



The easiest way to find – and land –
the job you want

Job Hunting & Career Change

ALL-IN-ONE

FOR

DUMMIES[®]

Your Guide To:

- CVs
- Tough interview questions
- Giving presentations
- Neuro-linguistic Programming
- Building confidence
and much more...

Edited by:

Dr Rob Yeung

Author of Answering Tough Interview
Questions For Dummies



A Reference for the Rest of Us![®]

 **UK Edition**



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A Reference for the Rest of Us!

 **UK Edition**

***Job Hunting and Career
Change All-In-One For
Dummies®***

**By Kate Burton, Joyce
Lain Kennedy, Malcolm
Kushner, Jeni Mumford,
Brinley Platts, Romilla
Ready, and Steve
Shipside**

**Edited by Dr Rob
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 **WILEY**
A John Wiley and Sons, Ltd, Publication

Job Hunting & Career Change All-in-One For Dummies®

Published by

John Wiley & Sons, Ltd

The Atrium

Southern Gate

Chichester

West Sussex

PO19 8SQ

England

E-mail (for orders and customer service enquires): cs-books@wiley.co.uk

Visit our Home Page on www.wiley.com

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Wiley also publishes its books in a variety of electronic formats. Some content that appears in print may not be available in electronic books.

British Library Cataloguing in Publication Data: A catalogue record for this book is available from the British Library

ISBN: 978-0-470-51611-9

Printed and bound in Great Britain by Bell and Bain Ltd,
Glasgow

10 9 8 7 6 5 4 3 2 1



About the Authors

Dr Rob Yeung is a director at business psychology consultancy Talentspace. He is often asked to coach teams and individuals on presentation skills - in particular on developing their presence and charisma when presenting. He travels extensively around the world, running workshops, participating in panel discussions, and giving presentations to audiences of up to many hundreds of people at a time.

He has written for the *Guardian*, *Daily Telegraph*, and *Financial Times* and has contributed to publications ranging from *Men's Health* and *New Woman* to *Accountancy* and the *Sunday Times*. He has published twelve other books on career and management topics including, in 2006, *The Rules of Office Politics* and *The Rules of EQ* (Cyan/Marshall Cavendish) and *Answering Tough Interview Questions For Dummies* (Wiley).

He is often seen on television including CNN and Channel 4's *Big Brother's Little Brother*. He is also the presenter of the highly acclaimed BBC television series *How To Get Your Dream Job*. A chartered psychologist of the British Psychological Society with a PhD in psychology from the University of London, he has also lectured at a number of business schools and universities.

Need one of the UK's leading psychologists to work with you, your team or your organisation? Drop Dr Rob an

email at rob@talentspace.co.uk or visit www.talentspace.co.uk.

Kate Burton is an independent executive coach, author, and trainer who enables individuals and organisations to focus their energy with confidence. She is co-author of the best-selling *Neuro-linguistic Programming For Dummies* with Romilla Ready. Her business career began in corporate advertising and marketing with Hewlett-Packard. Since then she has worked with varied businesses across industries and cultures on how they can be great and confident communicators. What she loves most is delivering custom-built coaching and training programmes. She thrives on supporting people in boosting their motivation, self-awareness, and confidence. Her belief is that people all have unique talents, abilities, and core values. The skill is about honouring them to the full.

Joyce Lain Kennedy is the author of the Tribune Media Service's twice-weekly column *CAREERS NOW*, in its 35th year and appearing in more than 100 newspapers and web sites.

Joyce has received more than three million reader letters. In her column, she has answered in excess of 4,800 queries from readers.

She is the author or senior author of seven career books, including *Joyce Lain Kennedy's Career Book* (McGraw-Hill), and *Electronic Job Search Revolution*, *Electronic Resume Revolution*, and *Hook Up, Get Hired! The Internet Job Search Revolution* (the last three published by John Wiley & Sons). *Resumes For Dummies* is one of a trio of job market books published under Wiley's widely

popular *For Dummies* imprint. The others are *Cover Letters For Dummies* and *Job Interviews For Dummies*.

