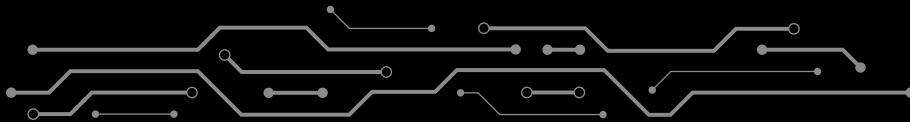


CAREER MAXIMS

VOL. 1

BY
TRENT RHODES



INTRODUCTION

“If you are building a house and a nail breaks, do you stop building or do you change the nail?” - Somali Proverb

“Drive thy Business, or it will drive thee.” - Poor Richard’s Almanack

Today’s physicists and the ancient philosopher-scientists explain in different ways how energy is never destroyed, only transformed. Its state changes from one combination into another. Some may place that skill in the realm of chemistry. Others in alchemy. It all points to a potent, practical skill for resourcefulness.

Nothing goes to waste because every source is re-sourced.

This same skill applies to professional and personal life. Experiences we take for granted can have value if sought for. That value can reveal abilities, gifts and potentials: all sources that can be transformed, or become transferable from one environment to another.

There’s an interoperability of experiences and expression that can help a professional see the empowerment in all things.

From our personal hobbies arise useful skills for the workplace.

From victorious and challenging experiences in organizational life, we develop certain skills that can be honed for personal pursuits.

Career Maxims Vol. 1 is an example of this re-sourcing. I wrote these 68 maxims originally as LinkedIn collaborative article contributions. The platform presents questions and invites people to share knowledge on subjects. The articles are separated by sub-topic so professionals can focus on a specific niche in the main topic.

With a 750-character limit, contributors are challenged to provide ideas with precision. I like the approach not as a dominant writing style, but for the structure that doesn’t support ego-based monologues or self-congratulations. There simply isn’t enough writing space for it.

The reader who scans these collaborative articles can absorb concepts and methods with efficiency. Those full of fluff will be passed by while the substance stands out.

As a writer and career coach, I saw how the collaborative article approach greatly benefited LinkedIn. It’s a space where the company can accumulate a mass amount of thought leadership. What it does with those ideas aside from openly share with the LinkedIn community, who is to say at this stage. But there is also a benefit to the resourceful writer who leaves no writing to waste.

INTRODUCTION

But there is also a benefit to the resourceful writer who leaves no writing to waste.

Every piece of writing on a platform like LinkedIn should be saved so it can be:

- Reviewed for posterity. An article, post, comment, collaborative contribution: it's your writing. Why let it live only on someone else's platform?
- Augmented when desired. That means expanded, cropped, combined, rewritten at your leisure elsewhere. You're the writer. You own it.
- Evolved. The writing can become an audio file, a script, discussion points in a video, a fuller-length article, a snippet in a book chapter or become its foundation.

The theme in these options is ownership. For anyone in doubt about their LinkedIn publishing ownership, refer to the [publishing platform guidelines here](#).

Publishing platform guidelines

Last updated: 1 year ago

LinkedIn's Publishing Platform is an ideal forum to develop and strengthen your professional identity by sharing your knowledge and expertise in your job. It will be tied to your professional profile. Here are some guidelines to consider as you use the publishing platform:

- Content published on LinkedIn's publishing platform remains your work. You own the rights to any original articles you publish.
- You can request the **deletion of your content** from our platform at any time.
- LinkedIn can distribute your content, annotate your content (e.g., to highlight that your views may not be the views of LinkedIn), and sell advertising on pages where your content appears.
- Expect that your articles will be publicly available and can be shared.

In these maxims, you'll receive a range of guidance. Practical steps to take with a challenge to raise the level of your thinking about careers, jobs and how mental prowess influences it all. Absent sensationalism.

Early-career or senior in your realms, may this work provide that additional edge for your next steps.

To Your Prosperity,

Trent Rhodes

1 - PROFESSIONAL NETWORKING PERSPECTIVE

A quality that removes the transactional nature of career relationships is **generosity without expecting something in return.**

Give, share, ask questions, be curious. To invest in these activities without assuming someone has to give back in the exact same way will eliminate the sense of disappointment that can grow from thinking transactionally.

With a lighter heart, you can interact with people with genuine interest, which can also produce worthy outcomes.

2 - SOCIAL MEDIA & THE JOB FAIR ELEVATOR PITCH

Practice recording yourself. Then take it a step further:

Once you're comfortable with the pitch recording, create a file and upload it to YouTube or Vimeo. Save it as a private link. Put that link on your resume in the contact info section. Add it to your LinkedIn profile.

When you attend the fair and meet contacts of interest, collect their business cards or contact info somehow. When you reach out to them, make sure to include the pitch link. This can give them visual remembrance of who you are along with any formal documents.

If you want to go another step further, if you know the companies of interest ahead of time, you can custom record pitches for them, save as private links and share as needed.

3 - FOLLOW-UP STRATEGY: INTERESTED IN MULTIPLE JOB FAIR POSITIONS

Don't be bashful about this. If you acquired contact information and the phone number was part of it, use it to the fullest extent. In today's world candidates tend to be phone call-avoidant, preferring digital exchange.

In a busy job fair environment where you're less likely to be memorable, a phone call, using the very info they gave you would be a direct channel to re-engage.

If you're successful reaching the contact, prepare to remind them how you met and obtained their info. Explain your interest in whatever opportunity was available and ask for an opportunity to set up an interview.

4 - TEAM COMMUNICATION SUFFERING DUE TO CONFLICT

Recognize all communication is information, even more essential during conflict. Like a fever is a signal the body is fighting dis-ease, conflict signals something is off with the team and needs attention.

Before leaping into a decision, the leader can improve clarity by obtaining information.

Have your team meetings, use 1-1 time to further understand. Make them priorities. The longer the conflict, the longer your team's attention is focused elsewhere.

Ignoring or invalidating the information being shared, disagreeable or not leads to a leader's demise.

