



# Winning the NEW Job War: Strategies and Tactics for Getting Hired NOW

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## Introduction: It's a Whole New Ball Game

### High Unemployment, Falling Wages

Everywhere we look, the whole world of work seems to be changing. Jobs, good paying jobs, are being consistently sent overseas, no matter who's in charge in Washington, D.C.

Many skilled, educated, dedicated people have been out of work for years. And when they do find work, it's very often at much lower wages than they had been used to earning. What the heck is going on?

According to journalist Mark Whitehouse's August 2010 [article](#) for the Wall Street Journal;

*"The job market itself also has changed. During the crisis, companies slashed millions of middle-skill, middle-wage jobs. That has created a glut of people who can't qualify for highly skilled jobs but have a*

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*hard time adjusting to low-pay, unskilled work like the food servers that Pilot Flying J seeks for its truck stops.”*

Then there are the unspoken demands for workers to do much more work for much less pay. As this AP [article](#) reveals:

*“The jobs crisis has brought an unwelcome discovery for many unemployed Americans: Job openings in their old fields exist. Yet they no longer qualify for them... Companies became more productive by doing more with fewer workers... The broader responsibilities mean it's harder to fill many of the jobs that are open these days. It helps explain why many companies complain they can't find qualified people for certain jobs, even with 4.6 unemployed Americans, on average, competing for each opening... the number of openings has **surged 37 percent** in the past year. And yet the unemployment rate has actually risen during that time.*



*Manufacturers advertised nearly 200,000 jobs at the end of August... Yet hiring by manufacturers has risen less than 6 percent over that time — evidence that they are having a hard time finding qualified workers.*

*"There are jobs available, but the worker just has to have more skills than before."*

In other words, it seems the reason many American workers are still unemployed is not because they lack higher-level skills; what they're really missing is a willingness to do **three** jobs for the price of one.

## **Employers Hoard Cash While Leaving Jobs Unfilled**

In the midst of all the bad news about unemployment, we suddenly find out that thousands of jobs are going unfilled.



Could American businesses literally be holding the country hostage for a political agenda? This Daily Kos [article](#) from July, 2010 states:

*Stop blaming Obama for not creating jobs. Blame the business community. According to the Federal Reserve, America's largest 500 nonfinancial companies are **hoarding \$1.8 trillion**. (To you this may be old news, but it must be repeated.) \$1.8 trillion is twice what they were hoarding in 2002. They are hoarding more cash than ever before in history. We have record unemployment and they are just sitting on this money. They are fond of saying the private sector creates jobs, but when they have record amounts of cash they don't create any jobs? Then they complain that consumer demand is down, as if that problem will resolve itself if they don't hire anyone? Are they waiting for the government to do it? I thought they said the private sector creates jobs? What are they doing?*

Yes, what are they doing? The article continues:

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*Some people are speculating that the business community, in collusion with the Republican Party, is deliberately attempting to prevent economic growth through at least November 2010, so that Republicans will gain control of Congress... This theory states that if the economy remains poor through this summer and fall, that voters will blame Obama and the Democrats, and elect a slew of Republicans who will prevent Obama's agenda from going through after January 2011. Once the business community has a Republican Congress, they will start hiring again and the economy will improve. Sounds like they are holding America hostage?*

(UPDATE: November 4, 2010 – two days after the midterm elections. As predicted in the article above, the majority of the voting electorate did indeed blame Democrats for the economy's continued weak showing. Enough Republican candidates were voted in that they were able to retake control of the House of Representatives, and reduce the



Democratic majority in the Senate to a razor's edge. And what is their proposed strategy for the economy? Continued tax cuts for the wealthy, more offshore oil drilling, timber harvesting in the National Forests, privatizing Social Security as well as the nation's infrastructure, and more free trade with Latin America. Regardless of one's political affiliation, there would seem to be a clear pattern of blackmail going on here. The question is: Does political blackmail work? Apparently so.)