Malcolm Kushner, 'America's Favourite Humour Consultant', is an internationally acclaimed expert on humour and communication and a professional speaker. Since 1982, he has trained thousands of managers, executives, and professionals on how to gain a competitive edge with humour. His clients include IBM, Hewlett-Packard, AT&T, Chevron, Aetna, Motorola, and Bank of America.

A popular speaker, his *Leading With Laughter* presentation features rare video clips of US presidents using humour intentionally and successfully. He has performed the speech at many corporate and association meetings, as well as at the Smithsonian Institute.

A Phi Beta Kappa graduate of the University of Buffalo, Kushner holds a BA in Speech-Communication. His MA in Speech-Communication is from the University of Southern California, where he taught freshman speech. He also has a JD from the University of California Hastings College of the Law. Prior to becoming a humour consultant, he practiced law with a major San Francisco law firm.

Kushner is the author of *The Light Touch: How To Use Humor for Business Success* and *Vintage Humour for Wine Lovers*. He is also a co-creator of the humour exhibit at the Ronald Reagan Presidential Library.

Frequently interviewed by the media, Kushner has been profiled in *Time Magazine*, *USA Today*, *The New York Times*, and numerous other publications. His television and radio appearances include CNN, National Public

Radio, CNBC, *Voice of America*, and *The Larry King Show*. His annual 'Cost of Laughing Index' has been featured on *The Tonight Show* and the front page of *The Wall Street Journal*.

Need a great speaker for your next meeting or event? Contact Malcolm at P.O. Box 7509, Santa Cruz, CA 95061, call 001-831-425-4839, or e-mail him at mk@kushnergrou.com. Visit his Web site at www.kushnergrou.com.

Jeni Mumford is a coach and facilitator who applies whole life coaching techniques to her work with people and within businesses. Before her own life-changing decision to become a coach, Jeni benefited from a 16-year career with the Hays group, spanning recruitment, sales operations, project management, and people development, where she was lucky enough to embark on a new challenging job role every 18 months or so. It was this experience of discovering that the grass is green wherever you are - if you take proper care of the lawn - that gave Jeni the conviction and motivation to build her purpose around inspiring people to attract and enjoy their own dream life and work.

In her business Jeni uses best practice coaching techniques together with NLP, and is a licensed facilitator of Tetramap (a holistic model of behaviour) and Goal Mapping (a brain friendly technique for identifying and maximising progress towards goals). She is addicted to learning and this helps her add value to her work with clients. But in her moments of brutal self-honesty Jeni will admit that quite a lot of the credit is down to the succession of cats who have owned her, from whom she has picked up a great deal about how to handle the ups and downs of life.*

One of the things Jeni likes best about being a coach is that she feels she always gets as much if not more out of the experience than her clients and she can't thank them enough for the honour of seeing them move themselves from frustration to power. Honestly, it's enough to make you want to write a book about it. . . .

You can find out more about Jeni and her business at: www.reachforstarfish.com.

Brinley Platts is a leading executive coach, researcher, and consultant to FTSE 100 companies. He is one of the UK's leading authorities on CIO and IT executive careers and works with international companies on the integration of senior executive life and career goals. He is a behavioural scientist by training, and his passion is to enable large organisations to become places where ordinary decent people can grow and express their talents freely to the benefit of all stakeholders. He is a co-founder of the Bring YourSELF To Work campaign, which aims to release the pent-up talent and passion of today's global workforce to create the better world we all desire and want our children to inherit.

Romilla Ready is a Master Practitioner of Neuro-linguistic Programming, and is the director of Ready Solutions, which was founded in 1996. She runs professionally developed workshops across a range of areas and has trained clients in the UK and overseas, using her cross-cultural skills to build rapport between different nationalities. Romilla has been interviewed on local radio and has had articles on stress management and applications of NLP published in the press.

Steve Shipline is old enough to remember when 'Give us a job' entered the language, and became a business

journalist not so very long after. Since then he has written for newspapers including the *Guardian*, the *Daily Telegraph*, and the *Times*. He has written for a large number of business and technology magazines, including *The New Statesman*, *The Director*, *Management Today*, *Personnel Today*, *Campaign*, *Revolution*, *Wired*, *Business 2.0*, *MacUser*, and the BBC's Web sites. He also survived a three-year stint appearing as the 'IT Industry Commentator' on Sky TV.

