

Career Rx

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Getting Your Message Communicated

Today's job search process requires the use of technology. Technology is only a tool - do not let it replace meeting and networking in person or over the phone. All the methods of communications provide an opportunity to market yourself. This can be overwhelming unless you have a strategy. The use of technology may include searching opportunities, applying online, creating your online presence and networking to find contacts at your targeted companies. How important is your online presence? According to [SocialSteve](#) "One thing is perfectly clear. There are NO social media experts! It is impossible. The social media industry is young and evolving."

The power of social media and the importance it plays in communicating your message is critical in most career choices. How much you choose to engage social media will depend on your comfort level. When you begin to experiment with social media, begin with the settings options. One of the first settings to edit is turning off "notify when making changes" so you can experiment freely without informing your network connections of every minor change that you make. Consider your privacy settings and what your goal is for a particular social network site and choose appropriately. If you want to see what others will see about yourself, Google your name and see what comes up. You may be surprised to see how much or how little there is available about you. How much you want to engage in social media is totally up to you.

Communicating your message, whether written in an electronic form (email, Tweet, IM) or verbally (in person, over the phone, video) is important. It is crucial to know your message and clearly articulate it to a buyer of your services, whether for employment, consulting or build relationships for the future. Make sure your message has reflects your personal style. Humanize it to distinguish yourself. I am not referring to glitz or hype, but rather tell your message and not somebody else's. Open a conversation and engage in a dialogue to make it interactive if appropriate.

Try something new. Newness can elicit a sense of uncertainty, nervousness, and even fear in the best of us. Pushing ourselves to try and overcome these feelings enable us to continue to reach new opportunities. The journey is all about learning about yourself and your capabilities. Think about how people come together during a crisis and rise to the occasion. Prior Career Rx articles have talked about Resilience, Endurance and Collective Synergies. Think about the Chilean mine workers who managed to maintain their perspective and stay alive under extraordinary conditions. We are all capable of rising to the occasion, if we allow ourselves. Afterwards, there is relief, a sense of accomplishment and sometimes celebration.

Being resilience, having endurance and being part of collective synergies involves being a continuous student of life. Never stop learning or wondering about the possibilities that life holds. If you feel overwhelmed, seek support from appropriate professionals and share knowledge with your family and friends. Create a learning environment where sharing is valued. Join a collective group brings you energy. This way, others have will look out for your back while you look out for theirs.

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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

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Lisa's greatest strength is that she enables individuals and organizations to see themselves in new ways, freeing them to achieve their goals. Lisa can be reached at Lisa@ChenofskySinger.com.