

The Career Game

CHAMPIONSHIPS

...and how to win



**Use powerful strategies to beat other searchers
for the right job in less time.**

Larry J. Linden, Ph. D.
with Joseph Parker

Introduction

THE CAREER GAME **CHAMPIONSHIPS** *and How to Win*

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Introduction

It used to be easier. If you needed to change jobs, you looked at the “want ads” and told your friends, relatives, and associates that you were looking. When you saw or heard about a job that fit, you mailed out a résumé that showed your work and education history. If the company representative liked your résumé, you got an interview; if you and the representative “clicked,” you got the job.

Today, the process of job and career transition seems far more difficult: it is far from quick, far from easy, and for most people, a long way from fun. With the advent of the Internet as a job search medium, economic uncertainty, and global markets, the reward of a good job that pays well and is personally gratifying has become a much sought-after—but rarely achieved—prize. The average working professional searches doggedly for this reward, but in the end usually takes whatever job happens to come along.

That’s the bad news. The good news is that it doesn’t have to be this way. Here’s even better news: I can show you how to land the prize.

As a career consultant for more than fifteen years, I have advised countless individuals. In that time, I have developed specific techniques that have been proven to work effectively. After honing these techniques in a one-on-one setting, I now want to take my ideas and concepts—which have helped my clients land excellent, appropriate, rewarding jobs with great salaries—to a broader audience. That’s where *The Career Game Championships* comes in.

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Let’s use the analogy that a job search is like trying to win Olympic Gold. Often, the difference between the prestige of a medal and being a mere runner-up is tenths of a point or hundredths of a second. The job search process is no less competitive. The difference

between getting the job offer and losing to the competition can be one poorly researched fact or a single ineffective answer to an interview question. And that's why I call this process "the Career Game Championships.™"

The key, whether it is athletic competition or job search, is upgraded training and excellence in applied technique. Without these, a gifted athlete is still unlikely to win the gold. I believe that with good training and improved technique your career and job search game will be at a significantly higher level.

With many of the techniques I will be sharing with you in the pages to come, the differences between what I'm teaching and what you're used to may seem subtle and in many instances you'd be correct. However, nearly two decades of development and results verification have convinced me that the fine-tuning I've done makes an incredible difference in how short and predictable an effective job search can be. These differences will come in the form of better presentation methods for both documents and direct interactions, carefully crafted differences in use of language, unique approaches, and a definitive frame of mind. When combined, these can make you a winner in the strategic game of your career management.

***I can teach you to...
take your job search to
a different, higher level.*** Experience has shown me that most people want to be in control of their searches and careers; they really want to win. All they need is a good coach to show them how. That is why many professionals eventually arrive at my door: I can teach you to overcome the challenges, make the most of your talents, and take your job search to a different, higher level. So, one of the things this book is designed to do is to teach you how to better manage your career and—more to the point—help you take control of your job search and not be a "victim of the system."

In today's business climate, you can be laid off, fired, downsized, right-sized—whatever the buzzword of the day might be—at a moment's notice. The reality is that companies will do whatever it takes to survive in a highly competitive marketplace. They owe that to the people who invested money into the company, and unfortunately in those instances, loyalty to employees takes a back seat. This fact of business life can put you in the situation of being an unwitting and unwilling victim of the system of enterprise. You cannot control that, but what you *can* control is how you react to such a turn of events. If you have the empowering knowledge to conduct an effective search in a way that keeps you from being a victim and

remain in control of where you want to go with your career, great things will happen. Layoffs and the like are just speed bumps on your career path. They don't have to completely derail you, your family, or your financial security.

I hear you saying "Why should I change? I've always managed to get jobs in the past, and with the information available on the Internet today, it's so much easier." Sure, the information on how to get a good job that's right for you *is* out there. There are hundreds of books, videos, and CDs, as well as endless hyperlinks on the Internet. Many provide good information, but the information on some will hurt you more than help you. How do you efficiently sift through the information? How do you separate the good information from the bad? And if you do have the time to take on such a huge task, will you have the expertise to be able to effectively apply the information to your particular situation?

Look no further than *The Career Game Championships*. Not only does it put the information you need on how to get the job that's right for you in one place, it also shows you how to apply the information.

Moreover, I find that typical search approaches tend to focus only on what the candidate has done in the past: they demonstrate *previous* experience, show the competencies he or she may have gained with regard to the *previous* jobs they have held, and in which industries they have *previously* performed. I believe this is a very narrow bandwidth for establishing an entire career path over a person's lifetime and it does little, if anything, to demonstrate marketing savvy critical to articulating how the candidate can specifically meet a target company's current needs. While the skills and expertise you've gained are without question important to your search, you shouldn't be placed in a box because of them.

