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UNDER THE RADAR

by Marty Nemko

Just Ask

Eric Ganther is a career coach specializing in gay men. He wanted to increase his business, so he printed up a flyer and handed them out on San Francisco's Castro Street. It got him new clients. That day.

Sandy Silberman wanted to be a makeup artist but didn't want to starve at \$10 an hour working in a department store. So she approached a high-end beauty salon and asked if she could rent a small space to do makeovers and sell cosmetics. They said yes. Now, her business, "Let's Make Up" earns her 10 times what she made in her previous job — selling toilet paper for Scott Paper.

Fourteen years ago, I decided I wanted to host a radio talk show, so I sent a homemade demo tape to two station managers. I've been on KALW-FM ever since.

Most successful people ask for what they want. If they want to work for a company, they call and try to get an appointment with one of its big shots. If they need advice about whether to pursue a career, they call and ask questions of one of the field's gurus. If they need expertise to better do their jobs and can't find it using Google or a trade publication, they call an expert.

Yes, more often than not, even winners get turned down — a lot — but they realize that being turned down costs them nothing. They simply ask someone else, and someone else, and someone else, until they get what they want. Or until they realize after having made a number of calls, that they've barking up the wrong tree, and find something else to ask about.

Losers, on the other hand, don't act; they ruminate.

For example, losers worry they'll sound stupid. Winners realize that with a bit of rehearsal, they probably won't sound stupid, and even if they do, there always are other people to call.

Losers worry about imposing. Winners realize that the imposition is just one minute. If the person feels imposed on, he or she can simply say no. If the person agrees to help, that's their choice — and indeed, many people enjoy helping. Think about it: without worrying about imposing, nearly everyone has stopped a stranger on the street asking for directions. Phoning someone with a career-related question is a no bigger imposition than that.

Some losers worry they'll succeed. If so, they might have to take a job that is difficult, which takes time from their family, or which makes them more successful than their spouse or other family member, which would sadden that other person. Such losers worry themselves into inaction and failure. Winners realize that their failing ultimately doesn't improve their family members' lives.

So, how do you move yourself from reluctant asker to enthusiastic one? Try one or more of these:

1. Make a list of the benefits versus the liabilities of making that call.

2. Imagine the worst case. Could you survive?

3. Rehearse. Script your pitch; then reduce it to a brief outline. Use the outline to practice into a cassette or CD recorder. Role-play with a trusted person. Then call your least desired contact first. Only when you've smoothed your routine, call your prime leads.

4. Be simple and straightforward on the phone. No long stories necessary. For example, "I was a software manager but was downsized with 30 of my co-workers. I'm trying to find a niche where there might be some hiring going on. Any advice?"

5. Make the phone call a pleasure for the other person. Thank her profusely and listen for opportunities to help her.

Advice I'd Give My Daughter

Resist going into therapy to cure your analysis paralysis. This week, I was on a panel at the Commonwealth Club with Dr. Tara Fields, a well-known Marin relationship therapist. Even Tara, who makes her living helping people analyze the long-standing reasons for their behavior, agreed that no matter what your mother did to you, no matter what your husband does to you, no matter what scars you bear, you've got to stop looking back and start looking forward, asking yourself, "Who should I call to move my career ahead?" She says, "Feel the fear, if you must, but do it anyway."

My question to you: Who should you call? Do it now.

Oakland career coach, Dr. Marty Nemko's radio show airs Sundays 11 to noon on 91.7 FM, in the Reader's Choice poll, his book *Cool Careers for Dummies*, was rated the #1 most useful career guide. 400+ of his writings are free at martynemko.com.

Hire a Coach to Get What You Want

by Marcia Wieder
What is Coaching?

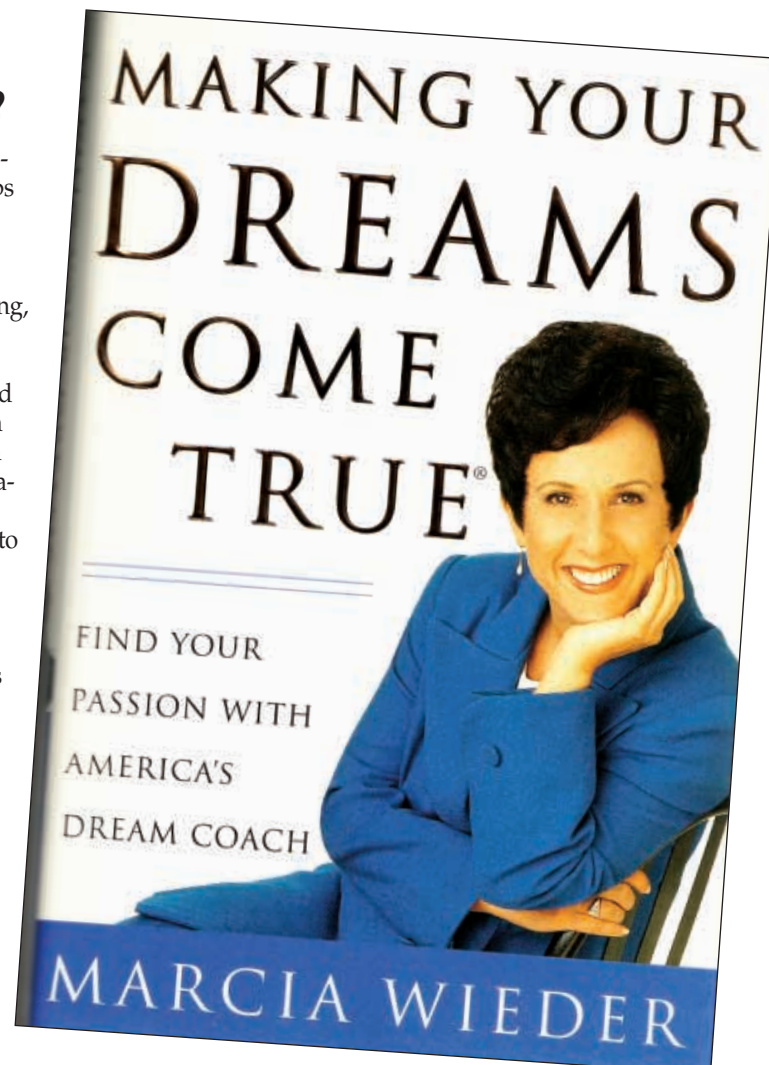
Coaching is an ongoing professional relationship that helps people produce extraordinary results in their lives, careers, businesses or organizations. Through the process of coaching, clients deepen their learning, heighten their self-awareness, improve their performance and enhance their quality of life. In each meeting or call, the coach listens and contributes observations and questions to create clarity and moves the client into action.

