

Things Aren't Always What They Seem

By Jerrold (Jerry) Clifford

There is a story about a man who is sitting in a bar just staring at his drink. He doesn't drink from it but keeps looking at it for quite a while. Finally, he is about to take a sip when a troublemaker grabs it and gulps it down. The patron stares at the brute and then starts to cry. This touches the brute who offers to buy the customer another drink whereupon the customer states, "No, it's not that. Everything has gone wrong today. First I oversleep and that caused me to be late for work. My boss is a stickler for timeliness and he fired me. I went out to my car to leave and I discovered it had been stolen. The police told me they might not be able to do anything and I had to catch a cab home. When I arrived home earlier than my wife expected, I found her in bed with another man. I left home and came to this bar. By then I was so depressed I decided to end my life but you barged in and drank my poison!"

Sometimes when looking for a job it can seem that everything you do just doesn't work out as you intend.

Looking for a job often means long hours of searching job boards, networking, following leads, and updating resumes. When you spend

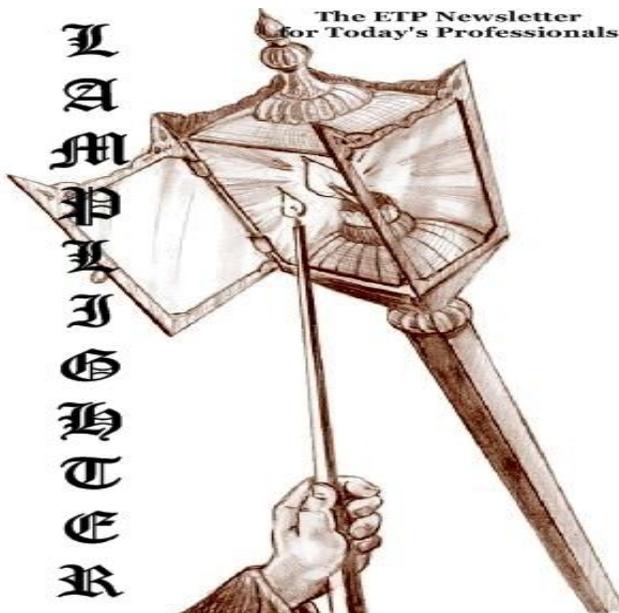
considerable time updating your job proposition (i.e. - a presentation of why you should be interviewed for the job) and completing on-line applications for a position, you expect the consideration of a reply even if it's just an acknowledgment of receipt. Often companies don't even acknowledge their receipt of your information. When they do it is in the form of a computer generated response with no indication that a person has even seen it. This can lead to extreme frustration.

Adding to the frustration is the sad fact that by the time you completed all that is required, you may have eliminated yourself from contention. Because companies sometimes receive so many applications for each listed job they sometimes institute a limit to how many resumes they will review. Once this limit is reached they tend not to look at the remainder unless no matches are found in the initial batch. Unless you manage to meet all the application requirements by their deadline (which you don't know) you are submitting to not just a black hole but to a bottomless pit.

Companies won't look at your resume for various reasons. Some include:

- They have a particular individual in mind
- They want someone who came from their organization
- They feel you will be outside their budget range
- They feel you have too much/too little experience
- They want particular certifications
- They only want someone from their industry

One way to determine issues you may have to address is to have an *advocate* in the company to which you are applying. The *advocate* can give you insight into: *the company's hiring process, challenges facing the hiring manager, that is, what he/she is looking for the candidate to address, and other information which can help you in presenting yourself, and any arising interviews.* In addition, companies will often favor a candidate suggested by one of their employees over "black hole" submissions. That gets you into the "review now" pile. And that means that the "poison" of rejection is more likely to be in someone else's glass NOT yours.



From the Editor's Desk

by: Aida A. Rodriguez

THE BLESSING THAT YOU NEVER ANTICIPATED

Some of us have been unemployed one time or another. How do we react to this predicament? We may look at it as a tragedy. We take pride in being able to provide for ourselves and our families, unemployment can remove that source of personal satisfaction.

OR

We can look at it as just a temporary setback that can be beneficial to our well-being.

We can look at it as a blessing in disguise if we consider that it . . .

- Allows us to spend more time to be close to our family.
- Makes us take stock of ourselves; thereby opening up new channels of career and/or education choices.

