

Harrington & Reed CEO, D. Christopher Jenkins, Chosen to Write Jobseeking Technology Feature Article

D. Christopher Jenkins, a regular weekly career columnist for the Las Vegas Review-Journal was selected to write a full-page feature article on major technological breakthroughs in management-level jobseeking. Contact cjenkins@harringtonreed.com

Feb. 6, 2009 - [PRLog](#) -- The Revolution in Job-Seeking Effectiveness: From Last-Century Resume to “Digital Dossier”

By D. Christopher Jenkins Las Vegas Review-Journal January 18,2009

If you are looking for a new career position, this may well be the most important article you will read this year. The coming months will represent a significant challenge for all job-seekers, and what follows will make you more aware of the most current technologies and tools to help you succeed against some pretty tall odds. Using a resume alone may not get you the position you want in 2009.

Over the last two years, a dramatic shift has begun in how Internet-savvy job-seekers are creating a broader awareness of themselves and making potential employers want to hire them. No longer is the candidate armed only with a resume, and no longer is he or she limited to sending it to company web sites or through Monster.com, Careerbuilder.com, or similar sites. The “resume only” era which dominated the last century is coming to a close.

The New Age of the “digital dossier” is dawning, and wise candidates are rapidly embracing the concept. Rather than relying on a single document listing their previous jobs (basically a “career obituary”) today’s candidates can assemble an array of online documents and strong impressions to create demand for themselves - making job-seeking easier, faster, and more productive.

If you want to land a top position sooner, read on. But, if you’re in no hurry for a new job, stop reading right now and just redraft and resubmit your resume...again...and again.

It is critical for you to understand that a quantum improvement is underway in candidate visibility and screening speed that is comparable to the 1950’s transportation shift from trains to airplanes. I don’t care how streamlined the engine is (resume font, layout, margins, etc.), or how much you polish the tracks (email it vs. mail it), a train (resume) won’t get you across the country in four hours (get you hired quickly). You need to jump on a plane (develop an online digital dossier) if you want to reach your ideal career destination sooner...and well ahead of the pack.

Granted, not everyone will shift from the old “resume trains” to the new “digital dossier planes” overnight, but those who do are landing good positions much faster than their competitors. We’re seeing it happen again and again, and the success stories are nothing short of astounding.

Have you ever had the CEO of a major firm call you on the phone for a personal discussion after you’ve submitted your resume to the “Careers” tab on his company web site? ...I didn’t think so.

But the digital dossier approach is causing exactly that to happen – and not just once but multiple times per candidate. The hiring execs are calling you!

Here’s a typical example I’ll share with you:

A sharp young guy of 38 had moved here from Miami, and was looking for a position in urban planning. He was nice-looking, bright, professional, and well-educated. He had sent out several resumes in response to positions he had seen advertised, and he was getting frustrated. Firms he wanted to work for simply weren't responding to his resume. After all, it was just a boring list of the places he used to work with unverified bullet-point achievements...a piece of paper just like yours, which wound up buried in a stack of 500 others in an H.R. person's office or 199th down in their email inbox. He even suspected that his Hispanic surname might be slowing things down. What to do?

Instead of continuing to "ride the resume train", he took a more creative route. I worked with him to produce a three-minute online video intro. I interviewed him on camera, and he responded brightly to a few questions designed to clearly reveal his grooming, professional bearing, intelligence, command of the language, likeability, and 50 other attributes you can't put on paper...the very attributes that get you hired over others into top jobs. He spoke convincingly about his significant accomplishments and the value he could bring to an organization.

Within a month of distributing DVD's of that brief intro video and emailing the link to it online, he got four calls and received two great offers. He is now a key executive at Nevada Energy, but he continues to get job offers even while he's not looking. His digital dossier is doing the work for him online. He took a "jet plane" over the heads of his competition and quickly arrived at his desired destination...a lucrative new job!

Since the word "dossier" implies a bundle of documents about you versus just one (the time-worn resume), you are probably wondering what other exciting and dynamic components you can and should include.

But first, let's think about TIME – the time and effort it takes to make an impression on a hiring executive that's strong enough for him or her to want to hire you. That's really what it's all about...creating an awareness of your availability and skills...and then impressing the right people.

Consider the fruitless and time-consuming traditional approach: Design a resume, look for openings, send in the resume, wait for an appointment, meet the H.R. clerks, tell them what kind of a car you would be if you were a car, go home and wait, and do the same thing all over again tomorrow, and the next day, and the next. You're pretty typical if it takes you two or three months to even get face-to-face with a decision-maker who could actually hire you. Time is a jobseeker's biggest enemy, because time is money, and you're losing too much of it by staying unemployed.

You need a strategy that puts time and other powerful advantages on your side, and today's new Internet tools, if intelligently and pro-actively used, can help you get faster visibility with the hiring execs and make a stronger impression when you do. The mass communication leverage the Internet offers, especially with an impressive intro video, is like having your own TV commercial running 24/7, making thousands of strong impressions.

I recently checked, and the intro video of one candidate had made its way onto 17 different career-related sites, giving her an ever-expanding professional visibility and ensuring that demand for her will continue to grow. She got called recently by the CEO of a local advertising agency who had seen her video online. She may never have to look for a job again, because jobs are now looking for her!

Even Barack Obama recently revealed that he used multiple intro videos on YouTube to impress voters during the campaign. McCain didn't...and you see who got the job.

Sound exciting? Well, you now have access to that same technology to promote yourself to a broad

audience and enjoy the same success. The days are gone when you are limited to one 8½ x 11 piece of paper to tell your story.

And what does YouTube charge you to broadcast yourself professionally to every hiring executive in the world? Nothing! The airtime is FREE! So why aren't you taking advantage of it?

Much of the value of using the digital dossier approach with all of its various components is that you can be more subtle about creating your value-based profile and perception, allowing the hiring execs to form favorable impressions of you without your having to list your best attributes on paper.

The mere fact that you are savvy enough to create an online presence says many positive things about you which you don't need to say about yourself. Get it? Let your audience infer your obvious value.

If you haven't already created an online profile on one of the sites which electronically links you to other professionals, you are missing out on a very powerful career tool. The leading site for this right now is LinkedIn.com. These sites basically add the power of the Internet to the "who you know" factor. No individual or group of individuals can give you the referral power and leverage that sites such as LinkedIn easily provide.

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