Job Hunt: Episode 1– "You Just Lost Your Job. *Now What?"*

Intro (theme music plays)

Host Johnson: Hey everyone, I'm Tory Johnson. It's a cold feeling to have to hear the words: "we're going to have to let you go or your position is being eliminated". It used to be, if you used to be if you got a pink slip, you couldn't handle the job. These days, it's usually about the economy. All the more reason to have a detailed roadmap, to get your career back on track and that's exactly why we created "Job Hunt".

So today, our first show handles the shock of being out of work and what to do about it. We would like to introduce executive job coach, Charles Moldenhauer and Kristen McDonough, the director of Science, Business and Industry branch of the New York Public Library. Thank you both for being here.

McDonough: Delighted to be here.

Host Johnson: We love to have you on our very first show and we have so much to get into. Charles, I would like to start with you. Three things that someone has to do, you get that shocking news, you're out of that job. What do you? What is the first thing?

Moldenhauer: Well I think what we all have to understand is, let's not get mad, let's not immediately rush out and do our resume and let's not take it personally. And the things you can do then, and I think almost everyone should take this advice: take some time off. The job search in itself is something that takes a lot of energy, you're going to be going through a time, that is a very tough time and you've got to plan it out accordingly and in order to have a clear mind on this, you're going to have to take some time off.

It might be a week, it might be days, it might be a little more and I think out of this, you're going to see is

this is really a chance to break with the past, move on to the future and almost everyone goes on to the future and finds that next position or career change. Is encouraged, enthusiastic and at a whole new level in their life. I recommend that, I recommend people taking a very good look at their strengths and their weaknesses, their opportunities and their threats.

I would like people to do that on one page, I like them to be honest about themselves, their career, how they feel about things and where they want to go. The next thing is really to take this on as your next assignment. I did a survey of top people at one point and found that those that were successful in their job search really just moved right in to doing the search and really treated it as their next assignment and moved on. All of us our going to have a number of these periods in our career, so we might as well learn how to do it now. Take it on and plunge in to it, and that is what is going to really help you become successful in your job search.

Host Johnson: A full-time job, finding a job becomes your full-time job.

Moldenhauer: Yes it is, it is.

Host Johnson: And Kristen, one of the places we should be looking during our job search is your branch of the library. Typically, you think of the library as a place you go and you get some books. That's not at all you guys offer, you offer a whole host of research and information that job seekers can take advantage of.

McDonough: What great promo, your right! *Sibl* is at 34th and Madison and soon as you walk in the door, you are going to see, as you said, books. But, soon as you go downstairs we house a service called: *Job Search Central*. In addition, to the 8,000 books you can take out, we also have audio books, which you can download from home to your computer.

We, uh, electronic books I meant. We have audio books on everything from acing that interview to expanding your job search and we have premium databases. One by Vault Is called *Career Insider* and will do everything from giving you rankings on the best company to work in, based on the surveys by people who work there. It will give you job tips, career exploration tips, a sense of the corporate culture. Where/what companies rank the highest in the industry you looking for.

Another wonderful and highly expensive – if you try to subscribe yourself, is called *Career Resources* by Wet Feet, does many of the same things (updates information on industry sectors, etc.) So we have online resources, material you can take home, training classes that will teach you how to use these, how to create email list of potential companies, we have networking opportunities and after work seminars.

Host Johnson: I think what is so fascinating is that; people should know that a lot of these things, normally, if I were doing these things on my own as an individual, would cost me a lot of money.

McDonough: Exactly.

Host Johnson: It almost makes it prohibitive for a lot of job seekers to be able to access these resources and the fact that it's free access to incredible resources. I know that some of them are contact names from companies, when you're trying to figure out who the right person is to connect with, or even mentioning what you were saying – company names for a lot of people it's: not even knowing what company names are even connected to my industry. And there are people in the library, who will help you use those resources.

McDonough: Exactly, there are people sitting at desk that are clearly marked, that you can ask questions. But, we also have a culture of roving staff, who look for people who need help, who are sitting at work stations, who may have a puzzled look on their head. We pride ourselves, in being able to go up to them and say: "you look like you need some help, can I sit down and help you?"

Host Johnson: (Agreeing with McDonough: "Can I work with you?")

McDonough: Plus, we have formal classes, after work and at lunch time that bring in expert practitioners who can talk about soft skills like: finding the inner genius in your-self. How to present that best look at an interview that will ace the job?

Host Johnson: I know Charles, your one of the people, who volunteers your time to being in the library to help. Technology is so important and yet it is also something that a lot of job-seekers, just aren't comfortable with. So, if I know that I'm now facing a job search after not having to look for a very long time. What are some of the ways I can get comfortable with technology?