**There is quite literally a *war* being waged against the middle class American worker to depress wages in favor of corporate profits – while blaming government, and workers themselves, for the problem.**

Meanwhile, the private sector tells us the solution is to go back to school – and in many cases incur more debt - to upgrade our skills. It's a vicious circle, and the only thing the unemployed worker knows for sure is that *nobody* is telling them the real truth about what is going on. This book is



an attempt to change that. Accurate knowledge is the most powerful weapon in your arsenal for protecting your family’s financial future.

## The “Hidden Job Market”

According to business development expert Brian Tracy, fully 85% of available jobs never get advertised. Not on the Internet, not on the radio, not at the unemployment office, and certainly not in the local paper. That means that job seekers using traditional forms of work search are groping in the dark; 80% of the applicants are fighting for less than 20% of the available jobs. No wonder things look so bleak – but are they really?

(CNN Money article: [10 Booming Jobs and How to Get Them](#))

Here’s some good news: **There is an abundance of both income and jobs available every day to those who know how to locate and access them. Yes, the entire job search process has been turned upside down – but**



**you can learn the new rules, and gain a tremendous advantage over your competition. The purpose of this book is to get you started.**

## **The job finding process has completely changed**

One of the biggest hurdles facing new job applicants is realizing just how much the process has changed. Finding a job in the 21<sup>st</sup> century is a completely different venture than it was even ten years ago. The online world has totally altered the way we market all types of goods and services, and that includes job applicants.

In fact, the methods used by corporations to select new employees has changed so radically, that a middle-aged person using the tools they've become familiar with for decades – resumes, cover letters, job boards, newspaper ads, and government sponsored employment centers – now stands approximately **zero** chance of getting hired. Why is that?



Because their resumes will never be seen. Corporate America has succeeded in turning the methodology of the traditional job hunt **against** the job seeker. Today's technology is being used to *exclude*, rather than include, the vast majority of potential applicants .

Nothing personal, just business.

This means the first requirement for winning the NEW job war is to shift your way of thinking from a **hunting** mentality to a **trapping** mindset. In other words, get yourself positioned so when the employers come looking (and they are looking every day), **you're the bait they find**.

### **Is More Education the Answer?**

After more than 50 years of the “do whatever it takes to get a degree” mentality, what are our results? The answers may shock you:

- ◆ According to an October, 2010 CNN [survey](#), an astounding 85% of this year's college graduates plan to move back home with their parents.



◆ According to career expert J.T. O'Donnell, the cost of a college education has increased by 23% since 2001. At the same time, the average salary for a college graduate has decreased by 11%. Clearly, the link between formal education and job security, if there ever was one, has been broken.

And as we have seen, this is not the only agreement with its work force that corporate America has broken. From massive outsourcing to disappearing pensions, it has become obvious that the war against the American middle class worker is gaining intensity. It is a war with new rules and new tools, but with age-old objectives: to maximize profits, while doing everything possible to minimize labor costs.

For an employee to be successful in such an environment requires two adjustments in their thinking. The first is to develop an acceptance of the real motives and intentions of the “corporate machine”. (The profit motive is not evil, but neither does it have much of a heart.)



The second mind-shift is to start seeing yourself as a business too, so you can enhance your standing and your confidence. You'll also become skilled at using the very same marketing and communications tools employers are using to effectively play the job game and win.

- ◆ **Is this a simple process?** Yes, but it does require a shift in thinking.
- ◆ **Is it easy?** It can be, and fun too.
- ◆ **Is it really necessary?** Absolutely: willful ignorance is a strategy the American worker simply cannot afford.



## Reconnaissance: What's Really Going On?

### **The Basics of Capitalism**

One of the most fascinating aspects of the American public educational system is the way students are considered “educated” when there has been absolutely no instruction provided on the two most important subjects required for success in a capitalist society: financial planning and the structure of Capitalism itself. Severe penalties are assessed for credit mistakes, budget blundering, and “poor judgment”, when there has been no foundation laid for how to play the game in the first place. Of course, without a solid understanding of the fundamental rules of the game, it is extremely unlikely that the average citizen will ever actually achieve the elusive “American Dream” for themselves. So here are the basics - simple enough to be taught to your 10-year old at the dinner table.



