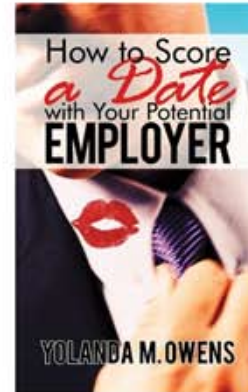


How to Score a Date with Your Potential EMPLOYER



A Beautiful Book by Yolanda. M. Owens

Before picking up the book, I admit, I was a bit skeptical about the catchy title which, equates finding a job to 'finding the right one'. But, as I read further into the book, the connection not only became clearer and clearer but, it made so much sense. I wondered how she discovered these connections. Frankly, I was astonished that no one had made these connections before! Reading her book was like uncovering a lost treasure. I read it... with rapt attention... not once, but twice! Even if I read it twice or thrice more, I will still find more amazing lessons that I missed in the first two readings. I am happy today to share with you three of the lessons that I got from reading this book.

Lesson 1: Finding a Job is like Finding a Relationship- It can be FUN!

Throughout the book, Yolanda balances the fun and serious aspects of finding a job, and you begin to realize that job hunting can be both serious and fun- or seriously fun! Of course, in this fun, there are processes we must follow to land a job- as we do to land a perfect date or mate- but that shouldn't mean that it doesn't have to be fun. After all, if we understand the kind of job we really want and start looking for it, shouldn't going after what we want be a journey of fun? Some may frown on this and wonder if equating the job hunting process with 'entertainment' takes the seriousness or gravity out of it- and I think not!

Lesson 2: On the Journey to the 'Perfect Job', Self-Awareness is the Key

Most self-help books that guide us through the job hunting process have the reader examine answers that interviewers may ask, such as, "Tell me about yourself." "What do you like the most about this position/company?", "What are your strengths?", "What are some of your challenges or weaknesses?", or "What are your career goals for the next five or ten years?" These questions are posed but a bit differently in Yolanda's approach. Getting to these answers is important but rather than uncovering the answers through the scientific approach or some kind of scripted answer formulae, Yolanda stresses on getting answers to these questions through self-awareness. To get comprehensive answers that make sense for the long haul, Yolanda suggests that we do these:

- Step outside our comfort zone
- Try new things
- Meet new people outside our regular social circle
- Really sit and examine questions about ourselves personally and professionally

She continues to stress that this approach helps us to get long term results which can be much more satisfying than short term successes that may not provide as much personal or professional satisfaction.

In this journey of self-awareness, Yolanda shares that the job seeker should take an inventory of their personal qualities and marry them with the ideal employer qualities. This can be a long and arduous process with the aid of a career or life coach, but the results will produce a better professional fit. I actually agree with her point of view and whole-heartedly endorse it. As I told her, I only wish that was something I had found out much sooner!

Lesson 3: A Keen Sense of Adventure

Though there are references to fresh college graduates and international students in different areas of the book, by no means is the message within the book limited or restricted to college students or fresh college graduates. Lessons about finding fun in our life's path through landing a good job and self-awareness are pertinent to us at any age as they bring intrigue and a continuous sense of adventure into our lives.

Having a successful career as a college recruiting specialist, Yolanda intermingles heavy doses of reality check throughout each of these lessons. Within the book, readers will be pleased with her ability to guide job hunters through the nuts and bolts of the job hunting process, including:

- Writing a cover letter and resume
- Suggesting interviewing strategies
- Giving etiquette tips for all categories of interviews
- Providing follow-up strategies. ■

About the author:

Jennifer Kumar is the Managing Director at Authentic Journeys based in Kochi, India. Authentic Journeys provides cross-cultural business solutions and consulting to Indians working with Americans. More at <http://authenticjourneys.info>.

Copies of this book are available on Amazon, in paperback and Kindle editions. Visit the author Yolanda Owens' website for more information.