

Gabriel Hayon

DreamPloyment

Your Dream Job

Seeking your Dream Job?
Don't Send CV!



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This book is dedicated to my wife Alicia.

www.dreamployment.com/en

Gabriel Hayon

Translated by Lucila Thal

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Who This Book Is Best Suited For?

I can assume that if you bother to read this book - you are a professional. In the search for your dream job, potential employers will feel your ambition for excellence. This book will provide you with the tools that you need to become a professional job seeker.

- Senior executives, management at all levels, working with a specialization or a unique skill set, and graduates of civil service.
- Retiring from established companies.

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- Seeking improvements in the workplace.
- Those who skipped the last promotion.
- Part-time employees.
- Unemployed persons who have not been able to find a job for more than three months.
- Anyone interested in combining a luxurious position with independent entrepreneurship.

Introduction

My apologies in advance for the blunt messages in this book, but the recruitment market is cold, alienated, and cynical! Here are some basic rules in the spirit of cynicism:

- No one appreciates you for what you were, what you learned, your knowledge and experience, or your wisdom and cleverness.
- There is no reward for knowledge and experience.
- Your experience is not accounted for
- You must reinvent yourself in every aspect

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- You have no real friends (almost), only people with similar backgrounds that you have intersected with in your life.
- If your friends come from your previous background - it's time to replace them.

Now that I have made you nervous, it is important to know that there are also many factors that can help you with these drawbacks, for example: resourcefulness, human warmth, empathy, authenticity, ability to communicate, timeliness, professionalism, and performance.

My journey

I have been working in the labor market for thirty-six years, mostly as a salaried employee in Israel and abroad. My experiences, and methodology for global sales are summarized in my other book, entitled *"The Customer-Oriented Entrepreneur: Success Secrets For Entrepreneurs: Converting Leads From Cold To Gold."* As an international speaker, I am invited to lectures and training sessions around the world for different organizations, conferences, and seminars.

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My partner and I teach national and private bodies to develop and manage innovation in the spirit of the nation of the start-up. We bring middle management delegations to Israel in order to learn about Israel and Israeli culture and ecosystems.

Recently, I established the Diplomatic Institute - a home for all foreign diplomats that are serving in Israel. The Diplomatic Institute serves as a bridge between importers, exporters, diplomats, and government officials in Israel and abroad.

Throughout my career, I have changed jobs many times. I do not remember a single case in which sending CVs through

conventional channels helped me. Based on the hundreds of conversations that I have had with employees in a large variety of occupations and levels, it appears that the most “equal” jobs have come in less routine ways.

In the following statements, I will take you on a short journey through my life, where I will emphasize this position. Of course, the employment world has changed considerably in the last three decades. However, most of this information remains accurate, with slight adjustments to the current recruitment market.

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- in 1982, I was looking for student work. I knew that the credit card companies were recruiting night shifts, so I visited the ***Diners Club***. The director of the credit and security department, decided to recruit me.
- 1985, a friend told me that her boss was looking for "an industrial and management engineer, 25, single and a Spanish speaker." I asked her to arrange a meeting for me. Two weeks later I found myself in the Dominican Republic as the deputy

director of a jewelry factory – **Pan American Diamonds**.

- in 1989, one of my clients asked me to design a gold plating department for fashion jewelry. After a few days I was asked to set up and manage the **New Alternative** factory.
- 1992, one of the members of the Freemasonry told me that he had a company called Momentum Communications and suggested that I manage it for him.
- In 1994, a recruiter I knew recommended me to **Olivetti**, who hired me.

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- 1995, one of my clients at Momentum called and offered me a sales management position at ***Minicom Communications***, based on prior acquaintance only.
- 1995, on my wedding day, one of the guests told me that he had set up a new company and asked me to join as the CEO of ***Star Jewelry***.
- 1998, I led the sale of a factory to a leading jewelry company in New York - ***Michael Anthony Jewelers***. As part of the purchase agreement, they hired my services for the running period.

- 1999, a local lawyer and my personal mentor asked me to assist him in managing the construction of the 250-room **Sosua Oceanfront Hotel** in the north of the island.
- 2001, two weeks after the fall of the towers in New York, a headhunter directed me to the minister and chairman of the **Cyber Park of Santo Domingo**, the first science park in the Caribbean. After a brief talk about recommending changes to the park's business model due to 9-11, I was offered a position as the

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VP of Business Development and Operations.

