is one fundamental focus that every job seeker should have – it is about what you can offer to the potential employer. Just like a sales conversation – it is all about the customer.



Overly Friendly – this is the candidate that is so focussed on being liked by the interviewer that they are not aware of the other person’s reactions to them. This person will continue to talk until they are interrupted.

Pushy – this person wants to create the illusion of urgency with their application. They want to give the sense that they are in high demand. This technique can work...if it is actually true. There is a danger that you could talk yourself out of a job by being too pushy. The best approach is to want the job but not to need the job. If you approach it as if you **don’t** want it you may not be happy with the result of that approach.

Forgetful – A candidate who shows up without knowing their own CV is putting themselves at a massive disadvantage. The reason is because you cannot expect the person who is conducting the interview to tell you what is written in your CV. It is a representation of your professional life and it is expected that you will know it better than anyone else.

Remember the Drill!

When someone buys a drill, they are not interested in drills. They are interested in holes. They want the result that the drill will give them. Use this analogy to remind yourself that during a job search process you are focussed on giving your potential employer the results you can deliver not just the processes you will put in place.



Career Reflections

1. I am very proud of.....
2. I find that in managing people.....
3. The toughest part of managing is.....
4. I am most creative.....
5. My hardest business decision was.....
6. The most significant business event in my life was.....
7. When others get in my way I.....
8. I am most effective when.....
9. I am least effective when.....
10. My uniqueness is.....
- In an organisation, politically I.....
12. The kind of feedback I get.....
13. When embarking on a new venture I.....



14. My colleagues would describe me as.....

15. The most significant obstacle which frustrated my career/professional growth.....

Time management

	Urgent	Not Urgent
Important		
Not Important		



The Eisenhower Method was originally based on a quote by former US president Eisenhower. He is quoted as saying:

“What is important is seldom urgent and what is urgent is seldom important.”

It is a very simple matrix that will allow you to decide where your energies should be going. It will allow you to create an environment conducive to effectiveness. It allows the setting of priorities and focus for carrying out activity around those priorities.

Self Motivation

1. Start simple
2. Keep good company
3. Keep learning
4. Stay Positive
5. Stop thinking
6. Know yourself
7. Track your progress
8. Help others



- 1. Start simple.** Keep motivators around your work area – things that give you that initial spark to get going. Whether it is a quote you like or pictures of loved ones. Something that gets you motivated.
- 2. Keep good company.** You are the average of the people you spend your time with. Think about that when you consider who you are spending your time with on a regular basis. Ensure that you are seeking out people who are elevating you and inspiring you.
- 3. Keep learning.** Following on from considering who you spend your time with, consider the type of information you are consuming. Read non-fiction and try to take in everything you can. The more you learn, the more confident you become in starting projects.
- 4. Stay Positive.** In every experience that you encounter you can decide if it is a good experience or not. You can choose to see the good in bad. When encountering obstacles, you want to be in the habit of finding what works to get over them.
- 5. Stop thinking. Just do.** If you find you are unmotivated in your job search try working on a different aspect of the strategy. Have you been rewriting your CV? Maybe look up some networking events to attend. It can even be something more trivial. Sometimes simply showing up can be enough to get your momentum going. Like going for a run, make the decision about whether you are going to go or not when you are in your running gear.
- 6. Know yourself.** Keep notes on when your motivation is non-existent and when you feel like a superstar. There will be a pattern that once you are aware of, you can work around and develop. You will notice for example that after a huge meal you are tired and unmotivated to do any work. Or it could be that after a long walk you are full of ideas and motivation. You need to keep a note of all of this so that you are able to take advantage.
- 7. Track your progress.** Keep a tally or a progress bar for ongoing projects. When you see something growing you will always want to nurture it. You need to have milestones so that you know whether or not you are on target for what you are doing.
- 8. Help others.** Share your ideas and help others get motivated. When you are in a group where each of you are answerable to the others it will motivate you to see your goals through. It doesn't matter if it is other people who are looking for a change in their career or a close friend who is looking to make a change in their personal life. Seeing others do well will motivate you to do the same.

Types of goals

Outcome – this is the ‘why’ of what you are doing. What is the overall outcome you want?

Performance – this is about understanding that we are focussing on the ‘what’ we are going to achieve but not how we are actually going to achieve it.

Process – this can be considered the ‘how’ of the goal. This is the process that will aid the performance that will generate the outcome.



Getting a job **is a job** and the job is sales. This is not something to be feared if you have never worked in sales before. The fact is we are all selling all the time. We just don't call it sales. All a sale involves is moving someone from a position (or frame of mind) that they do not currently hold to a new, mutually beneficial position.

In order to move from your current role to your dream job you need to learn to...



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THANK YOU

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