It gives us time to follow new career possibilities (whether you want to be an employee again or be an entrepreneur and open your own business). It can push us into a career field that better fit our skills. Education-wise, we might want to finish high school or go to college and become more marketable and thereby end up with a better paying job.



Sometimes an anticipated blessing is disguised to awaken us or nudge us from our complacency.

A Child's Whisper

Author Unknown

A child's love is like a whisper,
given in little ways we do not hear
but if you listen closely it will be very clear.

They often do not say it loud but in how they
come to you...

Daddy, will you play with me?
Mommy, tie my shoe?

...the many ways they tell you changes as they
grow

Dad, I made the team today!
Mom, I've Got to go!

Pop, I need some money
You see there's...this girl at school...
Mama, I met a boy today and wow he is so
cool...!

Dad, I've got something to tell you... I think
she is the one.

Mom, He asked me to marry him. Would you
love him as your son?



Dad, I've got some news for you...

It's gonna be a boy!

Mom, I'm kind of scared of this, yet I'm filled
with joy!

A child's love is like a whisper,
given in little ways we do not hear
but if you listen closely it will be very clear.

They often do not say it loud but in how they
come to you...

Grandpa, will you play with me?
Grandma, tie my shoe...

It is never ending
A blessing from above
Listen to the whispers of a child's love.

HAPPY VALENTINE'S DAY !!!



How To Cash in on Your Hidden Asset

By Rod Colón

I wish you and your family a wonderful and healthy Thanksgiving celebration this week.

Recently, I reviewed a timeworn book in my library, "[How to Have Confidence and Power in Dealing with People](#)" by Les Giblin. A required reading for the CEO of Me, Inc. - the following excerpt explains an important skill each CEO of Me, Inc. must embrace.

Every human being is a millionaire in human relations. The great tragedy is that too many of us hoard this wealth, or dole it out stingily. Or worse still, don't even realize we possess it. During World War II, when people were hungry for meat, and meat was scarce, the butcher became the most popular man in the community. Yet, every day of your life the people with whom you come into contact are hungry and thirsty for food that you could give them. One of the most universal hungers is the hunger to feel important, to have your personal worth as a human being confirmed by others, to be appreciated, to be noticed.

It is within your power to add to the feeling of personal worth of the other person. It is within your power to make him like himself a little better. It is within your power to make him feel appreciated and accepted. In short, you have the bread to feed this human hunger.

The first rule of all - and the easiest to apply - is simply to convince yourself once and for all that other people are important. Do this, and your own attitude gets across to the other fellow - even when you are not "trying." Moreover, it takes away the need for "gimmicks" and puts your human relations on a sincere basis. You can try rules and gimmicks until you are blue in the face, and they won't work for you, if you do them with your tongue in your cheek. You can't make the other fellow feel import in your presence if you secretly feel that he is a nobody.

The more we appreciate their mental life as something unique in nature, something more original and creative than the mere space-time-mass relations of matter, the more we are interested in them as individuals, and the

more we tend to respect them and consider their view points and feelings. Our interpersonal dealing are elevated to a level of mutual interest, of understanding, of fellowship. Men and Women who have the most influence with other people are men and women who believe other people are important.

Go forth and NETWORK ...

Knowing Your Core Skills, Core Values and Market Demand

By Rod Colón

Your competitive advantage is formed by understanding three distinct, shifting forces: your core skills, your core values, and the market demand for what you offer relative to competition. The best track has you following your core values, using your core skills, while navigating the market demand. As the CEO of Me, Inc. you need to have a clear understanding of each of these forces.

Core Skills are what you have right now. Before dreaming about the future or making plans, you need to articulate what you already have going for you as a business. You have two types of core skills. Soft skills are the intangible contributors to career success. Hard skills are what you'd typically list in your value proposition.

Core Values are the second consideration. They include your deepest wishes, ideas, goals, and vision of the future, regardless of the state of the external world. They include what is most important in your life.

Market Demand is the final part. Smart business owners know a service won't make money if customer don't want or need it, regardless of how slick its form and function.

Detach from the Black Hole

By Rod Colón

Learning to detach from the grip of The Black Hole is so essential. While The Black Hole is a no-brainer to use, that personal comfort level comes with a steep price tag: no acknowledgement of resumes and cover letters, no status updates via e-mail or phone calls, and no invitations for interviews ... just to name a few. And getting miserable results

Some Words From Rod

like that does nothing to support your Personal Board of Directors.

approach that's easy to use but lightweight on results or a methodology that requires me to work hard but produces consistently favorable results, I'll go with the more demanding option every time. Why? There's simply far too much at stake.