Coaching accelerates progress by providing focus and awareness. It concentrates on where you are now and what you are willing to do to get where you want to be in the future, recognizing that results are a matter of their intentions, choices and actions. The bottom line is, a great coach will help you get what you want, often more quickly than doing it alone.

Why Coaching is Important

Since we have become so reactive and response to the daily needs of life, coaching is an opportunity to break free. In a coaching relationship you are in the seat of power and control and can proactively direct your life in the direction you want to go. In any area of your life, be it, career, relationship, health, community, when you are being coached you are asked two very important questions. First, what do you want? Second, what are you willing to do about it? These questions are potent and provoking, but the whole idea behind coaching is that you are hiring someone to supportively hold you accountable for getting what you want. You determine what that is.

You'd be amazed at how hard this can be for some people. We are clear about some of our dreams and desires. I often hear, "I want to be paid well for doing work that I love." "I want more quality time with my family and friends." "I want to be healthy and fit, without having to go to the gym." "I want meaning and purpose in my life." But you might also be shocked to learn that quite often people say to me, "My dream is to have a dream."



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So mired in reality, so busy living from our clocks and calendars, we often forget what matters to us or have little time to even think about it. That's where a coach provides value. Your coach can help you get in touch with your purpose and passion, your dreams and hopes, overcomes your fears and doubts and most importantly, give you ongoing support in taking the necessary steps, week by week, day by day for getting what you want.

A coach listens intently, asks clarifying questions, challenges your assumptions, helps you dream big and makes sure you do the important things you say you will do in order to have the important things you say you want. It is a partnership based on intention, agreement, integrity and relationship. The bottom line is, we can't do it alone. Some of us think we can, but with a coach you will be challenged, stretched and empowered. You will dream bigger dreams, have insights, uncover and hopefully remove limitations. With a coach you will increase your chances of being successful and you will be celebrated for it.

The Dream Coach™ Philosophy

There are many types of coaching programs available. As the founder of Dream Coach™ University I have certified coaches worldwide in a specific process. Simply put, a Dream Coach assists others in getting what they want personally and professionally. This process helps people find their life's purpose, ignite their passion, clarify their dreams, remove all obstacles (including not having enough time or money) take action, and produce fast results. A Dream Coach's responsibility is to:

- Discover, clarify, and align with what the client wants to achieve.
- Encourage self-discovery.
- Hold the client responsible and accountable.
- Speak the truth.
- Relate, reflect and help produce results.

A Dream Coach™ helps you:

Set An Intention – This is the first and one of the most essential sets in the process. Set an intention such as finding a new job or career, or getting a promotion

Maintain Integrity – It is essential that you remove or clear up anything from your past that might be in the way of you having or getting what you want

Live On Purpose – Dreams without purpose, even a job without aligning to your purpose, can be unfulfilling.

Access Your Dreamer – There is a part of you that knows what will make you happy and what you want. Uncover this and get extremely clear about what you want.

Learn From Your Doubter – Create a powerful relationship with the doubter inside of you, and learn from the lessons this part of you offers. Left unattended, this often sabotages our dreams and does not need to happen.

Believe In Your Dreams – If you don't believe in yourself or your dream, no one else will either. Creating a solid foundation is a life-changing step.

Failure Can Lead To Success – Identify you're Achilles Heel and design daily practices to overcome obstacles.

Take Serious Steps Forward – Plan the essential action steps to insure that your dreams come true. In the end, it all comes down to taking action and the practical steps.

Build Your DreamTeam – Being able to ask for help will make your dream more easily attainable. There are resources that can open doors and make your life easier.

Live As A Dreamer – Create a dream come true life. Once you are clear about your purpose, dreams and resources, you can look at all areas of your life and decide what you want.

Say you saw this in the Chronicle and email mw@dreamcoachu.com today to qualify for a free introductory Dream Coach™ session.

Marcia Wieder, America's Dream Coach®, is a San Francisco-based and world-renowned motivational speaker, specializing in goal setting, visionary thinking and team building. Her clients include Stanford Business School, Blue Cross, American Express and the Young Presidents' Organization. Marcia is the founder of Dream Coach™ University, the author of four books, and was featured in her own PBS television special entitled *Making Your Dreams Come True*®. She can be reached directly at (415) 435-5564 or by visiting her website at www.marciauw.com. To find or become a Certified Dream Coach™ visit www.dreamcoachu.com.