- 2004, as part of my job search, I contacted a friend by email, a manager at **ETS - Edusoft Learning** who was looking for a sales manager. The same employee was dismissed and the CEO “intercepted” his email. After two interviews - he took me to the company.
- 2011, at the International Sales Seminar at the Export Institute, the CEO of **Traffilog** for the Tala-Diagnostics in the automotive field

approached me and invited me to a meeting with the company's management regarding locating distributors abroad. The meeting ended with a proposal to serve as their Acting VP of Sales.

- 2014, at a conference of the Ministry of Economy, a director of the Manufacturers Association told me that the director of the ***Israel-Latin America Chamber of Commerce*** had left. An hour later I sent a letter to the President of the Bureau and offered my services. That same evening, I was summoned to meet

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him and the other members of the search committee.

I just described thirteen cases, in which unconventional methods in job seeking opened doors for me. The thousands of CVs that I sent over the years did not lead to me a single salaried career!

20 Hints on When To Start Looking for A Job?

At some point, after several years of working in an organization, you will start to notice new trends, events, and phenomena, for example:

1. You stop getting invited to meetings
2. Strange looks among executives that are related to you or your field of work
3. You are no longer writing the emails that you used to deal with regularly
4. There are distinct silences as you pass through the corridor
5. You are not receiving any promotions
6. The boss does not acknowledge you

7. You have no signature on the activity of the company or department
8. Your co-workers have stopped consulting with you
9. When you are asked to train someone and there is no position available for you
10. You are being manipulated
11. The boss stops nagging you
12. The boss creates a barrier between you and them, or compartmentalizes you, or ignores you
13. You are not being properly rewarded
14. You are tired
15. You are bored

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16. You are not offered internal mobility
17. You are being pushed into a less suitable position in the workplace, which leaves you no room for growth
18. There is a crisis of trust
19. When the market segment or position or sales drop, yet the company does not change direction
20. When the industry has advanced but society has not

If you experience one or two of these phenomena, this does not necessarily mean that you will be dismissed. However, the accumulation of several signs and changes in the global market can certainly

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indicate that you need to sharpen your job searching skills.

The Truth About the Recruitment Market

Human resources departments are considered a cost center for the organization. In other words, they do not generate income for the organization's financial profit line. However, today we are talking about a double (social) and triangular (environmental) profit line.

Such a department will consist of several functional units: recruitment, screening and absorption, training, welfare, labor relations, intra-organizational communications, and salaries. In smaller companies, one person will oversee all human resources, sometimes even in

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addition to other tasks, like being a secretary, or a bookkeeper. As the organization becomes larger, different units of the human resource department will become separated. However, these human resource departments will not be organized according to strategy, or importance, and such organizations will not deal with the planning and coordination of manpower. Recruitment is often based on immediate need.

Strategically thinking organizations are planning the manpower reserves in accordance with milestones in development, production, or sales. They

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also understand the importance of the adequate, long, and expensive training of employees. These are the companies that will be happy to train you, even if they do not have a specific job or position on the table.

When there is a proper recruitment culture in the company, sometimes they even "hunt" workers who are not looking for work at all. When you have a positive reputation in the industry, you may be of interest to those recruiters. Therefore, you should develop a positive professional profile in social networks. Regular maintenance of your professional profile is

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an important part of your routine practice,
even when you are satisfied with your
workplace.

Four Generations at a Time

The generation of workers can predict their persistence in high-tech. The baby boomers, now 50 and older, survive about nine years in every job, compared to the X-age generation, aged 30-50, who change jobs every five years. The younger millennial generation demonstrates less loyalty to the organization, changing jobs every three years. There are some jobs that have even higher turnover rates, especially when erosion levels are high. The younger millennial generation do not last as long in their jobs because they see themselves more as individuals, rather than being part of a global entity (society,

nation). They need constant recognition, and technology is an integral part of their bodies.

Today, the Z generation, that is, individuals born in 1995 and after, are entering the labor market. The key word for them is "short." They are impatient, their attention is brief, the gratifications are immediate, the feedback is quick and therefore the projects must also have frequent milestones. They share multiple screens simultaneously and are constantly switching the platforms, apps, and devices that they use. Keep in mind that they are also young and immature, so it is likely

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that these characteristics will change over the years.