He is the author of half a dozen books including *Remote and Virtual Working*, *Travel*, and *e-Marketing*, all three being books from the Capstone/Wiley Express Exec series, as well as co-authoring books ranging from *100 Musts in Paris* to *The 100 Best IT companies in the UK*.

** This philosophy can be summed up as: play, ponder, and when in doubt, take a long nap in the sun or on a comfy bed.*

Publisher's Acknowledgements

We're proud of this book; please send us your comments through our Dummies online registration form located at www.dummies.com/register/.

Some of the people who helped bring this book to market include the following:

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Cover Photos: © Tim Tadder/Corbis

Cartoons: Ed McLachlan

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Introduction

Welcome to *Job Hunting & Career Change All-in-One For Dummies*, your launch pad to success in preparing for and gaining the kind of job you want. Making decisions about your career can be tough, and many people struggle to know the way forward. That's where this book comes in.

Finding a job is a job in itself, and can be a stressful process to work through. While not rocket science, job hunting can be hard work, and there are skills you need to master to transform yourself into the high-calibre candidate employers want and make your search successful. Preparation is key to achieving this success, and whether you're looking to enter the job market for the first time or you've been in employment for donkey's years and are looking for a change of direction, you need the essential tools in place before starting your search.

Successfully hunting down a job or changing career is as much about knowing what direction you want to be heading in and what you have that employers want as it is about actually selling yourself to them. You need to look at what motivates you and what your priorities are, and to have a positive frame of mind before setting to work on your CV, interview preparation, and presentation skills. With help from this book, you can build your confidence, discover exactly what you want to

be doing in your professional life, and equip yourself with the right tools to get there.

About This Book

Job Hunting & Career Change All-in-One For Dummies merges the best of *For Dummies* career books with the best of *For Dummies* self-help books. We draw on advice from several other *For Dummies* books, which you may wish to check out for more in-depth coverage of certain topics (all published by Wiley):

- ✓ *Answering Tough Interview Questions For Dummies* (Rob Yeung)
- ✓ *CVs For Dummies* (Steve Shipline and Joyce Lain Kennedy)
- ✓ *Building Self-Confidence For Dummies* (Kate Burton and Brinley Platts)
- ✓ *Life Coaching For Dummies* (Jeni Mumford)
- ✓ *Neuro-linguistic Programming For Dummies* (Romilla Ready and Kate Burton)
- ✓ *Public Speaking & Presentations For Dummies* (Malcolm Kushner and Rob Yeung)

Conventions Used in This Book

To make your reading experience easier and to alert you to key words or points, we use certain conventions in this book:

- ✓ *Italics* introduce new terms, and underscore key differences between words.
- ✓ **Bold** text is used to display the action part of bulleted and numbered lists.
- ✓ Monofont is used to highlight Web addresses, showing you exactly what to type into your computer.

Foolish Assumptions

This book brings together the elements of knowledge that are essential for preparing yourself for career change or searching for a job. As a consequence, to keep the book down to a reasonable number of pages, we've made a few assumptions about you (we hope you don't mind!). Maybe you're someone who is:

- ✓ Staring at a blank CV as a newcomer to job hunting, or looking to rework your CV to aid a change of career as a seasoned veteran of the job market.
- ✓ Entering the daunting world of job interviews and wanting to prepare yourself for the type of questions you are likely to face.
- ✓ Wanting to develop motivation and confidence in your work environment.

✓ Facing the prospect of having to deliver a presentation as part of the recruitment process, but have never had to do this before and you're not sure where to start.

If any (or all) of these assumptions accurately describe you, or if you just want to gain a better awareness and understanding of the things you need to do to get the job you want, you've come to the right place!

How This Book Is Organised

We've divided *Job Hunting & Career Change All-in-One For Dummies* into four separate books. This section explains what you'll find out about in each one of these books. Each book is broken into chapters offering different aspects of job-hunting advice. The table of contents gives you more detail about what's in each chapter, and we've even included a cartoon at the start of each book, just to keep you happy.