

CREATING PERSONAL VALUE IN THE JOB MARKET

By Alan Ludmer

When considering your next move in the job market, it is important to realistically see your value. Your value is based not only on career and personal skills, but how those skills translate to the needs of the organization you are pursuing. The strength of this value is created by the company's recognition of the breadth of the PROBLEM. Without recognition of need, there is no value. Thoroughly understanding a company and its' needs will be key in creating *your* value.

A company will hire you only to increase their PROFIT. It will be to *increase* SALES, or *decrease* COSTS. You must determine the company's needs, and determine your value in addressing those needs. This is done through personal research. First, identify the correct individual to contact, and the method you will use to approach your target company. This can be through a letter, or personal contact. Be aware of the trends in the marketplace as it can impact the needs in your company of choice.

In creating your value, identify with the industry, then the products of the company. Review your past history and identify your successes in previous companies that would be of value to this company. By using your past ACCOMPLISHMENTS you will be able to demonstrate your ability to solve problems the company might be experiencing. In addition, your skill in identifying the company's problems through good research will also show the company your interest in them, and knowledge of their current needs. Your past accomplishments, education, knowledge of market trends, products and the demand for the company's products are essential in creating the key to open doors.

Applying good research will prepare you and increase your understanding of the value you can bring to the company. Research can start at your local library or on-line research tools where you will find press releases, magazine articles and a variety of information about the company. If using the library, seek out the reference librarian for additional resources and help. Websites are a great first stop, then move on to the D&B, 10Q's and check Hoovers for financial information. Be aware of industry Partners, New Products and Industry Trends.

Identifying the right contact in the company is critical. Be familiar with that contact's Bio, who is on the Board of Directors and use personal contacts as appropriate. In creating your value to an organization, it all starts with understanding the company, market trends, knowing your strengths, and using that knowledge to be a fit to your target's current needs.

About the author

Alan Ludmer is the president of Voyager Career Solutions Offices. Voyager Career Solutions Associates is a nationally recognized regional firm specializing in individual career transition, corporate outplacement, and executive coaching. Voyager is a proud member of the International Association of Career Consulting Firms. For more information, call 314 991-5444 or visit the Voyager Career Solutions web site at VOYAGERCAREERS.COM.