

# Career Jockey

Run your career hard so it doesn't run you!



A Networking Mentality to Get  
You Employed

[www.careerjockey.org](http://www.careerjockey.org)

Jorge Lázaró Díaz

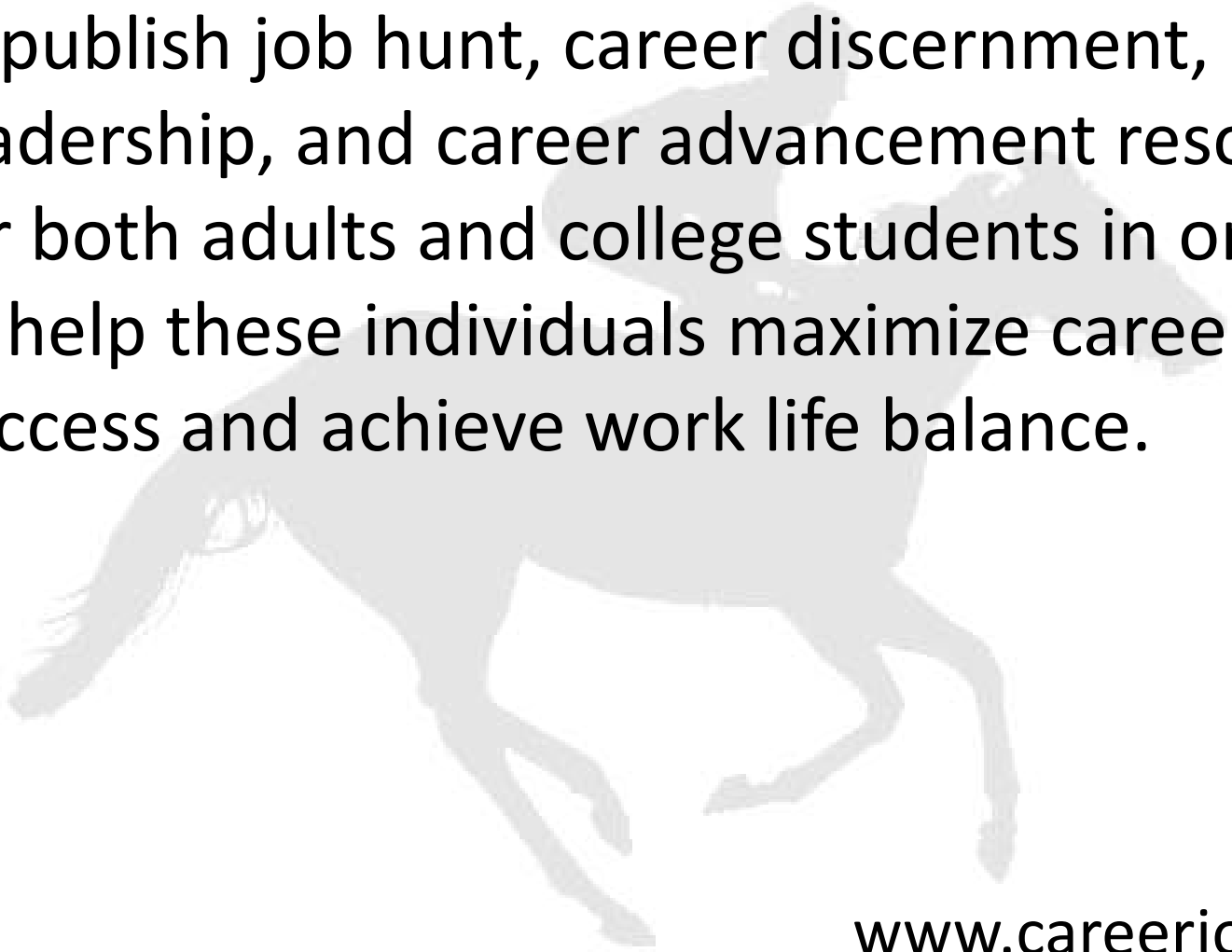
The Original Career Jockey

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# Career Jockey Mission

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To publish job hunt, career discernment, leadership, and career advancement resources for both adults and college students in order to help these individuals maximize career success and achieve work life balance.



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# Who is the Jorge Diaz guy?

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- Technology professional
- Experience working at IBM, Compaq/HP, KPMG Consulting, Bank of America
- Currently employed (and thankful)
- **Job seeker alumni**
- Back on Track Network board member
- Passionate about supporting the unemployed

# Ineffective Job Hunt Activities

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- Using the Internet - 4 to 10%
- Mailing out unsolicited resumes – 7%
- Answer ads in professional or trade journals-7%
- Answer local newspaper ads – 5 to 24%
- Employment agencies or search firms-5 to 28%

\*Based upon information from “What Color is Your Parachute”  
by Richard Nelson Bolles

# Job Hunt Activities That Work

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- Asking friends and family for job-leads-33%
- Knocking on doors of employers (cold call) – 47%
- Identify companies via phone book then calling for positions – 69%
- Job clubs then calling for positions – 84%
- Doing a life changing job hunt – 86%

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# Your Networking “Team”

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- They are not likely to know you personally
- They may not be familiar with your background and/or industry
- They are well intentioned, but typically do this haphazardly
- They are not necessarily highly motivated
- Examples from my wife’s job search

# Networking Essentials

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A clear, concise, memorable  
message



# Is Your Message Clear?

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- I'm looking for a job in hospitality
- I have an eclectic background
- I have a background in logistics and supply chain management. My role is typically located in procurement organizations
- University level business school adjunct professor

# Is Your Message Concise?

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- Accounts payable, accounts receivable, controller, operations manager, collections agent
- I have a really broad background from having run my own business for so many years



# Is Your Message Memorable?

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- Good Inexpensive Masseuse
- Mortgage Broker / Depressed / Frustrated
- Technology Leader / Org. Behavior Specialist / Security & Compliance Expert
- Techie (A Problem for me as a Networker)
- Customer Service Expert / Sales Professional / Problem Solver
- Communications & Marketing Major / Hard Working / Intern Candidate

# Resume Messaging

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## Resources

- [www.CareerJockey.org](http://www.CareerJockey.org)
- What Color is Your Parachute by Richard Nelson Bolles
- Breakthrough: The Hate My Job, Need a Life, Got Laid Off, Can't Get No Satisfaction Solution by Jeannette Kraar



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Run your career hard so it doesn't run you!

Worry looks around, sorry looks  
back, faith looks up.

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