

(Michael Creagan) the author must be acknowledged if quoted.

## **THE BEST WAY TO CREATE YOUR PERFECT CAREER IS TO AVOID THE 9 BIGGEST JOB-SEARCH MISTAKES**

### **Mistake No 1**

**People apply for the wrong jobs in the wrong industries.**

There are some 12,000 documented position/job titles with a variation of 8,000 ie, in total 20,000. However, 50% of the workforce work in a very narrow band of 300 job titles. This means that for the average person, they are not even aware of the other 19,700 job titles. They never get to their 'perfect job' that suits because they never knew it existed. In most cases, they failed to undertake career development research or continued to have 'career check ups' throughout their working life.

It is also a fact that 57% of the workforce either dislike their company or dislike their job. It is very hard to be a good worker and get excited about a job when you hate it. It's just as hard to fake it when applying for a job you dislike.

Only 12% of the workforce indicate that they "thoroughly enjoy their job" and are "good at it".

When recruiting, employers are really only looking for that 12% of people who thoroughly enjoy their job and the company. If you are one of those lucky people who both love their job and are good at it, you will rarely experience unemployment.

### **Mistake No: 2**

**Applicants wrongly assume that they only have to "know how to do the job" and have the "skills for the job" without being aware of all the other very important criteria and qualities they must have.**

A good employee must have firstly, "motivation and enthusiasm" to do the job plus, the appropriate "people and social skills".

Regretfully, most people are rejected at interviews because of their "lack of motivation and their inappropriate people skills" rather than their inability to do the job. A lot of unsuccessful job applicants never find out why they really missed out on securing the job.

### **Mistake No: 3**

**Applicants continually rejected for job applications because they have "failed to thoroughly research either the job or the company or the industry".**

The only way to resolve this is to know how to undertake research to ensure that you have adequately gathered all relevant information. Having completed research, significantly increases your employability in that job, company and industry.

#### **Mistake No: 4**

**Applicants have not adequately synchronised their work goals with their life goals. Therefore without knowing it, have prejudiced their employability by making conflicting statements.**

Reasons why employers prefer employees who have compatible life and work goals is because they are more likely to be happy and successful in the job and therefore, probably stay with the company longer. Employers want a person who is going to stay with them for a longer period of time. (Statistically, each person changes their job every 4.2 years.) So if job seekers even hint that they have some "other priorities" or life objectives that may cause them to leave, they are passed over.

#### **Mistake No: 5**

**The applicant has a 'bad' or inappropriate attitude.**

Probably the single most important qualities that all employers look for is an employee who has the "right attitude" for each particular job, company and industry.

Attitude described the way you think, the way in which you react and the way you cope with the average demands placed upon you. No matter how good your skills are, have a 'bad' attitude and you will have lots of time unemployed to sit around and think about it.

#### **Mistake No: 6**

**Ineffective communication skills.**

All job-search skills can be narrowed down and totally dependent upon the applicant's ability to communicate. Communication can be verbal whilst canvassing, researching, interviewing or on the telephone. Communication can also be writing skills when constructing letters of application, completing application forms or constructing CVs.

The applicant must have communication skills to convince the employer that they have the appropriate motivation and people skills that are required for that position. The communication skills fault can be summarised by failing to present themselves as an ideal applicant, failing to leave out crucial information or worse still, inappropriately describing what skills and abilities they have.

#### **Mistake No: 7**

**The applicant has inappropriate dress and grooming for the job, company or industry.**

Most of the messages that are given about a person's dress and grooming, are conveyed subconsciously and most people are not even aware that they are prejudicing themselves with some aspect of their inappropriate dress or grooming.

Employers make almost 'instant' decisions about a person's employability based solely upon their appearance, even if it's someone applying for a position to join a punk rock band.

**Mistake No: 8**

**A lack of understanding of body language.**

Research indicates that when we communicate face-to-face, only about 7-10% of our message is via the words that we use; 20-30% of our message is communicated via our inflections, however a massive 70-80% of our message is communicated via our body language.

Considering that it is very rare for a person to be successful in employment without going through some form of face-to-face meeting/interview, job applicants need to familiarise themselves with body language. More importantly, ensure they are not giving any confused or conflicting signals.

**Mistake No: 9**

**Poor job-search skills.**

The job applicants have not familiarised themselves to the various expected standards with regard to write letters of application, to construct resumes, how to conduct themselves in interviews and how to door-knock or how to prospect. Not being aware of the most effective job-search methods compared to the most ineffective methods.

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