



It's Not About You, It's About Them: Job Search Today

C. Bruce Flanagan

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There is no real "silver bullet" to find a job. If there were, all you would need would be an order blank, and not a handbook.

The job search is about you, but the application of the job search is about them. Throughout this book, you will see the phrase "It is not about you, it is about them." You are a worthy person and should be doing a job that is your passion. However, that is not why companies and organizations hire people. People are hired because they have the skills that companies can use to either make a profit or complete their mission.

Whether profit, nonprofit, or government position, the skill the company needs and that you offer must match to be assured consideration for the job.

A job search is the hardest work for the poorest pay of any job you will ever do. If you are not spending as many hours in your job search as you spent doing your previous job, you will probably not find a job you will enjoy on the same level that you were accustomed to.

C. Bruce Flanagan is the lead consultant for LEJ Unlimited. After a career as a nation-leading salesman of custom media, he launched a consulting career for job seekers. He has 11 years of job search experience. He was president of Business and Profession Exchange (BPE), Central Indiana's leading networking group. With Bruce's leadership, BPE received publicity on multiple television stations, including a personal appearance by Bruce on Gerry Dick's television program, Inside Indiana Business. BPE was also the subject of a lead story in The Indianapolis Business Journal.

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