The Recruitment Process

The recruitment process typically looks like this:

- **An opening position:** The VP and professional manager agree that they would like to recruit an employee.
- **Job description:** The professional manager writes a job description which describes what type of employee he is looking for.
- **Narrow boundaries:** The professional manager transfers this demand to the recruitment manager. In some cases, the professional manager will also send

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a verbal message to the recruiter about their ideal candidate. Usually, this verbal message is intended to ensure that the employee who is being recruited matches the spirit of the organization and department.

- **CEO dictation:** The CEO may also give some universal guidelines in regard to what an ideal candidate for the organization would look like.

The Recruitment Cycle

When the human resource department receives the job description, they do not rush to publish it. Keep in mind that the department's budget is limited, thus they prefer to locate candidates in the cheapest and most efficient manner. The recruiters start by looking at the "low hanging fruits" - company employees, an internal HR database and recent CVs. If they do not find a match, they will turn to other methods:

1. Internal mobility of employees
2. Internal bidding from current employees
3. Internal candidates' database

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4. Member Get Member
5. A listing on the company's website
6. Posts on social networks
7. Portals
8. outplacement companies
9. Recruitment agencies
10. Consulting companies

The Recruitment Funnel

What Happens When We Send CVs?

With the large number of technological advances, the Internet, applications, and smartphones, nowadays, you would assume that it is much easier to find work. We can match a preferred job profile, post our resume on the portal, and program push alerts. Every time an ad is posted on the profile that matches what we are looking for, we can reply instantly, with the click of a button.

The abundance of jobs available causes us to skim over the text and rush to press the "send" button again and again, without delving deeper into each position. We

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assume that within a few short hours, the CEO will call us for a job interview. In the meantime, thousands of other job seekers are sending in their CVs at the exact same time.

In the following pages, I will describe the five stages of the recruitment funnel. Then, I will walk you through the DreamPloyment method, which will help you to avoid the negative implications associated with this funnel!

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The Robot Who Rejects Me (Again and Again)

All the CVs that you submit to online portals pass through designated software. This software collects all the documents, in all formats, breaks them down into keywords and looks for suitability. In addition, some of the portals provide a screening service and an early examination of the relevant candidates.

The Recruiter's Tinder

The small number of CVs that survive the online portal are received by the recruitment officer. On average, the recruitment officer will spend about

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twenty seconds per document. At this time, the recruitment officer must analyze the candidate and ensure that they meet the standards of the organization.

The Telephone Interview

If you survived until this point, you will receive a phone call from the recruitment officer. Make no mistake; this is not an interview. It is more of a mini-telephone interview, meant to judge your ability to communicate.

Interview With the Recruitment Manager

The interviewer at this stage, will usually be the recruitment manager. Make eye contact, smile, and respond openly and honestly to the questions that they pose. If you are successful during this interview, then your information will finally be handed over to the professional manager. Until now, the role of the recruitment officer and recruitment manager was to find an adequate candidate for the position who matches the following criteria:

- Ability to adapt to the organization's culture
- Loyalty

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- Flexibility

Positive Signs

- Good resume, coherent with LinkedIn profile
- Results-oriented: cycles, percentages of growth, scope of activity
- Social Involvement: Volunteering, NGO activity and pro bono work
- Good references

Negative Signs

- Spelling errors
- Ambiguous terms
- Image is unprofessional

Professional Interview

Now, you are finally entering your comfort zone. Here you will be interviewed with your future boss, and the level above him. During this interview, you must convince the interviewer that you are able to meet their needs. Here you will be asked to elaborate on your professional achievements and demonstrate what you can offer to their department and organization. If the designated role is managerial, you must use terms which demonstrate that you are a natural leader.

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Main Actors in The Employment World

It is important to be aware of all the players in the employment world, and the specific role that they play.

Portals

Portals are job search engines that have replaced bulletin boards and newspapers.

Corporations

Most often, companies recruit employees when there is a need to expand their staff, find a solution to a project, or refresh their workforce.

Employment Agencies

Employment agencies were created to help employers find employees who meet their job descriptions. The recruiting

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organization pays the employment agency, thus, there is a supplier-customer relationship between them.

Since the employment agency charges the recruiting organization for its services, it is prohibited to charge you for their services. Therefore, if you are a candidate, you do not pay the employment agency - you are not the client, but the product.

Headhunters

The headhunters are usually one-person entities. Most often, the Hunters specialize in a subdomain and know how to recruit the right candidates.

Consulting Firms

Consulting firms are agencies that employ a large number of workers, usually at a low level.