Moldenhauer: Well I think you can start by, some of the things that Kristen was talking about. There are classes for just about everything that you will need to do. I always give this example, as someone came in and said he really wanted to improve his computer skills and I said: What do you know now? He says, "I know that there's a mouse". I said then you will need some very basic skills.

Well we looked, and there were literally so many classes that this person could take and I got him into some that would give him some very basic skills. Now that's one thing, another thing would be people who are not able to use some of the sites, they're not familiar or they go to the wrong ones, they need some advice in terms of where to go. A lot of times they need some help in terms of how do they do this, where to go and how do they fill out.

So there's a whole range of things, the courses, the individuals and the sessions that are going on, that can really do for people in the job search mode. And it doesn't matter, really age and education. What I've found is a lot of people that have gone along in their careers, may have excellent academic backgrounds; really don't know about the whole job search thing.

Host Johnson: (brief interruption) or, that technology is connected with the job search. Kristen, in addition to accessing all these job searches on a computer, through books and resources, there is also a lot interactive programming - live programming, where people can come on their lunch hours or after-work or throughout the day, tell me more about some of the live events.

McDonough: Well the live events are everything from classes, where people can get their own work stations and we teach them how to do very technical things, like access social media sites, or create these list of companies they want to send their resumes to. But, we bring these practitioners, we can't accommodate for more than 50 people in a room.

Host Johnson: Which I really love, yea!

McDonough: These people talk about everything from interactive skills, the way you look, your voice control, etc. to using the social sites. We also have a core. Charles is one of 17 very expert people, who donate their time. These are one on one sessions, where they can come to interact, up to three times – totally complimentary.

Host Johnson: That's amazing, because career coaching is so expensive and to have someone who can sit and really work with you is invaluable.

McDonough: It is. And then, some people think: "I'm going to go out on my own; I've been pushed out of corporate life". So we have retired executives, through the service core of retired executives, who give about 38 hours a week of one on one counseling for people who might want to go out as a consultant, for example and start their own business. Or take a passion, that has been revivified through these interactive sessions and help them go out on their own. We are now running a business plan competition and over 700 New Yorkers came to the first orientations and over 340 are now enrolled in actually trying to earn $15,000 to start their own business.

Host Johnson: Alright, good for them! Hey Charles, you wrote a book called *Job War*, tell me about this warrior attitude that every job seeker needs.

Moldenhauer: Well I think what happens is people do their jobs and it might be: planning, managing a group and all of this. But, they really don't sell themselves and when we look at today's environment, there are fewer jobs. There are more people looking and the people looking are better. Trust me with that, I can't believe some of the people that come to the workshops and career coaching sessions, you won't believe the types of backgrounds these people have. So what that means is, you just got to plunge into this and work harder.

Now there are benefits to this, I think what it does is, it really creates a passion in you. It comes across in what you produce, in terms of your resume, your content, and your internet presence. The other thing that it does is when you do get that interview you are fired up for it. If you just sit back, like maybe you could do a number of years ago and do some networking and call some people; that just does no longer work today and the people that are hunting and hunting for the job the right way are engaged in many things and they are really going at it like it is a war.

And it really is as the three of us know very clearly, crystal clear in terms of how important that is. So, you really have to be at a point where you can really turn up the speed in terms of what your doing, you have to be ready, more precise and you just have to better at what you do.

Host Johnson: And that's something though as a job seeker, you control that. You can't control if someone has more experience or better education but, you can control how prepared you are and how much you hustle as a job seeker. So, one of the areas we also advise people all of the time, is to not just to defend your resume or to talk about your experience, but to know about the place that you are applying to, to really understand corporate culture. So how can the library help me with figuring out what the culture is of an organization that I am pursuing?

McDonough: Well I mentioned those two databases. One is the career insider and the other is the career resources and they both have surveys based on the input of the employers there and they give you message boards, first hand and you find very practical things like: How many rounds of interviews should I expect if I am interviewed at Wells Fargo? Are my grades important? Is GPA important to a company like Deloitte? And you will get the answers to that.

There is also is a database/website called *Job Vent*, which you can look at from home and you don't have to come to the library that gives you insider's views of that. You can look at mission statements of companies, you can use the internet but even better you can use some of the databases in the library to get up to date news stories. The financial health of a company, you can use databases to find that out. All of that you can do.

Host Johnson: Last thing, real quick Charles. Tell me, what are the ways I can turn a temporary position into a full-time opportunity? Especially, because we know that temp hiring is on the rise.

Moldenhauer: Sure, there is a number of things we can do. When you plunge into that job, number one it's a test for how well you can perform. It's also an opportunity to engage with the other people there, develop relationships. I think the third point would be you can really start to understand a whole new business and rather then just doing the job, it's an opportunity to better understanding of that business. Often times it's a lead in to a full time permanent job or an opportunity to find a whole new industry that you can move into. A whole new area of opportunity. So, it's a learning experience, but is also an opportunity to explore and get some skills going.

