



# Big Dashan

Facilitating growth opportunities through learning, coaching and inspirational speaking

1745 Hunter`s Run Drive, Ottawa, Ontario, CANADA

[www.bigdashan.com](http://www.bigdashan.com)

613-841-1229

## November 2009 Newsletter

Networking is the most efficient tool to find employment. But how to efficiently network and how to grow your network. 4 Rules to help you out:

1) Ensure you use your network to it's maximum potential, but wisely.

As soon as you know you will loose your job, you should immediately advise your network of the situation and that you are looking for new opportunities (through an email blast perhaps; unless you are considering a career change, then take some time before communicating with your network).

Ensure to followup by phone with resourceful and well connected people in your network, the ones with the biggest network and the ones most likely to help you.

Don't pester your network, whenever you communicate with it, ensure it is timely and not overbearing. Only call upon them when meaningful. If not, they will stop paying attention to your requests.

2) Increase your network.

Once you have communicated with your network and no further leads are found, it is important to expand your network. This is as simple as asking your network, when you talk to them, if they know 3 other people that could help you! Follow up properly and ask these new contacts the same question. When introducing yourself to these new contacts, remember mention that they were referred to you by your mutual friends, this will get them interested. For example: "Hi John, I was just talking with Jane and she mentioned you might be able to help me. My name is Denis Levesque and I am looking for new opportunities in the field of Aerospace Engineering....".

3) Network everywhere



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Whenever you can meet people network! Starbucks, the soccer field, or even at the bus stop. Striking a casual conversation is the first step, then asking them when you think the conversation allows it, what they do in life. Most people will reciprocate the question and this is where you give them your 10 second commercial! Many stories exist on this, notably the one about a soccer dad talking to a dad of the opposing team. The hiring process actually started on the field!

You could also join clubs, charity organizations, school committees. The more people in these clubs that are close to your target employment, the more this can help you.

## 4) LinkedIn

LinkedIn offers many ways to network. You can get introduced to other people, you can search for names in specific companies or you can join groups. LinkedIn is a vital part of your toolkit.

## 5) Cold calling!

Picking up the phone and introducing yourself to a potential hiring manager will certainly help you increase your network. Don't be shy, but keep your introduction short: "Hello, my name is Denis Levesque, and Mr. Jon Doe mentioned I should call you in regards to some questions I have. I am currently looking for a new opportunity in Aerospace Engineering and was wondering if you had any potential openings." Something like this could work well, short and to the point!

Working on your fears is paramount, this article can help... <http://www.samdiener.com/2009/10/how-to-network-the-billionaire-mindset/>

Check out the interview video at the end, it should relax you somehow!!!!

## Market Update

The month of October's TSX Market activity started at just above 11,000 and finished just below 11,000. During the month the index remained around 11,500! The economy is showing



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more signs of stabilization but is also showing signs of a long recovery. In fact, if you look at the last two recessions, unemployment numbers started going down around 2 years after the recession ended. Will we really need to wait until 2011 before this happens? No one knows... Another sign of a long recovery is found in the Canadian survey on intentions of hiring from Manpower: it shows that in general companies don't intend to hire in Q4. Having said this, there are always positions open, we are noticing good activity in the last month.

While some countries are coming out of their recessions, notably the US, some are still in a recession like Britain. Good news though: the majority of the companies in the S&P 500 have beaten analysts expectations!

US Comes out of the recession, how did the other countries fared?

<http://www.theglobeandmail.com/report-on-business/how-other-countries-have-fared/article1344176/>

84% of the S&P 500 companies have beaten expectations...

<http://www.theglobeandmail.com/report-on-business/companies-see-economy-picking-up/article1338478/>

Britain still in a recession...

<http://www.theglobeandmail.com/report-on-business/crash-and-recovery/britain-fails-to-exit-recession/article1335182/>

US Service index grows, first time in a year...

<http://www.theglobeandmail.com/report-on-business/evidence-mounts-of-us-rebound/article1312203/>

Housing market expands, position on interest rates are starting to be questioned...

<http://ca.news.finance.yahoo.com/s/07102009/2/biz-finance-house-market-bubble-bring-quick-end-low-interest.html>

Australia is yet another country that didn't see a recession! How many more are there...

<http://www.theglobeandmail.com/report-on-business/crash-and-recovery/smarts-and-luck-keep-australia-humming/article1315905/>

Employment data shows increase in September

<http://www.statcan.gc.ca/daily-quotidien/091009/dq091009a-eng.htm>

Google sees strong Q3.

<http://www.von.com/news/worst-of-the-recession-over-for-google.html>



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Amazon shares soars!

<http://www.theglobeandmail.com/report-on-business/amazon-profit-shares-soar/article1334470/>

## Hiring Process

Not defining success criteria is the number one hiring mistake. As a candidate, ask for the 3 success criteria, you will help the Hiring Manager understand your value to him!

<http://impacthiringsolutions.com/blog/2009/09/28/stop-letting-job-descriptions-miss-the-target/>

6 common mistakes of job seekers...

[http://hotjobs.yahoo.com/career-articles-6\\_reasons\\_they\\_didn\\_t\\_call\\_you\\_back-988](http://hotjobs.yahoo.com/career-articles-6_reasons_they_didn_t_call_you_back-988)

Resume mistakes...

<http://www.examiner.com/x-14933-SF-Job-Search-Examiner~y2009m10d1-Another-major-resume-mistake-you-could-be-making>

Connecting with your interviewer...

[http://www.myresumemanager.com/featured/connecting\\_with\\_your\\_interviewer.html](http://www.myresumemanager.com/featured/connecting_with_your_interviewer.html)

Cultural differences you should be aware of when networking...

<http://www.samdiener.com/2009/10/how-to-network-you-must-know-these-8-cultural-differences/>

The nine elements of trust, can you articulate these in your interview?

<http://thetrustambassador.com/2009/10/16/exploring-dimensions-of-trust/>

What to do when you have been looking for a long time!!!

<http://ca.finance.yahoo.com/personal-finance/article/forbes/1291/how-to-find-a-job-when-youve-been-looking-forever>

Behavioral interviewing tips...

<http://www.examiner.com/examiner/x-17951-St-Louis-Human-Resources-Examiner~y2009m9d7-Interviewing-isnt-the-same-anymore>

Great article on the 3 success criteria...

<http://impacthiringsolutions.com/careerblog/2009/10/26/stop-interviewing-with-your-eyes-closed/>

[Salary secrets your employer doesn't want you to know!](#)



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<http://hotjobs.yahoo.com/salary-articles-salary-secrets-your-employer-doesn-t-want-you-to-know-36>

What is a Case interview and how to ace it?

<http://kenrickchatman.com/how-to-ace-the-dreaded-case-interview/>

How to research a company before you interview?

<http://blogs.techrepublic.com.com/career/?p=1307&tag=rbxccntr1>

## Career

Across the board cuts, is this wise or signs of weak management?

<http://corporatedeathspiral.blogspot.com/2009/09/fallacy-of-across-board-cuts.html>

Have you been laid off twice in the last two years, you are not the only one and there is hope!

<http://online.wsj.com/article/SB10001424052748703298004574455233406283954.html>

Advise for the contractor!

<http://eagleceonews.blogspot.com/2009/10/advice-for-new-contractors.html>

## And the best Video(s) of the month!!!

Might be an old one, but it's still a good one!!! Les Brown

<http://bestmotivationalvideosonline.com/les-brown-motivational-speech-part-3-of-6/>

Interview setup...

<http://www.youtube.com/watch?v=HbJHkwhZCCM>