Simply put, Capitalism is a system that **first rewards** those with capital:



**The Capitalism Triangle**

The **upper classes** (keyword: “investor”), primarily use money – whether theirs or someone else’s – to make more money. Those with capital are at the top of the food chain; if they don’t get what they want, they can always take their money and leave, or just sit out for a while.

Investors tend to spend their money on appreciating assets, which continually strengthens their financial position and insulates them from



everyday economic ups and downs (the rich get richer). They consider their capital resources to be indispensable to others, and therefore they call themselves “producers”. **Because of this leverage, many investor-class people believe they are the most important players in the game.**

The **middle class** (keyword: “manager”), primarily carries out the wishes of the moneyed class by directing the working class. They are the creative go-betweens that enable the daily process of work to be completed successfully and well. They also serve as a buffer between the other two classes (union leaders negotiate with management, not ownership). Their need to leverage their lifestyles with credit means they continually fill the coffers of their employers – Capital – with more capital. And their vulnerability to income tax rules means they get to continually fund programs for the poor as well.



Managers generally earn more than their working class counterparts, but not as much as most people think – hence the use of credit, which allows them to spend more than they earn in order to project the proper appearances. Purchases that are usually thought of as “investments” for attaining a higher goal, are often really just depreciating liabilities masquerading as assets. Although their ranks have been decimated by the proliferation of computers, their presence helps keep society much more stable and thus, **many middle class people consider themselves the most important players in the game.**

The **working classes** (keyword: “labor”), primarily earn an hourly wage and must actually produce a product or service to earn money.

Imagination and creativity are not only largely unrewarded by corporate America, they are usually discouraged unless one is an entertainer.



The spending patterns of the working class are fairly simple: they spend most of what they earn to survive. It is difficult to save when one's salary doesn't always cover basic living expenses. They are by far the largest segment of the population, and they do most of the actual work that society needs done every day. And even though a great many have been displaced by automation and cheaper overseas labor, **many working class people consider themselves the most important players in the game.**

Finally, the **underclass** (keyword: "dependent"), refers to people who primarily receive support from others because they are unable to work. This group includes many elderly, children, prisoners, disabled, sick, and hospitalized people. They are, in economic terms, purely consumers. Their spending pattern is usually extremely simple: wait for your money to arrive, then give it to someone else to get what you need most.



## The Meaning of “The New World Order”

So why should all this matter to you, the American job seeker? Because since the fall of the Soviet Union in 1991, capitalism has become the dominant economic system on the planet. As a result, the model is being “scaled up” to global levels – and our success, in large measure, will be determined by **our ability to get into a position and a location where we can feel we are among the most important players in the game.**

Now, instead of just having *classes of individuals* within nations, we have defined *classes of nations* within the world community. And these classifications are not being driven by patriotism, ideology, or even geography. They are being driven by the interests of multinational banks and corporations – who are economic engines unto themselves, and are sometimes referred to by governments as “too big to fail”.



## 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> Worlds

The countries of the world that control the capital markets make up the “**First World**”, or investor class. This would include the United States, Canada, Western Europe, Germany, Japan, China, and the oil producers of the Middle East.

To identify the “**Second World**”, or manager class, just look at where the management and support jobs have been flowing. One could include Russia, Eastern Europe, Australia, India, and Taiwan in this group.

The “**Third World**”, of course, refers to nations whose primary product is labor, even when that labor produces secondary products of great value (like diamonds, minerals, or oil). Most of Africa, Latin America, the Philippines, and parts of Asia form this category – **along with unskilled or unemployable workers in the First and Second World countries.**



See the point? The middle class in America is shrinking in size because it's simply not **needed** as much. More technology, plus more competition in other countries, means less need for a go-between or a buffer group at home. Members of the American middle class are increasingly facing a choice between **paying the price to climb higher, or accepting the price for choosing not to do so.**

Of course none of these groupings is stagnant, and most could be up for reasonable debate. The purpose here is not to provide an ironclad definition of who is First, Second, or Third World, but rather to show that military, political, and economic events throughout history have served to shape a planet where countries fill different economic roles in the world community – and those roles are, for the most part, dictated by the desires and needs of Capitalism.



