



THE SECRET IS NOT THE SECRET TO YOUR JOB SEARCH

Jon Hicks, MBA, PMP®

Scaling Value

Unemployment Sucks

Average length of unemployment = 35 weeks

The longer we're in transition, the harder it is to get hired at our next job.

This can undermine our sense of self-worth.

This Happens to Everyone

It's not a matter of if, but when.

Some people always seem to land on their feet.

What are they doing differently? What can we do to shorten our own transitions?



The Normal Approach

1. Update LinkedIn
2. Shot-gun out the resumes
3. Hope for the best

Why Do We Do That?

That's the way it's always been done.

We don't know of any other strategies.

Because it's worked in the past.

What are the typical results?



What Are We Really Doing?

We're commoditizing ourselves.

We're waiting to be chosen.

We're delegating our job search.

What Is The Secret?

Rhonda Byrne released the film in 2006, followed by the book the same year.

Featured on Oprah twice, New York Times bestseller, has gone on to make hundreds of millions of dollars.

What Is The Secret?

The universe is governed by the Law of Attraction: you get back what you send out.

There are three steps:

Ask

Believe

Receive

Why Does The Secret Work?

Ask = visualizing specific goals

Believe = abundance mentality

Our sub-conscious doesn't know the difference between imagination and reality.

A positive outlook makes us more positive and more likeable.

So What's My Problem?

Cognitive dissonance can backfire.

Promotes magical thinking.

Can lead to entitlement.

Ultimately, The Secret is fundamentally passive.

What's the Real Secret?

Add more value than you try to extract.

Give more than you take, and give before you try to take.

Add value to the world, to your personal network, to potential employers.

There Are Three Parts to This

Add: actually doing something (this requires a bias for action)

Value: get specific about what kinds of value you can and want to add (and remember that value is subjective)

The System: the person, group, organization that will benefit from the value you add

How Do We Develop a Bias for Action?

Focus on small changes and keystone habits.

Put success in your way.

Remove friction from your path.

Eat the frog first.

Just get started.

What Do We Do with This Bias for Action?

Learn something new

Improve your skills, knowledge, and abilities

Create something

Teach someone something

Someday Maybe projects (around the house, exercise)

Find a way to finish something

Find a way to contribute to something

What's the Keystone Habit for Our Job Search?

Building relationships - Networking!

How do some people get their next job as soon as they need it? They tap their (already-established) networks.

They've added so much value over the years that people are eager to help them out.

What's the Goal?

Find someone with a problem to solve.

Point them in the right direction (connect them to the solution).

Solve the problem yourself.

Don't Wait to Get Paid

Volunteer and pro bono work is just as valid as being paid.

Continue to expand your network.

Retain and build momentum by doing something additive with your time.

High competence trigger and a warm fuzzy in your inevitable interviews.



Here's the Bottom Line

Get specific about how you're going to add more value to others than you take and then actually do it.

THE SECRET IS NOT THE SECRET TO YOUR JOB SEARCH

Jon Hicks, MBA, PMP®

jon@scalingvalue.com

818-305-5502