Conflict can be a test of a team's collective trust and way to strengthen the group's rapport. If successful working through it, all members can benefit from refined resolution skills.

5 - SHOWING WORK PASSION WITH PERSONAL BRANDING

A way to communicate this beyond words is to make something.

Without some form of creation to serve on your behalf, the passion you have remains conceptual for your receiver.

MVP, passion project, artifact, many names for this creation that's to provide people with a window into your skills and talents and the ikigai embodied in it.

The artifact should come with some explanation of why you made it, how it serves, who it's for and its meaning to you. At this level, you don't need social media but can use it to share the project.

Everyone who's ever worked in some capacity, paid or not can harness a project to accomplish this.



6 - TOOLS TO BUILD YOUR PROFESSIONAL NETWORK

While you consider tools, ponder on this: methodology without skill development can create self-inflicted stagnation. The tools available are valuable, but you also need to focus on developing genuine, solid communication skills. No hacks allowed.

Relational skills. Empathy. How to read the room. An authentic interest in people and customs. Improving your diction, voice tone and engagement. Conversational acumen. How to banter and spark rapport. Curiosity, asking inspiring questions. Connecting with people beyond the superficial.

Recommended reading to develop these skills:

"The Power of Nunchi" by Euny Hong

"Influence is Your Superpower" by Zoe Chance

"The Greatest Salesman in the World" by Og Mandino

"Power of Ignored Skills" by Manoj Tripathi

"The Prosperity Bible"

7 - MAKING A POSITIVE FIRST IMPRESSION ON THE JOB SEARCH

Thorough interview preparation won't account for every potential question you could face, so I advise considering some meta principles to handle any scenario:

- **Become comfortable with silence.** If you're given a question and unsure of the answer right away, it's fine to take a moment to think about it, "That's a great question. Let me have a moment to consider this." Think about it, in a composed manner, then give your response. This presents two abilities: agile thinking and calmness under pressure.
- **Discern the difference between a data-oriented question and one best for story.** Data: "How many years did you work in the industry?" Story: "What part of your work did you most enjoy?"

8 - NETWORKING WITH COLLEAGUES IN DIFFERENT DEPARTMENTS

Recommendation I tend to have, especially for new staff, is to actively set up coffee / tea chats.

Some organizations might have a system where these meet-and-greets are culturally embedded, but generally it's the staffer's responsibility to discover their peers, make contact and set up the meeting. Don't just wait for supervisors to coordinate.

Check organizational charts, surf the comm channels, be observant in your interdepartmental meetings, DM the coworkers. Use Email.

At this stage you're not out to take from people but to just be curious about who they are, their work, how what they do relates to your own and the end-product / service. Do this enough and you assemble quite the company network for all types of info sharing and support.

9 - BEST WAYS TO USE WRITTEN COMMUNICATION IN THE WORKPLACE

Invest time to develop your written communication range, the many ways you can apply the skill. Even if you don't consider yourself a formal writer, it expands the territory you can influence - informing, persuading, curating, analyzing.

Some examples where superior written communication can make a difference:

- Emails
- Reports
- Asynchronous communication in messengers
- Explainer content like slide decks
- Resolving conflicts
- Documenting processes
- Clarifying plans
- Energizing a team
- Framing potent questions
- Setting up meetings
- Introductions in written form [chat platforms, social media, etc.]
- Healthy debate
- Advocating for an idea or person
- Collective brainstorming

10 - STRUGGLING TO EVALUATE PROBLEM-SOLVING SKILLS

Problem-solving abilities can enhance by practicing how to see problems as **exercises**.

Problems = Exercises

Somewhere along the life journey we're taught that problems are only negative. We're supposed to be ashamed of any problem. Reprimanded for it. Children are shown this by being chastised when making mistakes without being educated on how to use the appropriate skills. This state produces stress and the eventual confidence-destroying attitude that inhibits solution discovery.

If viewed as an opportunity to exercise skills, we shift from stress to motivational energy, potentially excitement, even ambition as we harness abilities to find solutions.

When we solve and learn what we're made of, our drive to solve more strengthens.

11 - COMMON BIAS THAT CAN HINDER PROBLEM SOLVING

Excessive specialization can shut out potential solutions.

There may be times when a problem requires perspectives beyond the field you're in. Seek beyond it. Be willing to explore topics that may appear unrelated; this is where you can arrive at a useful insight combining concepts.

This is common in schools where subjects are taught in silos; since the teachers may not talk to each other about their activities or exchange knowledge, you learn from each as if they're the only subjects existing with all of the answers.

It's up to the learner to fuse ideas so they coexist in a tapestry. Your solutions might exist in the space between domains.

The experience may seem messy, disparate at first. The ambiguity gradually brings clarity when recognizing patterns and sifting between useful knowledge and what can be set aside.

12 - WAYS TO PREPARE FOR A JOB INTERVIEW FOR A PROBLEM-SOLVING ROLE

Considering the skill involved, your interviewer will likely ask you scenario-based questions to learn how you approach problems and receive ambiguity.

Two areas to be distinct:

1 - **Prepare to discuss your overall philosophy about problems.** If you don't have one, now's the time to think about it. Explain how problems are valuable to you, how they help to exercise skill development and learning. Let them know you have a conscious relationship with the nature of problems and what it may take to solve them.

2 - **Have case studies prepared you can either discuss during that interview and / or share with the interviewer at some point.** These artifacts can signal the many ways you've been exposed to problems and analysis skills applied.

13 - SEEKING FEEDBACK AND SUPPORT FROM MENTORS, COACHES, AND PEERS IN YOUR JOB SEARCH

If you intend to retain this coach / mentor relationship, it's helpful to reconnect with your guide regularly to discuss feedback. Invite a schedule to have consistent chats. Then put the information to use.

What did you think of the outcomes?

What would you do differently?

How was their guidance beneficial?

Someone who shares their energy and time to support you in this way will likely be curious if:

1: You actually applied what they provided or set it aside and:

2: If it actually served you the way you needed.

Knowing that you made progress can strengthen gratitude for the mentor who sees you advance, and for you who advanced.