Consulting firms in the field of high-tech often carry out turnkey projects, or projects that require special expertise in a specific programming language or industry.

The Hidden Job Market

Not everyone is aware of this, but a significant percentage of job recruitment is not done through advertisement.

Jobs Are Not Advertised on Job Sites

The job recruiter starts the process in the easiest and most cost-effective manner:

- Internal bids and internal mobility of workers
- A candidates pool
- A friend brings a friend
- Advertising on the company's website
- Advertising on social networks

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The recruiter will turn to more expensive methods that lead to wider exposure, only after the previous methods do not work out.

The DreamPloyment Method

The traditional recruitment funnel effectively serves to filter you out. The goal of the DreamPloyment method is to connect you directly with your future boss to be interviewed.

So, what is the alternative?

Stop submitting a massive number of CVs into online portals and start proactively seeking jobs!

Though not applicable to those with exceptional skills, nowadays in the job market, your chances of standing out in a crowd are slim to none.

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So instead of sending tons of CVs for jobs that you did not even bother to read the description for, you should select a small number of companies and positions and direct all your efforts to being accepted.

This process consists of several structured steps, which begins with internal thinking.

The APU Model

The term APU is an acronym for Assets, Passions, and the Universe.

To begin, we will draw three interlocking circles. Next to the circles, we will write the title: Assets, Passions, and the World.

- Our assets indicate what we are good at, the experiences that we have acquired, our education, and our knowledge.
- Our passions refer to what excites us, what we like to do for fun, what our values are and our personal goals.
- The world refers to the job market and its need for our unique skills. What are

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the areas in the world where you can
excel, according to your desires?

The Honeypot

Assets + Passions + World: This is the honeypot. The world needs a mix of your knowledge, experience, and skills. Once these three factors are combined, the demands of the job market can be met.

From this moment on, this jar of honey becomes your strategy. Remember: Do not sacrifice your strategy for a business opportunity.

Your Life Goals

With your Assets and Passions' list, you can refine your specialty.

It's time to think ahead of you, Model 2030-2040:

- Do you want to be professionally, personally, or family oriented?
- What job do you aspire to have? Where would you like to live? What would you like to achieve socially?

These are long-term goals that you must work hard to achieve. Consider making a vision board, or some sort of collage where you place inspirational pictures that describe you at the height of your career.

Positioning And Differentiation

Your Unique Value Proposition (UVP) is extremely important, as it will accompany you throughout the process of finding your dream job. Your UVP should highlight the many skills and benefits that you are able to offer.

Benefits: The recruiter, especially if he is a senior, is less interested in your qualities or your past, but mainly in "what is in it for me" (WIIFM).

Memorability: This is not a game of memory, but it is a game of memorability (i.e., your ability to leave a memoizable mark of yourself in the recruiter's brain). The message on your UVP should be short,

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sharp, and relevant to the recruiter in a way that will help you to stand out.

The Pentagon – Job Assessment Model

In recent years I have developed a model that predicts the chances of your professional success in an organization. The model consists of five axes each ranked from 0 – 7 (i.e., zero being the least amount of skill, and seven being the maximum amount). The five aspects of the model are:

1. **Leadership:** Under this section a number of parameters are evaluated
 - Responsibility and accountability
 - Initiative and entrepreneurship

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- Leadership, charisma, and management skills
 - Independent thinking
 - Delegation of authority
 - Use of strategies
2. **Teamwork:** Since we do not work independently for most jobs, all employees must have the ability to work with a team
- Teamwork skills
 - Information sharing
 - Accepting and executing tasks together
 - Altruism

3. **Communication**

- Ability to express, ability to transmit messages, and presentation skills
- Appearance, visibility, and body language
- Transferring non-verbal messages
- Control of languages and cultures
- Rhetoric skills
- Business and marketing writing
- Social media
- Number of contacts and followers on social networks

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- Human and virtual networking capabilities
4. **Sales.** The set of skills designed to create change:
- Persuasion and messaging capabilities in writing, speech, and presentation
 - Negotiation skills
 - Creating chemistry or a relationship with a potential customer (i.e., rapport)
 - Ability to communicate with individuals at all levels

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- Internal sales capabilities for a transaction, project, idea, or concept.
 - Ability to sell yourself.
5. **Professionalism:** This axis refers to your technical abilities in a given position
- Programming languages
 - Technical performance capabilities and coordination
 - Engineering experience
 - Control of foreign languages
 - Understanding of the industry and the world

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- Familiarity with the range of solutions in the field, including competitors, trends, and other products competing for the same customer share.

