

HOW TO GET A JOB

PART 9

By Mark Brownley

The Mohammad Strategy

Checklist

1. Human beings are excellent predators. We notice when things change – or move. Especially when the scenery remains still. You need to capitalise on this. Anything you can do or demonstrate that causes the people that can offer you a job - or a compelling career opportunity - to stand up and take notice will make you stand out from the crowd.
2. Perform a skills and life audit; with a difference this time. Identify those things or achievements that make you different from everyone else. An engineering degree makes you the same as a LOT of people. Keep going. If you've swum the English Channel, note it. Churchill Fellowship or University Medal? Tell others. Private pilot's licence? Be proud of it. Blogger? Highlight it. Absolutely anything that you can claim ownership of will put you in front of your competition.
3. There's an old saying, "If you do what most people do, you finish up like most people." Don't. Do more than most people and more will follow. Study the habits of job seekers around you and add something to it, a bit more spice. If they get rejected by an employer and you do too, ask for feedback or, even better, ask to meet with the recruiters to learn where you can improve. Most people won't. You're not most people.
4. Rightly or wrongly, people with public profiles get noticed and life opportunities come their way. Fact. So, develop a public profile. Get involved with your community, university, professional association early on. Go online and participate in public debate. Representing your country at the United Nations is good but, really, as long as a Google-search throws up a few choice hits, you're ahead of most.
5. Dress for success. This is an easy and often overlooked strategy. Stylish, contemporary and never ill-fitting! And if you want one piece of advice. Shoes. Get them right. Then make sure they're polished. Be a style icon of the profession. It doesn't have to be expensive; it does have to be stylish.
6. Don't overlook the nuclear option! It's a viable strategy. Mohammed took to the streets and financial district of London holding a sign that said "Came as a refugee, just graduated from UCL in ROCKET SCIENCE. Looking for a career in Finance. Ask for CV." Read it here <https://www.euronews.com/2018/08/16/refugee-rocket-scientist-takes-job-hunt-to-london-s-streets-the-cube> Off-the-wall, out-of-the-box, completely random. And effective. We love it!
7. You can learn a lot from the TV-series Survivor. Outwit. Outplay. Outlast. If they're smart, make

yourself smarter. If they play hard, play harder. If they go the distance, go longer. Read Malcolm Gladwell Outliers and the story of Joe Flom. Make Joe Flom's story yours.

8. Sadly, the things you expect to build a great career on will not be enough. Intelligence, a degree from a good university, ambition, dreams. Necessary but not sufficient. Don't count on them. You need more weapons in your arsenal. Ask employers what they value over and above your degree and experience.
9. Travel and globalise your thinking. A young mind affected by the world has value. The world stretches you in three dimensions. Your attractiveness as an employment proposition – or your market value – is often a function of the cities you travel to and the number of jobs you have in them. $V(\$) = C \times J$. Know what we're saying..?
10. The great American General George S Patton III, who commanded the Third Army in the Second World War, used to practice his scowl in front of the mirror. Confected, maybe, but it was his trademark. Together with an ivory-handled pistol. It doesn't matter what your "thing" is. Just have a thing. It makes you different. It's about the X-factor. It's hard to describe but we all know it when we see it, right?

STILL HAVE MORE QUESTIONS?

Just email us at tellus@myengineerexchange.com and we'll get right back to you.