To get started and overcome the addictive force of The Black Hole and Black Hole-style thinking, I require all new members to commit wholeheartedly to the following paradigm:

Each individual will promote himself or herself to the position of CEO of ME, Inc. and make a conscious decision to run his or her own career as a business.

What's the benefit? By segmenting your job search into "branches" or "divisions" (e.g., Research & Development, Sales & Marketing, etc.) that correlate with a traditional corporate structure, you can train yourself to develop two key attributes that are missing from the Black Hole: personal accountability and workload distribution. Together they are an unbeatable combination compared to piling all tasks into one overstuffed filing cabinet in your brain — which often leads to chaos and the need to assign blame when the load becomes unmanageable.

This ME, Inc. paradigm is also the centerpiece for my 7-Step Job Search Methodology. The beauty of the program is that new members learn how to integrate their business divisions into a meaningful, end-to-end process that's sensible, manageable, and measurable; that's right — you can develop metrics that will tell you if you're making progress and help you pinpoint any disconnects.

Why Hackers Love LinkedIn

August 25, 2014 | by [Trevor Christensen](#)

I'm a penetration tester. My job is to try to breach my clients' systems in order to help them identify vulnerabilities in their IT security. In a nutshell, I try to find security gaps before the criminals do, so that my clients can shore up their defenses against hacker attacks.



I don't know about you, but if I'm in a job search and I have a choice between an

Someone recently asked me, "If you were a criminal hacker looking to exploit a company — inflicting the irreparable harm of a data breach — what's the first thing you would do?" My short and easy answer: scour LinkedIn. LinkedIn is a treasure trove of easily accessible personal information and company IT data. Unbeknownst to most of the employees who post their information on LinkedIn, any hacker looking to wreak havoc on a company's highly sensitive, business-critical data could find his or her point of entry using this ubiquitous business networking forum.

Why is LinkedIn So Attractive to Hackers?

Here's a look at LinkedIn through a hacker's eyes. Conducting a search for a specific organization on LinkedIn will turn up any number of professionals' profiles, some of which will include the person's business e-mail address. Once a hacker has seen a few e-mail addresses for the same company, he's learned the company's e-mail address structure (e.g. [firstname.lastname@companyname.com](#)) and can build an e-mail list of employees to target. In fact, hackers can successfully guess 50 to 60 percent of all employee email addresses using this method.

Next, the hacker will formulate a phishing or social engineering plan. Using his knowledge of your firm's IT platforms, his scheme could take the form of an e-mail that directs his unsuspecting victims to a webpage requiring them to enter their username and password credentials, for example.

The hacker will avoid including IT staffers on his distribution list, as that's too likely to raise red flags. But customer service, accounting, marketing, and human resources personnel make much more attractive targets. The hacker will create urgency and emotion with his request. And, finally, he'll send out his bait, hook his targets and voilà: he's gained a foothold, the first step to getting the access he needs to breach the network

and steal valuable credit-card, social-security or other data stores. A company's worst nightmare has just begun.

As a penetration tester, my best efforts result in me finding a vulnerability like this, and helping companies close this security gap before real hackers find their way through. The scariest part of this scenario is that any company with more than 100 employees is at risk for this kind of stealth attack from an ill-intentioned hacker who has made LinkedIn his or her best friend.

There's more at this link:

<http://blog.sungardas.com/2014/08/is-your-linkedin-profile-putting-your-company-at-risk/>

Social Media: So, What Is It for People in Transition?

By Alex Freund

There's no newspaper or magazine nowadays that does not devote some space to the fast-developing new phenomenon called social media. My explanation for this is very simple: Let's say you invite some people for a social gathering to take place in your house. Among the dozen or so you host will be some who are very knowledgeable about certain subjects, and some others, less so. That doesn't mean that those who aren't very knowledgeable will not contribute to the conversation. They will, but their content will be less factual or less valuable to the listeners.

Retrieved 2/6/2015 from:

<http://www.landingexpert.com/job-search-tips/social-media-so-what-is-it-for-people-in-transition/>

Your LinkedIn profile can be dangerous. I'll explain.

