

## The 36 Key Reasons why your job search will hit a frustrating & costly brick wall *(and what to do about it)*

- How to understand and eliminate the barriers to the success you deserve.
- What to do to overcome them as quickly as possible.
- Simple steps to avoid the cost of continuous failure.



***Career-Inspirations***  
***Executive Career Transformation***

## 12 REASONS WHY YOUR CV AND PERSONAL BRAND MAY LET YOU DOWN

**YOU** – may not have realised that your CV makes the reader under-value your potential.

**YOU** – may not have ensured your personal brand and CV support your preferred direction.

**YOU** – may not have tested your CV against the key 10-second recruiter-interest rule.

**YOU** – may have brain-dumped everything into it and now hope someone can work it out.

**YOU** – may not have identified the key value-adding strengths that make you worth hiring.

**YOU** – may have copied someone else's style or content and your CV isn't really you.

**YOU** – may have just sat down and typed it, without giving it any thought or preparation.

**YOU** – may be hoping that interviewers will be able to work out your potential value to them.

**YOU** – may not have identified, or clearly articulated, key examples to prove your worth.

**YOU** – may not be ensuring that your career history flows clearly and succinctly.

**YOU** – may not be demonstrating anything positive about your personality and character.

**YOU** – may be using too much waffle fill-in words that add nothing to the CV readability.

**YOU** - may not have enlisted expert help to ensure your CV is you - at your best!

## 12 REASONS WHY YOUR JOB SEARCH MAY TAKE YOU MUCH LONGER

**YOU** – may not really appreciate how the modern job market works.

**YOU** – may be chasing any job anywhere, without any real focus.

**YOU** – may not have clearly identified your ideal role or key targets.

**YOU** – may not be making the best of your applications for advertised positions.

**YOU** – may not be taking full advantage of the opportunities within application forms.

**YOU** – may not be approaching key recruiters correctly.

**YOU** – may not know that c.65% of vacancies are never advertised.

**YOU** – may not be making best use of your contacts, or are sending cold-call letters.

**YOU** – may not be using the real potential of LinkedIn to your best advantage.

**YOU** – may not be sending out e-mails or letters of high-enough quality.

**YOU** – may not be prepared for candidate- filtering through psychometric questionnaires.

**YOU** – may not fully appreciate the real costs, by job searching like most other people do.

**YOU** - may not have enlisted expert help to avoid making the mistakes others do!

## 12 REASONS WHY YOU MAY FAIL THE JOB INTERVIEW

**YOU** - whether great, good or average - are likely to be considered disappointing!

**YOU** – may not know what the interviewer's opinion of you was, even before you arrived.

**YOU** – may not recognise that interviewers were expecting someone different or better.

**YOU** – may fail the most important test at the interview, within the first few minutes!

**YOU** - may not be ready for experienced but un-trained interviewers and their questions.

**YOU** – may not know that the interviewers are not totally clear on what they want.

**YOU** - may not have correctly researched the company, or be correctly prepared yourself.

**YOU** – may answer the interview questions in the same or similar way as other candidates.

**YOU** – may not be able to answer the 7 key interview questions.

**YOU** – may not be able to satisfy the interviewer's 3-key decision making questions.

**YOU** – may not know how to end the interview or how to follow-up afterwards.

**YOU** – may not know interviewer's fears of the decision, or preference for internal candidates.

**YOU** - may not have enlisted expert help to ensure you are better prepared than others!

# ***Career-Inspirations***

## ***Executive Career Transformation***

As an executive or senior manager, you are likely to face career change – either of your own volition, or instigated by others - and over which, you will often have little control or influence.

The competition for key senior roles within the modern job day market is high and will often frustrate your job seeking activities.

The cost of an extended job search is also high and each month without earning burns into either your savings or severance pay.

The media is full of examples where those in need of an early solution struggle and then accept a new role that fails to meet their needs, demands endless commuting time or worse, living away from home.

Often this leads to under-performance and failure with the inevitable consequences on health, self-esteem, self-confidence - and finances. Just what you don't need to set you up badly for your next job search – and so send you into a downward spiral!

You've probably had more advice on your holidays or other leisure interests than you have ever had on your own career.

This is the time for you to get that expert advice, support and guidance, to improve your personal branding and CV, shorten your job search time and win that interview!



Our commitment to providing close and unlimited one-to-one help, guidance and support to help you make a successful career change, originates from a deep belief that:

Every individual, no matter their age, gender, ethnicity, seniority, knowledge or experience, can significantly improve their job satisfaction and personal life if enjoying the role or culture to which they are best suited.

**Your FREE 30 Minute confidential Maximise Success Pre-Interview Consultation**

**Call, or e-mail now to arrange this no-obligation service.**

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We look forward to helping you achieve your objectives.

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