## The Bottom Line

The United States, together with the European Union, China, Japan, Saudi Arabia, and others, have become the bankers for the world. Therefore, if you want to succeed in America, the ability to think like a leader, a businessperson/investor, is the most critical skill you can develop. Middle class workers are already leaving the States for jobs in places like Dubai, China, and India.

In Capitalism, the rewards for just working hard tend to be meager. You don't get rewarded for working hard, but for working "smart". Of course, "smart" is only possible if you have an accurate knowledge of the game board, and the rules to the game. Whatever your definition of winning is, a global, real-world view is vital if you actually want to achieve it.



## Strategy: A Four-step Plan for Winning

### Step 1: Figure Out What You Were Meant to Do

Many of us can recall the confusion and horror of having to choose a college major. We had no idea what we really wanted to do with our lives, yet we were being told we had to make a choice.

Now, to remain competitive , we must find work that is not only valuable to the market, but feeds our spirits too. We can only be at our best over the long haul if we feel a sense of purpose in what we do, and our best is exactly what's being required every day.

The solution? A little tool called a **Personality Assessment**. Employers use them all the time to find out what they want to know about our motivations, tendencies, and temperament. Now you can find out what they know about you. Get yours at [MyFreeJobHelp.com](http://MyFreeJobHelp.com) .



## Step 2: Understand the Game Board

Reread “The Basics of Capitalism” section on page 14 of this book. The game rules have changed dramatically, but the game board is now visible, and you are still you. All your experience and ability is still needed – it just needs to be repackaged, and presented to the right buyers.

**Having a well written resume is still important. However, promoting a great resume with 20<sup>th</sup> century job hunting tactics is like going into a gunfight with a really sharp knife. You might score some points if you’re quick, but sooner or later the odds are stacked against you.**

## Step 3: Absorb the New Rules of Job Warfare

- ◆ There are new weapons to be acquired, many of them free.
- ◆ There are new tactics to be learned and employed.
- ◆ There are new players to consider – both ally and adversary.
- ◆ There is **no** social contract, except the one we create for ourselves.



## **Step 4: Become a Capitalist, and Get on the Winning Side.**

This book is not intended as an indictment of the investor class, or any class for that matter. Clearly, all are vital and must perform well in order for the system to function. Rather, it's meant to be a light source for those in the dark about the tremendous changes happening around us.

Put simply, **while the game of Capitalism was designed to benefit those with capital the most, it also affords tremendous economic mobility to those who know how to apply the rules for their benefit.**

Both upward and downward mobility are realities. Both can happen to anyone, so choosing to win is the best way to start winning. In America today, a shrinking middle class is facing an increasingly stark economic choice: accept a lower standard of living, or start climbing – now.

Time to start getting your **tools** and your **team** together.



## Tactics: Tools and Teammates

### Building Your Brand

Social media has become a steamroller that you can either drive to your destination, or get run over by. Opting out is no longer a realistic option.

Increasingly, Human Resources positions are being occupied by young, technology-immersed Gen X and Gen Y graduates. They will naturally favor those applicants who understand the game the way they do.

Currently, employers are using three primary tools to connect with (and screen out) applicants. Those tools are:

- 1) LinkedIn** – 80 million professionals online and growing. This is the #1 spot for networking, connecting, and communicating with people who are doing business. 50 to 60 connections should be your initial target, and a good Combination resume will help you shine. The trick is to present yourself as an **expert**, rather than a job applicant.



**2) Google** – Your sharp new resume has to be found on Google, and if it's optimized the way Google wants it, you'll show up when none of your competitors do. This is the #1 tool that recruiters use to find people who may not even be actively looking for a job – but would be open to the right offer. There are several tricks to using Google effectively; your career coach or advisor should be able to help you. If not, or if you don't have a coach yet, just send an email to me at [careercoach@lancetwalker.com](mailto:careercoach@lancetwalker.com) , and we'll help you get positioned.