14 - REIGNITE MOTIVATION AFTER FEELING JOB SEARCH BURN OUT

Consider taking a strategic break.

This form lets your system separate from actively working on job search actions while the subconscious is free to integrate new ideas without restraint.

It's the classic lightbulb moment in the shower; while it seemed like you weren't working you really were just in a limitless way. More free-flowing and creative.

Common resistance towards breaks is emotional, attachment-based. Assumption is breaks waste time from job searching. But if you commit to breaks knowing how your system works, you can enjoy the pleasure of rest and recreational activities **and** focus elsewhere with insights growing under the surface.

Check out the book title "Rest" for research on rest.

15 - WORKING WITH SUPERVISOR CRITICISM

Stay calm.

Constructive and professional? Your boss's intention is to help you. If you expected the feedback in a scheduled meeting, this should be easier to experience with composure. You know it's coming.

You also need to remain stable when it's unexpected, outside of a preplanned meeting. It could be a private chat but impromptu.

Conscious breathing is one of the most accessible techniques you can apply to develop impenetrable equanimity.

Deep breaths from the abdomen activate the nervous system and charge up the prefrontal cortex, which powers your self-control and future-oriented outlooks. Also makes you more receptive to the information shared.

With a clear mind, composure and connection to your boss's intentions, you'll be fine.

16 - WHEN TIME MANAGEMENT SKILLS HINDER TASK PRIORITIZATION

Review personal habits.

Once you've assessed existing habits, especially those you want to remove, acknowledge it will take some time.

Habits are ingrained by doing or thinking them so frequently they become second-nature. Action and thought, when committed to consistently embed like programs. They run automatically. To expect them to disappear instantly would be unrealistic.

A way to change these habits is to exchange them.

Replace the unwanted habit with a wanted.

One day at a time.

Consistently.

If you're prone to procrastination for example, the solution is to take a small action without hesitation.

Just once a day. But consistently.

17 - WHEN EMPLOYERS DON'T PROVIDE JOB APPLICATION FEEDBACK

Internal reflection is necessary considering most employers won't provide individual feedback.

Many reasons for this: avoiding liability and the sheer number of applicants in interviews needing it.

When it happens though, embrace. When it doesn't, the candidate needs to mentally return to each interview element.

Use pen & paper. During interviews, write down notes, keywords. Let them see you do it. Signals engagement.

In a performance-based session, turn up meta-cognition: be aware of what you're doing & thinking while doing & thinking it.

Practice recreating experiences to identify clues for what went well or didn't. Make a pro vs. con diagram.

When it's out of your head and on an external medium, you can review more objectively.

18 - ACTION IF YOUR ONLINE PROFESSIONAL PRESENCE IS LACKING

Consider “content creation.” This is the current mainstream term to describe multiple media forms like writing, video, audio and marketing materials. Each of these can serve strengthening professional presence online.

Each creation acts as a branch that receivers can recognize and hold onto or climb when interested. The branches lead back to the root tree, which is you the creator.

Creating is a way to extend yourself beyond the individual so others can learn more about what you do and eventually who you are. Every creation, digital or analog represents some aspect of us.

If you think you're not already a content creator, just Google yourself and see what people can discover. Those links you might've forgotten about are also branches.

Professional creation is an opportunity to be deliberate about this process. You can choose what to create and where to present it. If people are receptive to what you create, they will inevitably find you.

19 - WAY TO SHOW YOUR CAPACITY FOR MORE DUTIES AND DIFFICULTIES

Seek new opportunities.

I encourage professionals to adopt dual roles: one in the organization and the other outside.

With the external “role,” you're not bound by any creative restrictions aside from self-imposed.

If you want to show a new capacity and the company isn't offering, decide how you're going to do it beyond the organization.

Volunteer, pair up with a peer or conceive of your own project.

Document this experience. Set it up on LinkedIn or your website.

Now, you have an example of how you explored it and its benefits ahead of time when an opportunity shows.

Cease waiting for some entity to give you opportunities. Take the mantle to figure out how you can do it self-initiated. Then knock on doors to see if others may open more for you.



20 - WHEN TEAM MEMBERS ARE ACTIVELY JOB SEARCHING AND NEED SUPPORT

Encourage their growth.

Pitfall interfering with this is the leader's ego, scarcity mindset by extension.

There are many reasons why team members job search.

A secure figure would be comfortable encouraging this growth in whatever way members can experience, even if it means seeking external sources.

You likely won't have all of the answers and the team may not expect you to, but they will expect you to have vision, for yourself and them.

If they're coming to you for support, wonderful. If they're not, make it a priority to inquire how they can be further supported.

Respect discretion, especially in this era where anyone can be downsized any time. They will trust and respect you more.

21 - ON PUBLIC SPEAKING NERVES

Relax & breathe.

Consider the value of field experience and how that improves relaxation. You need public speaking exposure. Often.

Digital, live, recorded, in-person, audio-only. Use it all.

The sheer amount of experience compounds and will help you feel at ease in the speaking environment. You'll also develop personal style, which increases confidence and delivery power.

In my first role as a career advisor, I gave cyclical in-class presentations totaling 120+. All original slide decks. Received unscripted questions and the different conversational pathways those topics could progress into.

That combined with teaching / performing in front of martial arts classes for years provided field experience to develop.

Over time, you acquire an intuitive understanding of how to handle questions, communicate concepts and work the room.

This is your aim: for speaking publicly to feel as comfortable as chatting with your best friend. When you have it, your audience can be 2 or 200 and it won't matter.

22 - ANALYTICAL SKILLS OVERLOOKED DURING AN INTERVIEW

Assuming you fulfill your part in the work to present analytical skills, you still have to contend with what's out of your control: **the interviewer's ability to recognize them.**

In an ideal world, every interviewer is people-savvy and can accurately pick up on cues so candidates don't have to make what seems obvious explicit.

If capable, your work will be viewed from an appropriate lens, understood for the value shown. The interviewer would understand the elements involved in analysis, discerning details on how you assess situations, how you research, the depth, etc.

