



## **RECESSION-PROOFING YOUR CAREER**

Finding a great job at the best of times can be challenging but it is possible even when the economy is not as strong as it has been. Your job-hunting skills need to evolve to keep up with the changing times whether they be related to changes in general career offerings, changes due to globalisation or changes in economies. These factors will impact job availability in your local area just as much as the global community. It's time to start thinking differently if you want to be the one that the CEO will choose to boost the company's competitive edge or earnings. Here are a few helpful tips on how to do just that!

### **DO YOUR RESEARCH**

Now is the time to start researching your options. In a recession or during times when the economy is not as strong as we'd like we may have to consider all career options, even those outside our most preferred area. Some industries will have more resilience during these times than others and will therefore be offering a wider range of jobs. These might be in areas of product and service provision that are typically essential. Some examples of these are education, health or tech related positions. For the most up to date information on industries and occupations that are hiring during the more difficult economic times go to google and type in "recession proof jobs" or look up jobfox and you'll see results that have been derived from ongoing reliable research into resilient industries and where the jobs may be.

### **TUNE YOUR MINDSET TO THE BUSINESS**

Every employer wants employees that will be an asset to the company. Start to think about your work from the perspective of your employer. What can you do in your current position to improve the company performance or profits? Show your employer that you understand the overall goals of the business and that you are actively working towards making those a reality. Show that you also have an understanding of other factors that impact on the business. Perhaps fluctuating exchange rates has your employer concerned about rising costs. Discuss ways to cut costs at home as a way to counteract the uncontrollable fluctuations in the global economy.

### **MARKET YOUR RESULTS**

Listing your experience and the different jobs you have held and the number of years in each position may have helped you get a job in the past but employers now are hiring on results. They are buying in potential, flexibility, pro-activity, leadership skills, decisiveness and above-all problem solving skills, with a vision to not only follow set procedures but perhaps review and improve them to positively impact company performance and returns. When you are trying to get that next job promote your skills and achievements as results. Repackage those results into a context that your next employer will appreciate and relate to and be able to explain how these skills will be an asset to your new employer.

### **WHAT'S THE BOTTOM-LINE**

The slowing world economies and an uncertain fluctuation of currencies have seen world businesses experiencing some of the hardest circumstances in which to make their profits. Good employees are



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essential to the bottom-line of a business or organisation so it is important to realise that employers must consider their staff in different categories; those who make money for the business and those who save money for the business. In difficult times, if you don't fall into one of these categories – or both – then your job is definitely at risk.

Analyse what you're currently doing or what you've done in previous positions to see how it fits into the larger organisational profit and performance picture. In your role are you improving the performance of your work unit or team? Is what you're doing making it easier for your team or manager to achieve their goals quickly? Have you actively tried to save your company money by rethinking how you can do your work better or by taking on more responsibilities to get the job done? These are the sorts of questions you should be asking yourself in order to noticeably improve your company's bottom-line.

Keep a log of your efforts and in particular the results you get for your company or organisation. Be specific about what it is you achieved. Note exactly how you helped to save the company money or how you helped to improve systems and efficiency. This record of results will help you with your next performance review, telephone or job interview.

### **DEVELOP BRAND “Me... INC”**

Employers have less time than ever before to pour over countless job applications especially when they may all say the same thing and let's face it, time is money, especially in a recession or slow economy. Make your application stand out from the rest by using it as a marketing tool for yourself. Don't think of it merely as a record of skills and jobs held but use it to document those achievements you identified previously and then to discuss the benefits your results brought to your employer or company. This will certainly grab the attention of your future employer as he or she will recognise that you have their best interests and bottom-line at heart!!!

If you have any further questions or would like to find out more about professional and personal development issues contact [j.noonan@branch-out.eu](mailto:j.noonan@branch-out.eu) . We look forward to hearing from you and wish you the very best of luck with your career.

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