**3) Twitter.** It's not necessary to have a Twitter account to use it for job hunting. Recruiters love to tweet job leads, because speed is the name of their game. For a steady source of red-hot leads, check [search.twitter.com](http://search.twitter.com) every 1 to 2 days. You'll be amazed at what you find, and you'll be miles ahead of your competition too.



## Blog Your Job

These three giants above not only work well, they work very well together to build your “personal brand”. Add a personal **blog**, and you can now “own your brand” – meaning you have control, or at least influence, over the vast majority of what is being said online about you.

## Get Yourself a Coach

Managing your personal brand is critical. If you’re not strong here, you’re not really in the game at all, so hiring a professional can definitely turn out to be your best investment. A career coach should be able to help you set up your social network, then activate and promote your brand foundation, as a basic part of your 21<sup>st</sup> century job hunting campaign.

A good career coach will cost you much less than being unnecessarily unemployed for an extra six months. And the value of the connections they can help you make is priceless.



You'll need relationships, referrals, and good communication on this journey. Your coach can be your "lead scout" for obtaining all three.

As life coach Caroline Dowd-Higgins writes in her October 2010 [article](#) for the Huffington Post:

*Having a personal career coach for C-level executives (CEOs, CFOs, etc.) is expected as part of their continuing professional development and it also makes great business sense. **Coaches can also be helpful for non-executives in various stages of your career.** A coach can help polish your communication skills, develop and implement effective leadership strategies in your workplace, and plan a road map for you to move forward on the promotional ladder. The coaching menu varies greatly and the research is showing that professionals who work with a coach are making great strides in the workplace that positively impact performance and results.*



It is important to understand, and accept, that directing your own career path wisely and well is just as important as the types of the careers you choose. Adopting the mindset of one who creates their own job opportunities, with multiple streams of income, will put you on the winning side of the equation and attract the kinds of power networking teammates you need.



## Conclusion

**The number 1 desired skill in today's work force is creative leadership, and leadership is the hardest ability to teach.** If you already have it, you automatically bring more value to the marketplace than someone else with equal technical skills or training, but poor leadership skills. Helping people become aware of their real market value is one of the main reasons I became a career coach. There are others:

I coach returning **military members** because back in 1987, my Air Force "transition program" consisted of a 30-minute briefing, a brochure, and a handshake. I know what it takes to "re-civilianize" one's self.

I coach **teenage students** because when I was 17 and desperately trying to decide on a college, a major, and a career path, I found no one I could trust to guide me with any of the three. Mistakes cost us valuable time.



And I **coach career changers** because, whether through force or by choice, the reality is all of us will be faced with changing careers several times in our lives. Having sharp transition skills is as much a necessity in today's world as the basic desire to succeed.

But mostly, I am a **career coach** because I believe those who do not seize command of their career paths will have them directed by others. To me, the ability to work in an occupation where every day is productive and fulfilling is one of the most basic of life's freedoms. If you're ready to take control of your future, it will be my pleasure to help. And the sooner we connect, the sooner you start getting your life back. Contact me today.

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## Bonus Materials

- ◆ Visit the Coach's web site: [www.TheExperienceShows.com](http://www.TheExperienceShows.com)
- ◆ Free Personality Assessment: [www.MyFreeJobHelp.com](http://www.MyFreeJobHelp.com)
- ◆ Ecommerce assistance: [www.skyvault-web-design.com](http://www.skyvault-web-design.com)
- ◆ E-book for students: [\*Recession-Proof Graduate\*](#) – Charlie Hoehn's *Guide to Getting Any Job Within a Year of Finishing College*. (PDF file)
- ◆ E-book for job seekers: [\*Executive Branding and Your LinkedIn Profile\*](#) – *How to Transform Your Executive Brand, Resume, and Career Biography Into a Winning LinkedIn Profile* by Meg Guiseppi

