



Volume 18, #4

April 2009

# Leaders to Follow

International Leadership Institute: Providing Leadership Development Services and Programs in the US and Europe since 1985

## **REAL PEOPLE, REAL JOBS** BY SARA TUSEK

The past month or so has been a time for the Institute to focus on jobs—not only in the larger sense, as the American economy has been steadily losing jobs at the rate of 600,000 per month, but also in the more personal sense. While my husband Jarad and I are completing our book, *21st Century Jobs* (see box at right), which outlines the basic skills needed for a successful job search, we are investigating a few job-search scenarios “for real,” for our own future.

For the past seven years Jarad and I have been steadily preparing for our transition to the Czech Republic, to begin our ministry of teaching English, and helping people find jobs they like and can do best. We anticipated that we might transition from our current jobs directly to the Czech Republic, and in fact we still may do so, relocating this July. But because we’re not 100% sure of this, we’re dipping out toes into the U.S. job market, to test the temperature. And we’ve found that much has changed in the years since we were active job seekers.

### **HELPING PEOPLE FIND JOBS**

Over the past three decades we’ve helped thousands of American and European students, executives, career changers and people just entering the job market. We’ve found that all job seekers need to be proficient at one essential task: *presenting themselves to potential employers in ways that produce job interviews and offers*. The basic job-search essentials outlined and explained in *21st Century Jobs* are still relevant.

### **INTERNATIONAL LEADERSHIP INSTITUTE PUBLISHING HOUSE announces April 2009 publication of 21ST CENTURY JOBS**

Written as a basic handbook for the job seeker (or job changer) in the 21st century, this book offers everything you need to be ready to find the job you can enjoy and do best.

From self-analysis exercises, through finding out “where the jobs are” right now (and will be in the near future), 21st Century Jobs can help you get your first job, overcome career obstacles or enter an entirely new career. The skills and strategies taught in 21st Century Jobs will last you for a lifetime.

For information on ordering this book, please visit our website at [www.ili.cc](http://www.ili.cc)

Yet over the past few decades, the job market has changed dramatically: many past job-search strategies and approaches (the old-fashioned job campaign) are no longer effective or efficient. *21st Century Jobs* provides timely personal job-search essentials, combined with insights into the significant changes in the 21st-century job market, to enable job-seekers to get what everyone wants: *the job that you like and can do best*.

### **A NEW WAY TO JOB-HUNT**

In our own recent job search, we’ve been looking at jobs in schools, colleges and universities in the U.S. and abroad. We’ve found that applying for these jobs is far simpler and more direct than when we entered the educational field in the 1970’s.

In those days, every job application involved a cumbersome task of assembling resumes, reference letters, transcripts, and samples of our work. To p. 2



# Leaders to Follow

Sara Tusek, Editor  
830-13 A1A North, #317, Ponte Vedra Beach FL 32082  
Tel/Fax: 904.992.8729; tusek@fdn.com; www.ili.cc

Real People, Real Jobs

from p. 1

## A NEW WAY TO JOB-HUNT (CONTINUED FROM P. 1)

These documents had to be produced on expensive paper and mailed in large, sturdy envelopes. The application process was costly, and often ineffective, as the letter of application was based on a few facts gleaned from a job posting. Without the ease of access made possible by the world-wide web, information on the employer was hard to find and often outdated. It was difficult work to tailor the application to the particular job, so the resulting application was hit-or-miss in many ways.

In 2009, applying for jobs is far easier and more efficient. Many job postings are online and require online applications. It's one computer communicating with another, in terms of getting the basic information back-and-forth: a couple of clicks and it's done. It's not difficult to look up the employer and find specific matches between the employer, the job and your skills. Later, when the human interactions take place by phone or in person, the employer and the job candidate can spend time exploring and establishing common interests, attitudes and values rather than establishing basic facts.

Online job applications save money and time, which can then be used to research the employer and the job, resulting in better job matches. This is a positive change!

## A NEW ATTITUDE

We've also noted a new, more relaxed attitude toward jobs. Our experience of looking for work in the 1980's, 1990's and early 2000's was that everyone involved was serious and somewhat humorless about the job process. Maybe

this reflected the general attitude of the times, when conservative politics and rich big business were dominant forces in the U.S. The job market was one in which the job seeker was not nearly as powerful as the employer.

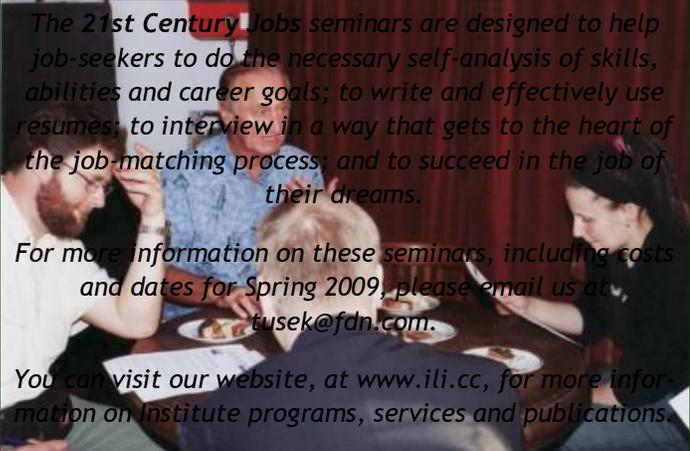
In the 21st century, the balance of power has shifted. Conservative policies, six years of war, and the collapse of huge businesses such as GM and AIG Insurance have decimated the American economy, making room for a needed restructuring. The Democratic shift in politics is recreating America, giving every committed player a chance to succeed; *the real winners are those who listen to others and treat people with respect.*

This new attitude is producing a job market in which employers and job seekers take their time in the hiring process, getting to know each other and learning to appreciate each other's gifts and abilities. This is a delightful change from the grim job-search atmosphere of the past.

When we began working on it, we never dreamed that so soon, so many people would need the help we offer in *21st Century Jobs*. Now we know that, with new technology and new attitudes, 2009 is an exciting time to be a real person looking for a real job!

## The International Leadership Institute

- WAS FOUNDED IN 1985 IN PRINCETON, NJ
- REMAINS DEDICATED TO LEADERSHIP DEVELOPMENT
- HAS RUN MORE THAN 70 EXECUTIVE EDUCATION AND LEADERSHIP DEVELOPMENT PROGRAMS IN THE US, FOR EUROPEAN CLIENTS
- HAS PARTNERED WITH THE US DEPARTMENT OF STATE, THE UNIVERSITY OF NORTH FLORIDA, THE JACKSONVILLE CHAMBER OF COMMERCE AND MORE THAN 700 OTHER BUSINESSES, UNIVERSITIES, RELIGIOUS ORGANIZATIONS, PRIVATE CITIZENS AND GOVERNMENT AGENCIES



*The 21st Century Jobs seminars are designed to help job-seekers to do the necessary self-analysis of skills, abilities and career goals; to write and effectively use resumes; to interview in a way that gets to the heart of the job-matching process; and to succeed in the job of their dreams.*

*For more information on these seminars, including costs and dates for Spring 2009, please email us at tusek@fdn.com.*

*You can visit our website, at [www.ili.cc](http://www.ili.cc), for more information on Institute programs, services and publications.*