But if they're a weak analyzer or use an interview process that doesn't properly detect these skills, or have uncontrolled biases, or have no process at all, your candidacy can be affected.

Enter interviews with good faith the company is doing its best in your process but be aware: not all interviewers are equal.

23 - THE STRUGGLE TO ACQUIRE IN-DEMAND SKILLS IN TODAY'S JOB MARKET

Practice regularly.

Understanding what's happening in your domain can help increase confidence in practice effort.

Each time you use a skill there's a corresponding brain pattern making connections. Neurons build networks. The more you use the skill, the stronger those connections.

You improve the more embedded these brain patterns are. They become automatic, allowing you to add on to what you know. The practice changes you down to the cellular and puts you in flow.

Eventually this skill that once felt strenuous to exert feels less taxing. You have more reserve energy with the same performance.

At this level, you're not struggling to acquire. Next step is discovering how to and with whom to present these skills.

24 - STANDING OUT WITH CONTINUING EDUCATION COURSES

Stay current.

This is possible without the weight of endless course taking pressure; if you're not constantly in courses, you're falling behind; this is a version of keeping up with the Joneses with certificates instead of financial flash.

Alternative: discover ways you can apply knowledge already gained whether in a course from last year or two weeks ago. Consider not just learning quantity but depth / range.

That project management principle learned could have 10+ applications yet ignored for newer trends. Similar to ignoring existing device feature updates while yearning for the next year's upgrade.

Think application: how you churned knowledge into some actionable entity that can be shared or explored further relating to current times.

Pick a topic and show how you merged what you learned with it. Plenty of STAR stories with enough effort.

25 - NAVIGATE YOUR FINANCES DURING A JOB SEARCH AFTER A LAYOFF

Credit management.

In this scenario, it depends on where you stand with credit balances.

If healthy, credit is a form of grace and time collapse, enabling you to quickly gain access to resources without having to immediately touch liquid currency.

This can be used for resources with longer-range value like skill-building experiences that create more opportunities, or accumulate nutrition to remain vibrant.

Everyone's financial health differs but in general: treat credit like it's your personal bank; set a strict limit with a % of your total credit limit to avoid exceeding, even if you have \$10k you don't go beyond \$200 for example; refrain from using it to acquire luxuries (or any item) if unable to pay off the full balance to avoid interest.



26 - POST-LAYOFF FINANCES WHILE ON A JOB SEARCH

About emergency funds.

Situations will differ so I like to focus on the universals.

This fund, as all currency, (I prefer “harvest” over “emergency” because of the word’s inherent association with fear) offers time.

The more in this fund, the more time is available to focus.

There may be a need to tap into it but I recommend to have a limit of how much to deplete while considering other options:

- What can be liquidated to replenish the fund? [sellable items for example]
- What’s the quickest (might be outside industry) job that can be acquired so the fund is protected?
- What can be created to serve people that opens up new channels to receive currency? Another way to think about it: what skills do you already have that can be offered as a service?

27 - VIDEO RESUMES ON THE JOB SEARCH

On visual appeal.

While the video resume mostly features you being visible and speaking, it’s also useful to give an overview of your actual resume.

After your 30-60 second intro pitch, share your screen and offer a general document walkthrough.

Here you can give more attention to specific bullets, links or contributions that may be overlooked by the average screener.

You can also take this time to pre-answer some common questions an interviewer may have about strengths or present a STAR story.

28 - THE GROUP RESISTS YOUR IDEAS DURING DISCUSSION

On adjusting the approach.

Communication range: If you happen to know the room's engagement style, you can explore a few ways to present them.

Visually: with supporting data, an article supplement, comparisons or analogies. Pro & con tables.

Instead of becoming angry or defeated, it's an opportunity to also be curious and directly ask for the group's thoughts about the ideas. There may be (inaccurate) assumptions you can clear up for them.

Sometimes there are elements in ideas received while other parts aren't. You may have these ideas progress if willing to let those go.

It's up to you decide whether to advocate for all or parts of them.

29 - MAKING COMMON JOB INTERVIEW MISTAKES

On providing a weak answer.

Helpful to internalize you're having a conversation and it's fine to refine a response you want to sharpen up.

If an interviewer prevents you from doing that, I'd find the process, and the person, skeptical.

In what natural, conversational interview is the first answer the final and can't be returned to?

The fact you did this would demonstrate a few capacities: self-awareness, professional care, desire for success, drive for accurate communication.

Note: generally weak answers tend to be either too brief or too long. As a principle, unless your question is strictly binary [needs a yes or no answer], be prepared to have a story for more context. Speak deliberately and avoid ending facts you share with a question mark tone.

30 - HANDLING THE INTERVIEW QUESTION, "WHY SHOULD WE HIRE YOU?"

On adding value.

This will be simpler to accomplish when you have ready examples to mention. Reflect on your work experiences and select instances where your actions or presence were a plus to the environment or outcome.

Sometimes you won't have data-oriented results, usually if the emphasis is on interpersonal skills. That's fine.

Your goal with this question is to link your previous value adds with what the new role is asking for.

Show that what you did **there**, you can do **here**. When you're in the room with the new team, it's enhanced because of your.....fill in the blank.

Practice describing how to paint that picture for your interviewer.

31 - FREELANCE / SIDE PROJECT TO BOOST THE JOB SEARCH

Find projects.

Online platforms can be a double-edged sword. You could set up a profile in less than 90 minutes but freelancer overabundance may saturate visibility.

I recommend adding an in-person approach to project discovery. If you're in a metropolitan area, the shops you walk by daily are businesses that could potentially benefit from your services.

Less likely the case there are competing professionals speaking in-person to business owners, passing out cards in the local area.

Once the project is secured, track the process. What you did to secure and complete the project mimics a business with multiple customers.

Sales, service, skill, value, feedback: transferable skills you'll want to ensure future interviewers know you have.

32 - ON JOB INTERVIEW PREP FOR EARLY PROFESSIONALS

Know yourself.