Your Pentagon

Take a few moments to picture this pentagon in your mind.

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Comparative Pentagon

Now, carefully read the job description of the job that you are interested in. From this description, draw the level of skill that is required of each axis. If there is no information about a particular skill in the job description - try to make a prediction.

The Inverted Recruitment Funnel

So far, we have seen that the typical recruitment funnel takes us through at least four screening mechanisms, where your professionalism is not tested at all.

Instead of going through the typical recruitment funnel, which filters out most of the information that is relevant about yourself and your abilities in the workplace, I am going to teach you how to get directly in contact with your future boss.

See Yourself As A Boutique, Not A Supermarket

Boutiques have unique items - just like you, you are unique. You should not feel the need to broadcast your life, or be placed on the shelves with other candidates.

Segments That Suit Your Needs

Now, you must select the industries that you would like to work in. Be as specific as possible.

Instead of talking about "high-tech companies," ask yourself:

- Do you want to work in a start-up, small, medium or large company?

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- Would you prefer to work in software, hardware, or communications?
- Products or services?
- Local or international markets?

Cut the market segment into sub-sectors, and geographic areas. This process can be linked to fishing: A smart fisherman begins his work by searching for a lake that contains the fish that he is looking for.

Now, let's take your UVP and try to find companies that are suitable for you.

If you choose a niche that is too narrow, you can just expand it. For example, instead of looking for a position as the

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director of medical equipment procurement for Germany, it would be wise to add all the German-speaking countries (e.g., Austria and Switzerland), to expand your level of opportunity.

Target Bank

It is time to sit down and build a list of companies that you are interested in working for. You can sort them by size, international layout, and subsidiaries. In order to find a company that you will enjoy working for, you can search for organizations that are listed as being good to work for.

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Do not just think about the attractive companies. Small companies, or firms that are less supportive of their employees, can have a warmer and more pleasant atmosphere. For example, Microsoft, the world leader with an average salary of \$160,000 per year, has a policy that cuts 5% of its lowest performers. Also, Google - the most desirable company, is notorious for its rigorous selection and classification tests.

Try to gather around 20 to 40 organizations that are of interest to you. If you are having trouble finding this many

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options in your sector, once again, make sure to expand your scope.

Ranking

Rank the companies based on how attractive they seem to you (i.e., interest, adjustment to my profile, employment conditions, economic security, and distance from home). The ranking and searching process will be challenging. So I would suggest that you start seeking employment with the options that you have listed at the bottom of your top 40.

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When you feel that you are adequately prepared, start looking into your top 10 of your Target Bank.

Overcoming Objections

Some objections require an appropriate response:

- The secretary who filters me out
- Email me
- Contact human resources
- We do not need to
- You are dear to us
- You are Over / Under Qualified

Target Only Desirable Companies!

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Just like you do not buy rotten vegetables, make sure to avoid getting near rotten organizations! Negligence, poor labour relations, unfair or unclear salary conditions, failure to meet obligations, claims and counterclaims (especially in the Labor Court), inappropriate speech style or lack of transparency are warning signs. I do not recommend associating yourself with these companies, as it can have negative implications on your reputation, and your future career. Make sure to go online and search up the company name in order to

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ensure that there is no negative publicity (e.g., fraud or criminal).

Online Tools

There are several free online tools that you can use in your search for desirable companies:

- The company site: Recall that recruiters begin their hunt in the cheapest and most efficient manner. Therefore, a weekly visit to the company's website will give you an advantage.
- Social networks: The next place to investigate when seeking a new job. It is important to follow your companies of interest on Facebook, LinkedIn and

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Twitter. Although, you should keep in mind that Twitter is more for celebrities and journalists, and Facebook is more for family and friends. There is also activity on Telegram, XING, and Instagram (art and advertising).

- LinkedIn: Connect with employees and company executives, especially those that are relevant to your field of interest. For those companies, you should contact:
 - The C-Level Executives (CEO, CXO, VP)
 - Managers of your professional field (future bosses)

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- Recruitment managers, recruiters, and talent hunters
- Colleagues

Try to understand the organization's structure, the mix of employees, their publications, and some of their current work. Check the average seniority of your colleagues, their promotion path, and their satisfaction. It may also be beneficial to speak with former employees, and see what they have to say.