Host Johnson: That's great advice. Let's make our discussion personal and turn to someone coping with job lost. Each Monday the *Daily News* has a brand *new* called *Hire Me,* in the *Your Money* section of the newspaper. This week we meet Thelma Baker, who spent 15 years as an administrative assistant before her job was outsourced a year ago.

Thelma Baker: My name is Thelma Baker; I lost my job back in December of 08'. I was an administrative assistant, working for McKenzie and Company and my position was outsourced to their North Carolina office. It's a very long and difficult process; there are several people out of work, so there's a lot of competition, more requirements for positions that were simpler to get. Longer waiting times for second interviews, just a lot of applying online and several agencies that I've been to – it's just a very long process. Well first there's coffee and the news.

I sort of eased my way to the computer, checked my email to see what positions different are out there.

Just applying to several positions at once, hoping someone will call me back and give me an interview. Just basically keep going, no matter what, even if no one responds to your emails or you don't have any interviews just keep going and keep the faith. I have a lot of experience in the field; I have a great work ethic, I learn very quickly, technology savvy, can move with the times, just go with the flow and I'm basically here to get the job done. I have my faith, knowing that the right job will come along you soon.

Host Johnson: Charles, Thelma says she knows that job is out there for her. What can she do to nail it?

Moldenhauer: she's got such drive and I think she is obviously so competent. I've got to hand it to her. I think what's needed here: is for her to shift her thinking, she can do that by doing a couple of things. One, being a little more proactive in terms of following up but also finding companies that she could be interested in. She also needs to get out, get out of her home, away from the computer and go to some events and perhaps attend them that at the library, she also needs to spend some time where she is not just waiting, she needs to get on with making contacts and probably making some phone calls. I think that will help her.

Host Johnson: Not just waiting for someone to respond to her emails but she's engaging those people and one of the places we know she can do that is at the library.

McDonough: Yes she can, she has a fabulous affect and I think she needs to move from a solo activity to a collective activity and the public library in Manhattan, the Bronx and Staten Island has about 1600 events a month, where she could be learning, handing out her business cards and networking. She could also volunteer and the library is the source to find out a whole source of non-profits that can use her ability, where she could be demonstrating her organizational skills, etc. So I think she has to get out there and show the world, how good she is.

Host Johnson: And I think that's what really what comes across, when we watch her in that video. We see somebody that is so well poised, articulate and very passionate about the kind of work that she does and that's probably her best advantage and you don't want to keep that hidden

Moldenhauer: She needs to make the contact with people, whether its voice by phone or just going out there. I think she makes a very nice impression and she holding it back and expecting people to contact her. It's a wholly different world, you really do have to go out there and I think she will be successful.

Host Johnson: She'll be successful. Do you see a whole lot of people like that at the library?

McDonough: We see 2, 000 people a day like that, yes, yes.

Host Johnson: Wow, it's also a really good place to network. She can come there not only to get great advice for herself but also meet similar boat and all end up winding helping one another

McDonough: She might want to join the job club. We host job clubs, who come in to get trained in resources, another collective activity I suggest she do.

Host Johnson: Sure, so much interactive-activity at the library, so Thelma is going to be in good hands if she comes to visit you. Charles Moldenhauer and Kristen McDonough, some very practical advice for people needing to get their career back on track. So thank you both so much for being here.

McDonough: Delighted, Thank-you.

Moldenhauer: Thank-you.

Host Johnson: Now if you know about a job that fits Thelma Baker, you can contact her at NYC. Gov/Jobhunt and we'll feature another *Daily News Hire me* Profile next week. – We thought that you would be interested seeing the top ten fastest growing occupations in New York State projected through 2010. Careers like: Home Health Aides, Personal and Home Care Aides, Medical Assistants, Dental Hygienists, Dental Assistants, Physical Therapists, Physical Therapists Assistants, Physical Therapists Aides, Mental Health Counselors and Anesthesiologists. As you can see, all things health care is where all the actions at.

You can always get the latest employment statistics for New York City and New York State by visiting: www.labor.state.ny.us/stats - We've heard a lot about the New York public library's Sybil branch on today's show, but what's it like to actually walk in, do the ground work to start you own company. Let's meet one successful business owner, who got tens of thousands of dollars worth of research there all for free.

Sean Sabol: My name is Sean Sabol; I am the present owner of Detail Doubles LLC. & Green Apple Cleaning Products LLC., I've went to the military as a kid, this became my college this is the university of the streets right here. The Sybil Library was a safe haven for me, I got to come in here and use this. This is my own personal office on Madison Avenue in NYC. These librarians went so far out of their way to help me; I got business reports on what everybody spends, in every county and every state, on cleaning products in the United States.

