

## **Career Rx**

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### **2010 Relationships and Tools**

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For many of us, 2009 was a year of changes – some good and some challenging. Some of us had to make major shifts in our budgets due to job loss. As we enter 2010, we need to reflect on what worked for us and what did not. I do not think in terms of resolutions but rather continuous improvement for myself and the world around me. How can I make a difference?

Making a difference can be as simple as helping a stranger such as holding the door for someone, lending a ear to a friend, working on a cause you believe in, trying to influence others with positive change, or creating a new useful product. It all boils down to character and who you are, what others can count on you for and what you can deliver.

When I reflect over the years of career guidance I have given, the biggest change is in the tool set used to engage and connect. As we have become more global in conducting business, the use of technology, email, instant messaging and social media, has become an important tool in conveying your message. Knowing your message and ensuring the meaning behind it is clearly communicated is critical for your success.

Think about when you are searching for a new job. What is your presence? When someone searches your name – what appears? Who are you electronically? What does your profile say? What are you know for? What do you want others to know about you? Those in your community will know you for the actions you take and activities you are involved in. Think of the companies outside your immediate community, how can they get to know you? This is your opportunity to use social media to your advantage. How one conveys their message is stylistic. Do you blog, publish articles, engage in a cause, offer webinars or YouTube videos, just to name a few. Social media is an excellent tool to pitch your message. The message is only believable when there is substance behind it. How are you connecting with

friends, colleagues and customers to building and cultivate the relationships. It comes down to trust. Relationships are built on trust.

As we engage one another in 2010, let's focus on the relationships. Recently, I watched the movie, "Up in the Air". I found myself thinking about the human aspect that George Clooney believes to be part of his character versus that of Anna Kendrick. Both actors are affected eventually by the human component but how they become sensitized varies. Clooney is the man who's able to deliver the termination message smoothly and does not feel the recipient's pain because he remains emotionally distant. Kendrick, on the other hand, feels the terminated employee's pain only when she witnesses their emotions first hand. The key to their emotional growth is the interconnection with other people.

As you enter 2010, make this year a rewarding one for yourself. Review the successes and challenges you have experienced and look for the opportunities for continuous improvement for yourself and the world around you. Try to make a difference each and every day!

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*Lisa's extensive human resources and coaching experience with Fortune 500 companies, small enterprises, medium-sized firms, and non-profit organizations gives her the unique ability to bring together wide-ranging perspectives on career transitions, executive and leadership development. She has consulted with a wide variety of sectors — consumer goods, financial services, healthcare, media and entertainment, pharmaceutical and life sciences, publishing, professional services, technology, and non-profit. Lisa has a passion for motivational speaking, conducts career forums, and provides executive and career coaching.*

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