If you're fresh in the work environment, it's likely you don't have a deep reservoir of experiences to pull from.

Ideally, your interviewer also understands this and screens you accordingly. Respect to those who do.

At this stage it's less about refined skills and more about being personable, aptitudes and ways you can show learning ability. Explore non-employed experiences [volunteer] and project examples that reveal what you can do, how they translate for the role.

You'll want to present samples of being adaptable and comfortable with ambiguity, the space-time between needing a solution and discovering it.

New + interviewed = the company either has some systems in place to train you or trusts you could potentially handle their daily environment.

33 - A POSITIVE WORK ATTITUDE WHILE SOURCING NEW JOB OPPORTUNITIES

Reflect daily.

The sometimes distasteful medicine here is **it's no one's job to instill a positive attitude in us, but us.**

Even if there were active efforts by others to help with this, our established toxic mindset can reject them if we live in negativity.

Adopting a positive attitude must first become a conscious choice, and from there deliberate energy could be committed to ensure its bloom.

Gratitude can nullify negative attitudes. Find a medium that helps you focus on what you already have, learned, the benefits even if small.

This can be a gratitude journal or calendar reminder prompting what you're grateful for.

An eye on the future can spark hope.

Together, appreciation for what's now and hope for what's to come make a healthy antidote.

34 - NAVIGATE CAREER CHANGE CONVERSATIONS WITH POTENTIAL EMPLOYERS

Address concerns.

What you lead with is what you'll be recognized for. I recommend leading with your diverse backgrounds benefits.

Frame it as a problem and the conversation focuses on that; you may also communicate that YOU truly see it as concerning.

Is the chat a high-risk danger or new venture to explore with mutual interests?

Discuss the reasons for your career change with a collection of **“what I learned”** or **“what I gained”** experiences woven in.

Your history is also an employer's test. Do they describe your background as a concern or can they see a multi-skilled professional's value? Relevance here doesn't mean "the same" but transferable.

If you receive specific questions, that's the time to address those curiosities head on.

35 - ONLINE PRESENCE AS A LATE-CAREER, JOB SEARCHING PROFESSIONAL

See the value.

Online presence is digital real estate that, with a device in your hand you can multiply reach to meet career objectives.

Being late-career, you likely accumulated a wealth of attractive experiences and knowledge for employers to learn about. The collection needs packaging that sends the right signals.

It's common for this value to **not** be tracked. No case studies to reflect on. Little work done to isolate specific skills. A STAR story deficit.

Questions I invite:

- What value do you want employers to know you have?
- Which strengths do you want recruiters to associate you with?
- Prefer public posting or DMs? A mix?
- If you initiated no engagement, does your presence speak for itself? Are there contradictions with different platforms?

36 - STEPPING INTO THE GIG AND FREELANCE ECONOMY

On reviews.

Like shoppers checking website product reviews, credibility augments with reviews received from projects completed.

On a freelance platform, there are opportunities to grow them with satisfactory work.

Focus on receiving positive service reviews.

Clients who value work might volunteer to write one. Clients who value work and don't write one, ask them for one.

Asking is an important skill to develop. Not all clients are thinking about it but would do it if prompted.

Beyond platforms, weave in the review ask preferably after delivering exceptional service.

Starting out, you don't need many. Add them to your sites (if freelancing, you need a site to house work samples).

Work samples and reviews combine to sell skills and memorable experiences people have with you.

37- IF BODY LANGUAGE IS HINDERS YOUR JOB INTERVIEW PROSPECTS

Develop your voice. If you can speak, invest in strengthening the vocal cords and lungs.

This helps build range [highs and lows] and carry force when projecting ideas.

Research how vocal artists use techniques to make their voices crisp and full of life.

Adjacent methods like pranayama breath work indirectly support this. Also kundalini yoga.

Subtle but powerful: end your statements with periods, not questions.

When you speak about something that's factual or you declared, it ought not to sound like a question or guess.

"I managed this project from conception to delivery" vs. "I managed this project from conception to delivery?"

One is confident and authoritative, the other is uncertain, almost pleading for validation.

38 - WHEN LACKING CONFIDENCE NETWORKING WITH INDUSTRY PROFESSIONALS

Positive mindset.

Comparison can induce inferiority if you meet people and assume their trajectory is supposed to be the same as yours. It's not.

Confidence is trust in yourself and value you have to offer the world.

Before committing to networking campaigns, I recommend to take some time with yourself and develop this self-trust. Confidence is best radiated when sourced from within.

Acknowledge your strengths and uniqueness. Verbalize them. Write them down. Reflect on proof of demonstration in your life.

Avoid fixating on groups or influencers as benchmarks, otherwise you'll always be subject to their standards.

When you actively network, you can then talk with people who may have more or different competencies than you and not be shaken up.

39 - FURTHERING YOUR CAREER AFTER FINISHING AN INTERNSHIP

On professional recommendations.

Nearing internship completion, consider collecting recommendations. They can be written on LinkedIn or as a letter document.

They can come from those of superior rank [manager, employee, etc.] or at your peer level, fellow interns.

These are people willing to publicly vouch for you well into the future since recommendations live on past work timelines. Recs are underestimated; I've used them since undergrad and served me well beyond jobs.

They:

1. Allow others to advocate for you from a distance.
2. Strengthen credibility being mentioned for skills and character.
3. Show examples of your influence within groups.
4. Demonstrate positive impact on people's lives.
5. Reveal how you actively sought to become a service-oriented person.

40 - NEW SKILLS BY VOLUNTEERING

On personal fulfillment.

Lessons about service can be gained from volunteering. Since there's no monetary compensation involved, the volunteer can strictly focus on the service act, offering space to understand what it means at the individual and societal level.

Some qualities can awaken:

- Seeing how to give without being prompted
- How to relate without expecting transactions
- Assisting based on need instead of profit
- Collaborating based on common causes
- Desire to act driven by mission

Service makes the world move, every organization (corrupt or noble) is involved in serving things or experiences.

An appreciation for giving what one has to another in a way that empowers can counteract the narcissistic, ego-based drives saturating our culture.