- Google Alerts: Allows you to receive alerts whenever there is a message related to the organization you are interested in. This may also help you to

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find interesting documents that are related to the company, like one of their presentations, or an employee list.

- Search for senior email addresses: If you have LinkedIn connections in an organization, it exposes you to their email addresses. Keep in mind that most organizations maintain a strict "grammar" for their email addresses. In other words, if you take one well-known email address within the organization – you can most likely infer what the email address of their colleague is as well.

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- More extensive search: If you have obtained the email address of one of the bank's senior executives, you can list his address in quotation marks ("AlexK@Company.com") in order to find other people with similar interests, including competitors, customers and suppliers.

Target Your Future Boss

At this stage, we know quite a bit about the company and the positions that they are offering. As I mentioned before, rather than making contact with the recruitment team and human resources, it is much more efficient to make direct contact with the top of the pyramid (i.e., the same vice president who is meant to interview you at the end of the process and has the actual decision-making powers).

In the following subsection, I will explain to you how to demonstrate your professional skills in a manner that will convey to the interviewer that you are most suitable for the job.

Competitive Business Intelligence

A successful job application is based on 3 factors: intelligence, technology and operations.

- **Intelligence:** Applying for a job can be thought of as a military operation that includes:
 - The collection of Intelligence before Operation, from visible sources on the network (OSINT)
 - Human resources (HUMINT - queries in portals, conversations with current and past employees)

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- Deception: use of profiles that do not expose you
- compartmentalization so other candidates will not compete for the position.
- **Technology:** In the process, the less familiar and familiar technological tools are used, on the Internet, a computer and a phone. Recommends that you adhere to ethical tools and technologies only without using clandestine photography and recording.
- **Operations:** Your main goal is to get to the interview! In order to cross all

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of the barriers and filters on the way, you will need to be creative, find the things that will help you to stand out from the other candidates. During your interviews or interviews, you must present your best self, as well as a deep understanding of the company.

Build A Company Portfolio

Using the tools in this book, you should be able to build a one-page company portfolio, which includes the company's:

- Name
- Vision and goals
- Main products or services
- Target market
- Geographical Branches
- Main customers
- Key suppliers
- Competitors
- Owners, managers, colleagues in the target department
- Quantitative information: number of employees, volume of transactions,

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number of installations or customers,
sales turnover,

- Patents and legal affairs
- Being prepared with this information during the job application process can be helpful for the following reasons:
- If you are aware of the company's values, you can make sure that you present yourself in a manner that is in line with the organization. For example, if you know that the firm has a tough policy against sexual harassment, you will know to avoid expressing a sexist joke that comes to your mind.
(Recommendation: Delete any

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inappropriate references that you have made in the past regarding diversity, disability and religion. Also avoid discussing topics related to politics, or ethnicity.

- Knowing the interviewer (i.e., your potential future boss) is important because you can find things that you have in common, which will help you to connect with them on a personal level. This can be a city of birth, a residence, a hobby, a sport, a university or having children. These icebreakers can make your first interaction with the interviewer less intimidating.

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- By investigating the company's products, services, markets and sale cycles, you will be able to understand whether the company is growing or declining. If the company is declining, during the interview you can present your services as a solution, which will help you to stand out from the other candidates who are applying for the same job.
- If there are multiple cases in the Labour Court, or a rapid turnover rate, this indicates that there is a problem with the leadership and organization of the company.

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- When they are having a hard time staffing certain positions, this indicates that they have a poor job description. If you're looking for such a niche in the market as Widowmaker, you can point to the problem and build a more appropriate position

Being prepared for the interview and informed about the company will enable you to ask smarter questions, which will also be impressive to the interviewer.

Information Gathering

Both Military intelligence organizations, and business-competitive intelligence use similar tools. For ethical and practical reasons, we will only collect information from visible sources.

OSINT

OSINT is a familiar term in the competitive intelligence industry, which means the use of open-source intelligence.

HUMINT

Another method of locating information is from Open-Source Intelligence. This is not a matter of classical espionage, but a clever use of ethical intelligence tools:

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- Call the company and ask for the name or details of the specific manager. Even if they refuse to answer, try to contact the marketing department, public relations or spokespersons
 - Find out through your friends who works in the organization
 - Make connections with them on LinkedIn or Facebook
 - Ask other contacts in the organization about the identity of the senior officer
 - Ask in jobseekers' forums or QUORA

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The combination of OSINT and HUMINT techniques can yield high quality intelligence and can help you to validate and verify information.

