

# Career Coaching International

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## SO YOU THINK YOU CAN FIND YOUR OWN JOB?

CCI Newsletter: September 2005

**You can do the job search yourself. Why not? You have great skills, terrific education and lots of experience to offer. Besides, you know how to do a resume, how to search Internet and network for positions, you are hard working, intelligent, can talk easily with people, are able to use a telephone and have experience on both sides of the interview table. Well think again.**

### Think on these Issues

1. Employment Canada reports the average job search is 39 weeks (and that does not include those who never find a job).
2. A recent report says that one company in Ottawa is inundated with 14,000 job applicants per month; the Government of Canada has to contend with 500,000 applicants per month for 30 jobs.
3. A common story, for hundreds of capable professionals that pass through our offices, is that prior to CCI they made no headway in their job search, even after months of effort and despite having a history of gainful employment.
4. CCI career coaches, with their collective years in the job-search business, admit they themselves, would never embark on a career search without a coach at their sides. (See #1 & 2 of Added Value.)
5. Most people engaged in job search do not pick and choose jobs, instead taking the first 'close enough' job. Thus they end up with jobs that do not thrill them.

### What's Changed?

We continue to live in a prolonged recession despite news reports to the contrary, where slight positives are emphasized as if harbingers of a good economy. The reality is that hundreds of thousands and perhaps millions of professionals are without work or are grossly under-employed. There have been few significant growth industries for the past 3 or 4 years. What we are seeing are traditional high growth sectors just 'holding on' or very small spurts being touted as growth signals. Workers simply outnumber the number of job opportunities now available. Finding a job becomes a numbers game. Buying a lottery ticket is a numbers game. Many qualified people will be rejected, as only one person wins each lottery – or each job.

### Added Value of Career Coaching

1. You get someone in your corner who will remain objective and concerned for your interests. Two heads are always better than one.
2. You get someone who will devote 20 or 30 hours directly with you, assisting in the total job pursuit process.
3. You get someone with the knowledge of the job-search process, the marketplace and a 90%+ success rate in people-to-jobs connections.
4. You get not just any job, but one that meets your preset objectives so that the new position is one that provides a thrill, not a struggle.
5. You benefit from the creation of a new type of resume. The old form, one listing skills education and experience, cannot separate you from the others. The new one conveys to the reader your unique personality and strengths in a credible fashion so that employers can identify if you fit before the interview. (As a result, CCI reports that most of its candidates end up with a job at their first job interview – and a very desirable job at that.)
6. You engage in a systematic approach to the 'unseen' job market where 70% of the jobs lie and where the lottery aspect is all but absent.

### Conclusion

So what will it be? The numbers game firing off resumes to desirable job opportunities trusting the law of averages to somehow work for you, going through the indignity of being culled along with hundreds of other applicants as quickly as possible; or will it be a methodical, rational and proven approach with a coach at your side? Considering a coach costs less than 5% of your annual salary, perhaps you owe such an investment to yourself.

Good luck and good hunting.

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