41 - STRATEGIC THOUGHT APPLIED TO SOURCING JOB OPPORTUNITIES

On continuous learning.

Strategic continuous learning needs a map you created. Seeing from a wide-enough view to recognize opportunities.

There's temptation to be a course-cert hopper, collecting qualifications to chase trends. Problem with this approach is in the name: you won't catch up to trends others created.

Consider aspirations, talents and conditions to reveal direction(s) that help you leap ahead. Learning is in preparation for what's likely to come and active steps to position.

Questions:

- What do you learn to better position for this possible future?
- What resources can offer this learning?
- Are you comfortable knowing most people won't recognize what you see right now?
 - How can you show continuous learning for future skills on the edge of emergence?

42 - EXCEL IN PROBLEM-SOLVING AS A JOB SEEKER

On practice scenarios.

Consider ways you can present STAR stories. The easiest is to practice speaking them to yourself or job search allies. My video describing this:

<https://vimeo.com/946353987/03a6e9780a>

Multiply your effort by placing STARs in positions to be seen, read or heard and sharable for employer contacts:

- Record your STAR experience, upload audio to your website.
- Video record yourself speaking, upload to your website.
- Make a slide deck to present your STAR. Use Zoom or Loom to share screen. Upload to your website.
- Use Canva to create marketing posters presenting STAR stories. Upload to your website or use when prepping apps.

Some companies ask for links or additional material supporting your candidacy. Put the links to work there.

43 - INCREASE CONFIDENCE WITH NEW INDUSTRY JOB APPLICATIONS

On visualizing success.

Mentally step into your desired role / rank / profession now instead of when certain conditions are met.

Identify those strengths, skills and qualities necessary for your image and work towards developing them. Become them now. Discover how to awaken them in your personality.

Meditation, visualization techniques, improvisation methods: these arts equip you with self-perception skills where you learn how to see yourself in a new form and become it.

Waiting for the job to then become confident in yourself places power and efficacy in external circumstances; your confidence owned by circumstances you don't control. Seek to have total sovereignty over your self-image.

Limiting self-talk to remove: **"When I have XYZ, then I'll be..."**

Destroy that, because you won't know exactly when that "When I have XYZ" will arrive.



44 - USING FEEDBACK TO IMPROVE THE RESUME AND COVER LETTER

Ask 50 people for feedback and you'll receive 50 perspectives. A trap I observe professionals fall into is taking each source as absolute. Doing this can leave you stressed with aimless direction.

Who's right? Who's wrong? Be wary of professionals who tell you, **"This is the only right way you should do XYZ."** Career experiences are too fluid to function like that.

A way to recognize if you're receiving quality feedback is how nimble or adaptable the information is, the type of fundamentals it operates on compared to dogmatic rules.

45 - MID-CAREER PROFESSIONALS SHOWING LEADERSHIP SKILLS

On continuous learning.

While credentials can increase your savoir-faire, they can be more influential combined with leadership experiences integrated in your being.

Remember that leadership is not a title but an energy radiated regardless of rank. This view can help you recognize when you've been a leader at work or community.

For continuous learning, you'll need to know what to learn. So I pose the rhetorical question: What skills and traits are common in those who ascend to some leadership level?

I know people like to reflex-focus on the billionaires, but keep the head in the clouds with feet on the ground: research people who soared the heights with this energy AND those who are more local, perhaps already in your circle.

46 - STRESS AND WORK-LIFE BALANCE IN DEMANDING ROLES

On self-care rituals.

Stress buildup makes a person lose perspective. Decision making in one's best interest declines. Starts in the mind.

Control the mind and external circumstances can be better handled. The outside reflects inside.

Intentional breathing is a simple, cost-effective way to not just manage stress but dissolve it.

In demanding roles, just managing cortisol flooding your system is less optimal than ensuring it doesn't overwhelm to begin with.

Deep breathing from the lower abdomen, eyes closed, count 5 seconds in, 5 seconds out.

Inhale and exhale through the nostrils. 3 times daily. This resets focus away from the external, to the internal.

Oxygen vitalizes [activates] the prefrontal lobes, responsible for insight, foresight and self-governance.

47 - INVESTING TIME AND EFFORT INTO LEARNING NEW SKILLS

Skill build consistently and intentionally. Overcome your impatience for wanting immediate results. Long-term skill benefits take time, different for everyone, likely not immediate.

You'll know when the effort is paying off by the fruit produced, when the quality of what comes from you improves, when you make less errors, when those skills integrate harmoniously with the knowledge you already had, a healthy synthesis.

Like other investments, skill benefits can appreciate and compound.

If you really want to speed up this learning cycle, you have to improve the ability to learn. Learning how to learn requires:

- Knowledge
- Contemplation / Reflection
- Application
- Integration / Extrapolation



48 - BOUNCE BACK AND MAINTAIN CONFIDENCE AFTER JOB SEARCH FAILURES

Develop a new relationship with “failure.”

Instead of seeing it as a disaster crushing your world, view it as exercise to build internal muscles. Resistance gives us friction to self-examine and sharpen up.

Goal accomplishments and setbacks contain information for learning, but setbacks tend to have more visceral influence because of the potential negative feelings.

Realize the experience is not you, it’s information to sift through and build wisdom by asking questions:

- Is this consistent? What are the causes?
- How do I tend to react to these “failures?”
- Do my reactions serve my best interest? [health, future choices, etc.]
- What can I control?
- What’s outside of my control?
- Do I try to control what’s outside of my control?

49 - HERE'S HOW YOU CAN EFFECTIVELY COPE WITH BURNOUT

On self-care priority.

It’s well-known nutritious food, rest and wellness practices contribute to self-care.

What I see less emphasized is removing negative lifestyle activities.

Adding positive behaviors and nutrition will do little to nothing to enhance health if still supporting habits that destroy it.

What good is a nutritious meal if eating and drinking poison shortly after?

How is obesity continuing to rise in the U.S. with all of the knowledge available about exercise, mindset and food? One reason is a do-it-all, sacrifice-nothing philosophy.

