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Newsletter Issue # 16
Looking for a job?



THE HUMAN FACTOR, Inc.

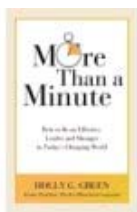
... helping companies, teams & individuals be better, faster, stronger

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Book Buzz

You can't afford to be an OK leader or manager today. You have to be the best. [Get the tools you need in *More Than a Minute*.](#)



**What are you waiting for?
Your competitor may already have one.**

"*More Than a Minute* is informative and insightful. It is a terrific resource for business owners, managers and employees alike and written in an open, friendly way without pretension or tired cliches. I plan on sharing this book with everyone on my team."



Holly just returned from



Shanghai, China for a client last

week as well as San Francisco, CA, where she participated in the Google Author Series, presenting an overview of *More Than a Minute*. Watch for the video on [YouTube](#) in the next week or so. Check out her [calendar](#) so you can connect with her live.

Keynote Presentations



Do you belong to a professional organization or industry

In the News

Did you see Holly quoted in USA Today, hear her on the national NPR radio show, *The Story*, or see her in another publication?



Check out some of the recent press surrounding *More Than a Minute* and Holly G. Green at our [news archives](#).



Holly has been a guest on more than 30 radio shows, been quoted in numerous publications and had articles printed in more than 30 sources, both online and in print. Find out what all the buzz is about today!

I recently read ExecuNet's 2009 Executive Job Market Intelligence Report which, among other things, talked about..."how the economy is taking its toll and affecting the executive employment market. While there are any number of jobs, and many executives are finding new and gratifying opportunities, the dislocation is certainly at the highest level we've seen since the late 1980s/early 1990s.... Executives who are alert and agile will win in this environment and be able to build a sustainable career-long advantage."

Whether you have been fortunate enough to remain in your current position or are among the ranks of the dislocated, effective goal setting and communication play an important role in remaining an effective leader. For those of you looking for the next opportunity, following are tips. In the next newsletter, we'll cover what you can do if you are remaining in your current role with your current organization.

Get clear on what you are looking for and what energizes you.

- What are you interested in doing?
- What are you "great" at doing? (If you don't feel like you know this one, think back on what everyone has always said you are great at, what have others come to you for to get mentoring or guidance...?)
- Most importantly, what do you *not* want to do, and



group? Holly would love to speak to your group or

conference.

You need real tools to thrive as a leader and manager in today's environment. Holly provides them in interactive keynotes and workshops. Contact [Holly](#) today to discuss how she can customize content to achieve the results you need.

Are you twittering? ...have any friends on Facebook? ...Linked In yet? ...gotten on Plaxo? ...are you getting the More Than a Minute weekly blogs? Social media is powerful and a great opportunity to do more than ever before with fewer dollars.

Connect to Holly via social media and learn even more about being a great leader and manager today!

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under what parameters do you *not* want to work?

Make a simple grid of these things and prioritize them. Use this as a tool to compare and contrast each opportunity that presents itself.

Set targets for how many people you want to connect to each week. Try to make at least 1/2 of them new connections and 1/2 of them re-connections.

- Update your resume and ask for ongoing feedback from others on both your resume and your approach.
- Have inexpensive personal business cards printed up with your contact information on the front and key bullet points on the back highlighting your expertise.
- Register on Linked-in and Plaxo. Be sure to join groups that make sense for what you are looking for (alumni associations, professional and industry groups in your area of expertise, etc.).
- Find out what local events are going on with professional associations, industry councils, local chambers of commerce, etc. and attend them.
- Register on all the job boards you can find.
- Get organized and track your progress -- keep copious notes on conversations and meetings you have with others so that when you have the opportunity to speak with them again you can refer back to something that you talked about in your previous conversation/meeting. This will help you build rapport faster and likely make the second or third meeting more effective.

Take a day off every now and then to do something you have always wanted to do - it will refresh you.

Send thank you notes both electronic and hand written!

Keep an open mind to opportunities that may be different to what you had in mind initially.

Some don'ts

- Don't think finding a new role will happen without persistence and focus. That is why goal-setting is so critical.
- Don't bad mouth your previous employer or anyone you have interviewed with or worked with before.
- Don't sit at home thinking it is all going to happen through social media on your computer. Face-to-face/personal communication is needed to balance out the process.
- Don't be a whiner - everyone goes through tough times and many of us end up better than we were before. Remember, we all like to be around winners, so act like one even when you aren't feeling quite like one.

Chapter 2 in *More Than a Minute* goes into detail about goal setting both on an individual, team and corporate level. The approach outlined can be modified for your personal job search so that you get clear on winning and focusing your energies on your search efforts. Once you land on your feet, the goal setting approach can then be

applied to your new team and/or corporate efforts.

Answer to last edition's ***Who said this?*** "The single biggest problem in communication is the illusion that it has taken place.." George Bernard Shaw. Thanks to Andrew N. for his guess - he got it right and got his own copy of *More Than a Minute*.

This week's ***Who said this?*** "Even when you think you have your life all mapped out, things happen that shape your destiny in ways you might never have imagined." Find out who in the next newsletter.

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