I got through the databases here, at the public library. By going through the Thomas register I was able to locate 10 different paper manufactures, 10 different chemical manufactures, 10 different bag manufactures. I got to interview them as opposed to them interviewing me. I got to see who would send me samples. I got to start a relationship with them on the telephone and didn't cost me any money and these were companies all over the country. Once I sourced out all my product needs, I found a fulfillment center, they actually did the packaging, shipping, and warehousing for me. And I built that into the cost of doing business. I used the Thomas register to source everything and Reference USA to sell everything.

Reference USA is a list of leads, that tells you the company name, their geographic, how many employees, their phone number, their fax number, their URL, their GPS coordinates, 3 different credit ratings, how long they've been in business, it gives you a great, great comfort level. You know what to talk to them about, so your calling someone up in Charlotte North Carolina: Hey how'd you like them Bob Cats last night? How's the panthers playing? Just starting off, it's easy to break the ice. I got with

the SCORE, Senior Core Of Retired Executives, who have an office here, there the screening association for the small business administration. If they approve your business plan or like your business plan, they make recommendations. What do you need? What's the bare minimum? Can you work out of your house? Can you work out of a garage? What I did? I started up a virtual company. I used a warehouse and put that into the cost of goods.

They taught me how to start a virtual business. Sybil can work for anybody, come in, and do your due diligence. You have your dreams, see what it's going to cost you to build your dream, see what it's going to cost you to package your dream, insure your dream. Then write a business plan, and then go see a score executive. See your SCORE advertising executives, show them where you're at and they will guide you through the rest of the process. They're going to say, look this is viable, and this is not. This has legs, this doesn't have legs. Its great great advice, it doesn't cost you a dime. You could take a look around; this is one of the most amazing facilities. College campuses don't have libraries like this.

Host Johnson: Sean tells us Green Apple Cleaning products, is going strong and he is launching another green business plan for a car wash company. Maybe we should all go to the library more often.

And could you use a new office to grow your business? Maybe you need an incubator space. The city has partnered with academic institutions and commercial landlords, to establish high quality, ready to use office space that comes with basic business services and administrative support. Hundreds of workstations are available throughout the city. Find out more at NYCEDC.com/fsinitiatives.

So are you the kind of person, who can make people laugh at parties? Ever think you could turn pro and become a stand-up comic? A young lawyer named Alex Barnett thought so, especially when getting fired provided the extra push he need.

Barnett: I saw an ad for a standup comedy class and I thought that would be very interesting. So I took it as sort of a lark and it was just so exciting and energizing that I really decided that this is what I wanted to do. I have had 8 jobs since college and have been fired from 7 of them. My business card now is my name my, my number and a picture of my mother weeping uncontrollably.

I was fired from big law firm jobs and it was obviously very devastating at the time but, the great part is comedy gives you an outlet to talk about vulnerability and weakness. I was on my way over here tonight and a guy stop to ask me for directions and I said: I quit being a lawyer to be a comedian, I've broken up two wedding engagements and I eat dinner every night out of a carton, while sitting on the floor. Directions…, I have no idea where I'm going. There are similarities to being a good trial lawyer and a good standup comic, your presenting an idea.

You have to do it with some amount of attitude, energy and enthusiasm to convince your audience. The challenge with comedy is, you have to make people laugh, and you can't just convince them of an idea. It's a little bit trickier. Here you go: I'm short, I never seen a parade live (laughs). Although, I think I was a pretty good lawyer, I always felt like it was sort of a task or chore that had to be completed, I didn't feel very passionate or invested in it. When I tell people I've left one career to pursue a passion, they find

that very exciting and they wish me well. Anybody have any kids? Ok wow, ok it's like the raft of the medusa. The village of the damn, when you guys die that's it, we are all done.

I'm really enjoying this second career that's really giving me a lot of joy and happiness, much more so then practicing law every day. I would say I am prepared to keep going down this road, forever at this moment. I don't make plans for 2 years or 3 years or 4 years, if I haven't gotten to certain level, then I'll give it up. It's like saying to someone who plays tennis for a hobby: "when are you going to stop doing that. Aright guys, I gotta go, thanks a lot.

Host Johnson: Alex continues to get comedy bookings, but not enough to give up his day job just yet. We wish him well. Next time on job hunt we dig into the detail of you online personality. You know it's the information that comes up when people type your name into a search engine. Don't have a digital identity? It's a must if you're looking for a job. In the mean time, I want to hear directly from you. To send me a question about your job search, send it to NYC.gov/jobhunt and I'll do my best to answer. I'm Tory Johnson. Thanks so much for watching.

URL: http://nyc.gov/html/nycmg/nyctvod/html/home/jbht102.html