To experience flourishing energy, you have to be willing to increase healthy nutrition and practices AND delete toxic nutrition and practices.

50 - EMOTIONAL INTELLIGENCE TO PROFESSIONALLY INFLUENCE

On inspiring action.

Think of how to bring the other person into the vision.

They may enjoy exploring why you like it, seeing how fired up you are about it, but it may not be enough to evoke energy needed for them to participate.

They need to see the possibility, where this action you intend for them becomes feasible, a reality they can achieve. A sense of volitional agency.

Step outside of your perspective and perceive what's important for the other, the benefits they will receive, how this action will be valuable for them.

If you have an inventive method for them to step into this vision, they can feel more energized about going forward.

51 - JOB SHADOWING OPPORTUNITIES ON THE SEARCH

On making the most of it.

Depending on the shadowing work, you may not be able to use digital technology to record. Rely on a notebook to write down observations and ideas.

How shadowing differs from teaching is the instruction mainly focuses on execution while you watch, compared to being directly instructed on how to execute.

There isn't much time for you to ask questions while the work is done, so you need strong observational skills and efficiency creating questions for later.

For live environments like this, I recommend upskilling with mind maps for your notes.

Practice how to capture ideas with brief terms, symbols and illustrations that allow you to extrapolate when the pace slows and have 1-1 time.

52 - STAND OUT WITH SKILLS AND QUALIFICATIONS EMPLOYERS ARE SEEKING

On skill enhancement.

While enhancing skills, make a plan for displaying them.

The resume is the initial path; employers will see it but because of brevity, you won't have space there to describe your learning depth.

Some options:

- Have a Skill Enhancement category on your resume
- For PDFs, hyperlink them to external sources that show what you've done
- To use point 2, you'll need something [a flyer, site, presentation deck, video, a source where you explain the learning benefits, why you learned it, an example demonstration]

I emphasize demonstration because anyone can list anything today. Fictionalization and exaggeration are simple in a world where more people operate digitally and generative AI is at the fingertips.

53 - TAKING ON LEADERSHIP RESPONSIBILITIES FOR PROMOTION

Leadership involves planning & forecasting, not just for operations but also team members' growth trajectories.

Think of how you can acquire some case studies for your work portfolio where you identified how a resource or process or skill can advance **your peers' efforts**.

You may become an indirect mentor; stay focused on how your effort genuinely assists another to avoid ego inflation.

This becomes a STAR story for you, one that can be presented alongside work assigned to your original role.

54 - EFFECTIVE PROBLEM-SOLVING TECHNIQUES IN A JOB INTERVIEW

On analytical thinking.

Theme in this section is the “discuss how you.” It can create a differentiator between a thorough and surface-level response.

While you prepare an answer to the direct question, help your interviewer understand your philosophy. How you tend to view problems, your way of arriving at solutions, mental models associated with your patterns.

If you never thought about this before, you'll find there are likely common practices in your approach unrealized.

When you offer the response and present the philosophy, you signal how future problems can be handled on the job.

55 - INTEGRATING FEEDBACK FROM NETWORKING EVENTS FOR JOB SEARCH STRATEGY

On online presence.

For in-person experiences, a blog on a business card has you well-prepared to share info with others quickly and professionally.

People generally don't expect you to hand them a card. When you do, it speaks. It's a practice that will not disappear; those who apply it understand what I'm describing.

I notice sharing the IG [Instagram] in place of cards now and encourage to avoid this practice —

1 - Unless you work solely on social media, focus contacts on your space by giving them a card and/or blog. Send them to IG and they're immersed in a world of the usual social media distractions.

2 - Blogs don't exist on IG. It's image-video focused and not for expressing depth.

3 - Blogs give you more control over presenting ideas and mission.

56 - SHOW ARTISTIC TALENTS TO IMPROVE JOB SEARCH MATERIALS

On the visual resume.

A few ways to bless your resume with visual appeal without excess:

- Select a color for clickable items: hyperlinks, data, point contributions, notable titles
- Stick to one attention-color to avoid aesthetic clutter
- List clickable elements: professional features, publications, podcasts, websites, work demos
- If you're working with a design-based resume, icon images can help signal your reader to sub-sections like education and skills

All education may not be degrees, might have some certs, micro courses, etc.

Instead of mashing all skills in one place, you may have types [technical, management, AI-based, communication, etc.]. Icons and clean section breaks help your reader digest this information in an organized way.

57 - FROM FAILURE TO CAREER SUCCESS STEPPING STONE

On analyzing failure.

One's connection with failure depends on how much this attainment means.

Meaning produces the emotional response; think about those outcomes you cared less about, weren't attached as much. They didn't bother you as much.

Useful step for converting these outcomes is to become more objective. Create distance between your identity and the experience.

The outcome isn't you, it's information to be mined for understanding. Practice this one experience at a time and you'll improve the skill.

This is more of a thinking exercise that gradually shifts you to a different perception level, thinking in 4D.

In this sphere, you can look at experiences like "failures" and "successes" from multiple angles and extract knowledge for self-improvement.

58 - COLLECTING A REFERENCE FROM A FORGETFUL SUPERVISOR

Save your supervisor time by having a document ready.

They may want to give you the reference (or recommendation), but there could be blocks interfering with focus: deadlines, putting out team fires, personal obligations, someone else asking them to give a reference before you.

Have your contributions accessible in a way that helps your supervisor reflect.

This info can be well-prepped in a formatted file, proper headers and placement, eliminating the need for your supervisor to create the document and write everything.

Add the deadline as a reminder of when you need it.

Add your contributions as bullet points below so the supervisor can select.

59 - CRYSTAL CLEAR COMMUNICATION IN A REMOTE INTERVIEW

On minding your tone.

Pausing and slowing down can make a receptivity difference.

Both skills give the listener more time to digest what you say. You also benefit by being more organized with your thoughts. Similar to how slowed writing down helps improve legibility. The mind moves faster than the hand and mouth.