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There are a few things that distinguish the career change/ job search processes contained in this book from other approaches:

- My philosophy that to be successful in a career/job transition, you must *stand out*, and to do that you must do things in a different and better way than your competition; otherwise you are looking at a long, difficult exercise with little assurance of a positive outcome.
- My processes are specifically designed to be *proactive* and articulate a searcher's motivational skills and expertise as they strategically relate to the business needs and profitability goals of target organizations.

- I encourage the use of a variety of measurable criteria and quality assurance parameters that allow you, the searcher, to make strategic corrections in your campaign, which contributes to *significantly shorter* transition time frames and *positive* outcomes.
- I utilize *subliminal imagery* and *neuro-linguistic programming techniques*—these are defined in the glossary—to bring about powerful self-empowerment, efficiency, and effectiveness. My deep research has led to finding simple yet unique and powerful ways of designing résumés and other search tools. These make use of exceptionally powerful language techniques that psychologically cause people to react favorably to the well-trained candidate, which usually results in strikingly short job searches. Transition times are often half the norm.

I will discuss these concepts in detail throughout the ebook modules, except for those mentioned in the last bullet. I don't spend a lot of time discussing the imagery and language techniques beyond cursory descriptions, but rest assured that if you use the processes I talk about *just as they're described*, these powerful visual and linguistic techniques are implicit to them.

After using my processes, many people have mentioned that they were surprised that this knowledge had escaped their scrutiny and often-intensive research. Really, it's not so surprising. People typically spend some weeks or months around the time of a job search looking for applicable information. In contrast, I've spent a large part of my career researching and thinking about job search and career change issues and how to solve the problems associated with those activities. This knowledge is my expertise.

People who read the ebook modules and take the time to learn and implement its processes will be the beneficiaries of that experience and learning. I firmly believe that the information contained here can be particularly helpful to many professionals for the following reason: While they may be extremely skilled at their particular area of expertise, when it comes to the job transition process, most professionals are simply not very effective.

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It's not because they can't do it, but rather that they have never been shown how to conduct an intensive, focused job search. As a result, I have found that they seldom have the skills to evaluate their job or career *options*; they are seldom able to put together a good *strategic plan* to reach their goals;

and they seldom have the *effective tools* to reach those goals. To compound the problem, most people do not know how to put together a *marketing plan* for themselves. This combination makes it tough to get into well-paying jobs that are rewarding for them.

The ebook modules contains processes that provide real and substantive answers to perplexing and difficult issues facing professionals, regardless of economic conditions or the state of the job market. It will help you objectively determine a number of career options and guide you in making good decisions about which direction makes the most sense for you. Then you will be given information on how to develop the appropriate tools to help you achieve your goals. You will find in tough economic times that the processes outlined here will make you stand out from the pack, and in better conditions, they will help you make your desired change even quicker and with higher returns than you may have imagined.

The Career Game Championships can help you learn many seemingly subtle, yet strikingly effective techniques that, when used together, provide higher marks across the many competitive events throughout the search process. Perhaps more important is the fact that this information will be useful for the rest of your working career and can help you to advance yourself to be as successful as you would like to be.

The techniques that I will show you include:

- **Cover Letters and Résumés**—How to create high impact, marketing-oriented materials that get measurable results in as little as 24 hours.
- **Interviewing**—How to prepare answers to interview questions that are personally tailored to your situation and are specifically designed with the hiring company's needs in mind—something every hiring manager is looking for.
- **Marketing Plan**—How to develop an effective job search management plan with ingredients—quality assurance and discipline—that few traditional plans offer, but are actually critical to an effective search.
- **Negotiating**—How to use a simple, yet effective way to approach negotiating more money, better benefits, and gain a greater sense of confidence about “asking” for what you deserve.
- **Process**—How to conduct a search using multiple and simultaneous methods. I believe this is the most important piece of all, because most people conduct their searches randomly and mostly on the Internet—a very weak process approach.

I want to specifically state here that comparing the components above to other search techniques is like comparing components of competing automobiles. All cars have an engine, tires, brakes, etc. Yet, there are significant differences between the models of various manufacturers.

In this case, my model is greatly different in how these search techniques are applied, and that separates my clients from the general population. I have used this information to instruct my clients in the subtleties of the process. I provide insight and instruction on the application of all these critical elements.

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I believe that my approach is at least five to ten times more effective than traditional approaches. It substantially streamlines the search process and provides searchers with strategic and critical knowledge that the general public simply does not have, and is not typically provided by career counselors who want to continue to charge large fees for job search assistance. Further, the rewards will be mind-bending. For many of you this will be the very first time you've actually been in control of your own career destiny instead of being at the mercy of the market.

I can say to you without reservation that I think my way is a better way. The other ebook modules, which together cover the broader aspects of the *The Career Game Championships* text, will show you why.