By Mark McPherson

I need to be self-aware.. Particularly, I need to pick up (quickly) when I find myself counting past achievements. When instead I should be focusing on "What am I creating today?" and "What will it contribute next week?"

Take LinkedIn for example. I'm a huge fan, it has been amazing with so many uses. But... It can be dangerous for my next achievement. I'll explain.

Several years ago we all jumped onboard, created profiles and connected with past and

present colleagues. Most of us took it a step further by adding some razzle-dazzle with an appealing profile pic, a punchy summary, big-name company logos, volunteering, 500+ connections and a ton of recommendations & endorsements. For most users, it has completely replaced the MS Word CV and the informal interview. Now, making your LinkedIn profile complete and attractive to potential employers and customer is smart thinking. But the risk is how you see it and how it affects you. How it impacts your attitude about yourself.. How it impacts your creativity & drive for what's next.

Keep reading:

<https://www.linkedin.com/pulse/yourlinkedin-profile-can-dangerous-ill-explain-mark-mcpherson>

10 Things To Make 2015 Your Best On LinkedIn

By James Potter January 12, 2015

The New Year kicked in last week, we all enjoyed the party, made the resolutions, and probably half of you have already broken them! Hence we thought we would give you a quick ten things that will make a huge difference to your LinkedIn.

Most common approaches to LinkedIn are driven by a tick mentality – done profile (tick), connect with people (tick) – get success from LinkedIn? Hmm.

Let's stop ticking boxes and start thinking about LinkedIn differently, it is just you as you are in real life when you go to meet a room of people you know, network, or attend a conference.

Read more at

<http://www.business2community.com/linkedin/10-things-make-2015-best-linkedin-01118310>

Twitter Job Search Accounts to Follow in 2015

Dec 18, 2014

Every second, on average, around 6,000 tweets are tweeted on Twitter, which corresponds to over 350,000 tweets sent per minute, 500 million tweets per day and around 200 billion tweets per year. - Internetlivestats.com

short tutorial which explains enough to get you started today. Click [here](#) for a short Twitter tutorial.

There's more:

<https://www.linkedin.com/pulse/twitter-job-search-accounts-graham>

Conducting a job search without twitter is like racing an airborne Boeing 747 with a '57 Mustang. Twitter allows free, instant access through all devices and powerful search and retrieval provides a wealth of useful employment search data from new job openings, employment news, career advice and support. If you are unfamiliar with Twitter, here is a very



Job Search Tips from the Pros

By Guest Blogger Paula Reuben Vieillet, President and Founder of Employment Options Inc.

When it comes to job hunting, it is often best to consult the professionals. Job and career counselors are certified specialists in their field and know from experience, with their own clientele, what works best and what does not. They also know the nuances of different stages of the job hunt and different industries.

Not everyone can afford a career counselor or has access to free job placement services.

Therefore, I asked my job counselors, who helped more than 400 people on Social Security Disability Insurance (SSDI) return to work last year, about their best suggestions for getting a job.

Every one of them began with **“Preparation is the key to success!”** So take these tips to bring out the best qualities you have to offer an employer!

Article continues:

<https://usodep.blogs.govdelivery.com/2015/01/06/job-search-tips-from-the-pros/>

“ The most reliable way to forecast the future is to try to understand the present. ”

- John Naisbitt

5 Things Hiring Managers Want From Job Seekers

How to impress (and how to annoy) potential employers.

By [Arnie Fertig](#) Dec. 16, 2014 | 10:42 a.m. EST

Has your job search only been met with frustration in 2014? Wouldn't it be great to [start the new year with a new job?](#)

Let's assume you have all the experience, knowledge and skills necessary for role you seek. You might think that's all that should be important. But then your applications get ignored, and the answers you *do* get amount to a pile of rejections. You might ask yourself: “What's wrong with this system?”

Step back, and use this season to get a better sense of the process in which you are engaged. Try looking at it from the vantage point of human resources screeners and hiring managers. When you forget your own frustrations and focus instead on how to make those of the hiring manager disappear, you'll turn your résumé and your presence into presents that every hiring manager will prize.