60 - INTUITIVE DECISION MAKING ON THE JOB SEARCH

On logic-intuition harmony.

Intuition is the inner teacher. The primal compass, accessed through the body / subconscious. Seen in this era as less reliable, even unreliable with the emphasis on today's data collection methods.

Intuition also "collects" data, just faster, more holistically, but can be experienced as chaos without the logic faculty.

It's logic that makes sense of intuitive data, sifts through raw information.

Logic slices and dices data. Wisdom discerns valuable from less useful data for optimal decisions.

Intuition will signal you to:

- Value misalignment or connection with companies
- Genuine appreciation or superficiality
- Positive / disjointed interview flow
- Detecting integrity on company websites with the people met during interviews

61 - LACKING EXPERIENCE WHEN APPLYING FOR THE FIRST JOB

Focus on learning.

Because of the cover letter and resume's space limitations, you have brief document real estate to work with for listing learning experiences. Not enough to provide a complete learning story.

While they can live in bullet form in the docs, I recommend investing time in building out a resource that can offer more depth.

We're in an era of show not just tell. That can be a website, a PDF-designed portfolio or even an Experience section in your LinkedIn profile titled "Continuous Learning."

In that section, you can list separate learning experiences like you would separate jobs, linked together to show the progress line. Add bullet details, images, other media. See the section as serious as a job. Refer interviewers to it.

62 - REMAINING CALM WITH REMOTE INTERVIEW TECH DIFFICULTIES

Stay calm.

From the interviewer's perspective, I've experienced several candidates face technical issues: Internet lagging, camera & shared screen not working, Zoom disconnections.

There are times when a candidate prepares devices to be optimal and some tech glitch still occurs.

An interviewer interested in learning more about you will likely not hold this against you, rather work with you so you can continue on with your candidacy. Supports the candidate experience.

I tend to observe the candidate's composure when such a hiccup occurs.

Are they frustrated?

Signaling a desire to quit this?

Have they thought of an alternative?

Is the candidate maintaining positive energy?

A composed interviewer will support the candidate going through technical issues.

63 - DISCOVER RELIABLE ONLINE LEARNING PLATFORMS

On price points.

I value subscription models including multiple courses. Coursera Plus and MasterClass for example, have many offerings with a monthly investment.

In the same platform, one can design a personalized, purposeful, self-directed learning curriculum instead of having multiple platform accounts.

The domains increase course / class offerings for the same price (until they change!).

If dedicated, the return on time / financial investment becomes exponential, with learning and certificates acquired.

If monthly investments are unfeasible, platforms with single course / class offerings and certificates could be an alternative, like Udemy.

With all of these platforms, focus on the learning AND how you publicly present new knowledge.

64 - EMOTIONAL INTELLIGENCE FOR EVALUATING JOB SEARCH PERFORMANCE

Empathy & resilience are the two most common references. Great as study entry points, EI goes deeper.

Just as important is **self-regulation**: a self-awareness & self-control combo. Without this, a person's EI capabilities express randomly, never reaching skill refinement.

You apply EI without realizing, oblivious to which EI skills are used at various moments. This makes EI some kind of abstract hit-or-miss phenomena when it's really scientific-energetic.

Self-awareness needs self-knowledge, understanding nuances (multiple EI skills and their degree of strength). EI study implies self-study.

Self-control is the steering wheel we use to direct, intensify or reduce emotional nuances; they're all energetic and on a spectrum.

65 - NAVIGATING THE JOB MARKET WITH ENTREPRENEURIAL SKILLS

On a resourceful mindset.

Important to define "resourceful" here.

It includes: skills, education, relationships, opportunities, knowledge, access to anything growth-related. Making use of.

The entrepreneurial marker is focus on value creation for self and others, to work with whatever resources are available and transforming them into some form that's valuable.

Most often, this mindset is self-driven and can be developed; you'd be challenged to find someone with entrepreneurial spirit who had to be compelled to embody it by another person.

Also important to know "entrepreneur" doesn't equal business owner. You can grow this mindset and apply it in organizational and personal life.

I present one tool for cultivating this here: <https://www.careermind.co/tools>

66 - EFFECTIVE NETWORKING AT INDUSTRY CONFERENCES AND EVENTS

Engage authentically.

Industry events tend to be large-scale, large crowds. Activity so continuous you may not have quality time to develop relationships.

Attend with curiosity. Research venues for an idea of what to discuss. Ask questions, take notes. Ask people how you can keep in touch post-event.

I see this happen often at events and encourage to avoid the habit: if your goal is to expand the network, refrain from attending them with friends and sticking like glue, only talking to them. You miss out on opportunities otherwise available if you remained open to meeting new people.

Friends can create comfort but if you don't intentionally separate at times to speak to others, your silo remains.

67 - FALLING BEHIND IN ADAPTING TO CHANGING JOB MARKET TRENDS

Embrace learning.

The number one skill is and will continue to be **self-directed learning**.

It's the kind where no one has to light a fire behind you to take growth action. This type is a life commitment.

While others wait for a shove, you took steps to understand environments and evolve, using all means.

Dalio, Musk, Dimon, investors and the wide audience people may trust for futuristic projections offer timelines that can come to fruition.

Planetary permutations so vast one eye might not see them all, but what everyone looking long-term signals in their own way is the need to take ownership of one's direction and become adaptable no matter the circumstances.

That's how you avoid chasing trends, refining the ability and willingness to change.

68 - NETWORKING EVENTS WITH SENIOR PROFESSIONALS

Offer value.

Make a quick study of your contacts, pre-event by checking out featured sources: LinkedIn profile, website, etc. to learn more.

Often, you meet spontaneously, and it's in the actual conversation that you learn about interests & problems they're solving.

Offering value strengthens your impression.

Why?

1 - Most people go into conversations for what they can obtain, not to give or exchange.

2 - It's difficult to know what to offer if you don't see value to give. This requires introspection and self-development. You're distinguished by signaling you possess both qualities.

3 - Offering value when not at senior level displays confidence. It will stand out to seniors used to meeting less experienced professionals with lower esteem.



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