

Career Rx

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Remix or Change

This is the time of year to reflect on what we have and value. Many of us have family and friends that are there for us through the good times and the not-so-good times. A tradition around my Thanksgiving table has been to share what we are thankful for. Regardless of what is going on in your life, there is always something to reflect on with gratitude.

As many are in transition entering this holiday season, it is important to think about your job search. It is the time to reflect on what strategies appear to be working and what needs to change. It is an opportune time to make some changes and bring new energy into your search.

Compare this with cooking. Some recipes are tried and true. Every year you and your guests look forward to one favorite dish. This recipe is worth keeping as long as you and your guests enjoy the dish. When you notice that the food is not touched, or barely picked at, it may be time to change the recipe.

Changing a recipe may take some trial and error. Does it need minor tweaking or an overhaul of the ingredients? Sometimes changing or adding a spice can give a recipe a whole new flavor. Other times, it requires going back to the drawing board and figuring out what purpose this dish will serve. Is it an appetizer, side dish, main entrée or dessert? Determining where this fits in is important.

For instance, does the recipe need to entice your guests' appetites them to crave more? If yes, then it becomes an appetizer or a teaser in preparation for the main course. As a side dish, it plays a supporting role to another dish. As a main course, it needs to be bold and appealing to all present. And as a dessert, it needs to have that finishing touch!

Once you determine the role you enjoy playing in your career, structure your job search accordingly. Ensure your resume and online presence provides the correct message. The key is pitching to the correct target audience. Clean up your marketing pitch (a.k.a. elevator pitch). There are times when you may need to spice it up to get noticed.

Spicing it up may mean creating more of an online presence or modifying some of your networking activities to introduce new venues to explore within your targeted market and your interests. Changing the recipe entirely may require additional effort such as schooling or certification training. Engaging in informational interviews can help determine if this is something you truly want. When a chef tries a new recipe, s/he typically generates many variations on the recipe and samples it with friends before introducing formally.

When in transition, it is critical to maintain a positive outlook and be resilient. To achieve renewed energy in your search, consider reviewing your strategy, or in cooking, review the ingredients. Determine if remixing or adding ingredients are needed to generate a new offering. Most great inventions were discovered accidentally during experimentation. If something is not working for you, change it!

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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

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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.