Keep reading here:

<http://money.usnews.com/money/blogs/outside-voices-careers/2014/12/16/5-things-hiring-managers-want-from-job-seekers>

Career Coach: Looking through the wrong end of the telescope

December 14, 2014 Last updated: Sunday, December 14, 2014, 1:21 AM

By ELI AMDUR SPECIAL TO NORTH JERSEY JOBS | Wire Service

Recently, I received this email. "As I've seen in the job-seeking groups I've attended, job-seekers are still having a difficult time finding work and individuals seeking employment tend to blame themselves for not being able to find work. They think there is something

wrong with themselves instead of the system. Unless they are told differently, your article [It wasn't an article, per se; it was a commentary I sent out in an email blast] could be viewed as confirmation that the individual is the problem. Could you conclude that the system is changing and that job seekers should have hope?"

This email also forwarded a particularly nasty email from an apparently bitter person who had seen my commentary and was railing on and on about my comments, saying I was blaming people for not finding work.

Well, let's do a couple of things right now. Let's set the record straight, have a clear, undistorted look at what's going on, and look realistically to the future.

My response:

See the response:

<http://www.northjersey.com/news/looking-through-the-wrong-end-of-the-telescope-1.1152833>

(Note: This may require registration; it's free, though).

Tips to Explain Why You Were Fired

How do I explain why I got fired in an interview? It's not always an easy question to answer for most jobseekers; in fact many of them allow the fear of answering this question to throw them off their job searching. We all know being fired can impact your daily life. There are ways to minimize the "fired" effect that you think might ruin your chances at a great position.

Read more: <http://www.net-temps.com/careerdev/crossroads/index.htm?op=view&id=5682#axzz3O6ea7hE5>

Ask the Receptionist These Questions While Waiting for Job Interview

By Thorin Klosowski

We all know that one of the keys to a successful job interview is to know a bit about the company's culture. To get a better view of that before the job interview, author Tim Hurson suggests asking the receptionist a few simple questions.

The time you spend sitting in the waiting room waiting for the interview is a great opportunity to gather up some intel. Hurson has a few questions to ask the receptionist to help you with that task:

See the questions here: <http://lifehacker.com/ask-the-receptionist-these-questions-while-waiting-for-1677574491>

(Posted in Hiring for Hope and our JobAngels Program LinkedIn group by Jerome Greene Senior Oracle Developer Analyst)



How Typos Can Kill Your Resume

By [Holly Bunn](#) Jan 27, 2015

You may have recently read opinions on whether resume typos or grammatical errors will disqualify you for a job. Some articles suggest that one or two errors are okay; other articles tell you just one error will kill your chances at landing the job. Did you know that **recruiters read your resume in 10 seconds or less?** Should your first impression be a typo or grammatical error? You may be letting them form a negative opinion about the quality of your work, your ethics, and overall skill set.

Consider the message you are sending when you submit a resume without proofreading it. You could be telling a potential employer that:

Keep reading (the graphic is hilarious):

<https://www.linkedin.com/pulse/how-typos-can-kill-your-resume-holly-bunn>

Lamplighter Contributors

Jerry Clifford



is a Project and Program Manager experienced with all aspects of software project development. As both employee and consultant he worked with some of the nation's premier companies including AT&T, Cisco Systems, and Merck. He holds a graduate degree in mathematics, earned certifications in project management and information systems auditing (CISA) and was elected to two terms as President of the EDP Auditors Association, New Jersey Chapter. He is the published author of several technical and non-technical books on topics ranging from computer math to car repair and carpentry.

Rod Colón — ETP Founder



Master Networker, Professional Development, Executive Coach, Speaker, Author
Weekly Co-Host of Radio Show "YOUR CAREER IS CALLING"

Rod Colón Consulting, LLC
732-367-5580

www.rodcolon.com

Rod is the author of the book [Win the Race for 21st Century Jobs](#)

Carl E. Reid, CSI — Executive Director



www.carlereid.com Chief Operations Officer | Running the Business of "ME"

Tel: 201-222-5390

Empowering Today's Professionals - www.ETPNetwork.org

Carl is Foreword Author in book [Win the Race for 21st Century Jobs](#)

Lamplighter Staff



Barbara Daisak



Adelaida A. Rodriguez, PMP



Eric Nilsson

Lamplighter Survey

As you can see, a number of changes have been made to Lamplighter to make reading easier and more enjoyable. The articles have been crafted to be both light-hearted and informative, and navigation through Lamplighter has been made less clunky.

Please take a moment to answer the four Survey questions by clicking this link:

[Lamplighter Survey](#)