Social Networks

The communication axis of the pentagon model is based heavily on social networking. We'll focus on LinkedIn and Facebook.

Once you've created your profile, start adding contacts. By connecting your email account to your LinkedIn or Facebook profile, you can automatically send your email contacts a friendship request.

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As a job seeker, your goal is to expand your circle of connections to the target bank (i.e., all the companies that you would like to work with). Make an effort to keep track of the news that these organizations publish on the web.

Add all of your friends from real life, university, school, professional associations, family members, sports clubs and any other attribution group to which you belong.

Personally, I think it is important to maintain a clean online profile (i.e., without images, phrases, comments, videos or content that can expose things

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about you that may be unappealing to future employers).

Also, make an effort to join relevant discussion groups. There are tons of online forums for job seekers in every field, region, industry and profession. If you are unable to find an online forum that suits your interests, you can even take the time to create one on your own.

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Your Office

Make sure to prepare the required set of documents:

- Several versions of your resume
- Several versions of your cover letter
- Call scripts for every type of position

and organization

- An open calendar meant for scheduling meetings

- A company file

Intelligence Operations

Your intelligence operations are already producing results. Thanks to the work that

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you have done thus far, you are starting to see a number of job opportunities through:

- Automatic agents in portals
- Google alerts about careers in target companies
- The organizations that you follow on LinkedIn are publishing jobs
- Placement companies also send you classified ads
- Discussion groups on Facebook, LinkedIn and even WhatsApp are generating additional jobs

Reverse Recruitment Funnel

Now the fascinating part of the project begins:

- Look into the position that you were notified about today and verify that it is a company from your target bank
- Once this is confirmed, carefully read over the requirements of the position and establish whether the job is suitable for you. What value can you bring to the organization that goes beyond the job description?
- If the job does not sound interesting to you, or leaves you no opportunity for growth, do not waste any of your energy or time on it.

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- Do not send your CV to the job!
- Find out who will be your final interviewer, and potential next boss. He will most likely always be at one or two levels above the job itself. For example:
 - The owner of an accounting firm is the accountant or CFO.
 - Sales: Director, Regional Manager, VP (Sales, Marketing, Business Development) or Vice President.

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- Programming positions:
development manager or vice president of R & D.
- Factory level: shift manager, work manager, production manager, factory manager or vice president of operations.
- Email – it is preferable that emails are sent in the middle of the morning (i.e., 10-11) or towards the end of the day (i.e., 17-18) – these are the hours after the email has been scanned at the beginning of the day and before the box is cleaned at the end of the day.

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- The email should be in the format of AIDA. You can find many examples of this online. Use an intriguing subject line that will make the reader want to open the email. The goal is to convey your future boss, by the end of this email, to invite you in for an interview. In the first sentence, you must begin with a compliment in order to stroke their ego and encourage them to continue their reading. In the second sentence, you must present a risk, problem, or challenge. In the third sentence you must propose a solution to this

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problem - yourself. Finally – you must present the potential employer with your contact information.

- Hopefully within the next couple of days, you will be contacted over the phone in order to find a time for an interview. Make sure to take detailed notes of this phone conversation.

Before the Interview

- Check the navigation application on your cellular device in order to determine how long it will take to get to the office. Automatically add another 30 minutes to the calculation in case there are any issues with traffic, parking or entry to the building.
- Dress for success! The rule of thumb is: It's Always Better to Be Overdressed Than Underdressed.

The Interview

You have reached the interview and you are facing your future boss. Your goal at this interview is to make yourself stand out – to place yourself at the top of the short list of candidates.

- Smile warmly and give a confident handshake while looking in their eyes.
- Allow them to lead the interview process
- Answer all of the questions with less than five seconds of waiting time. Every reply should be about a minute long. Try to maintain eye contact while answering the questions.

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- If their questions do not suit your needs, for example, about salary expectations, stay authentic, and try to work around the obstacle.
- Keep in mind that the interviewer is not only paying attention to the words that you say, but also your body language, determination and enthusiasm.
- Remember that the interviewer is a professional - from your field. Thus, his technical questions should be related to content that is within your comfort zone. This should help the

two of you to create a mutual affinity (i.e., rapport).

- When it is your time to ask questions, take this opportunity to ask how you can better serve the organization.
- Do not be the first to mention salary, terms and job titles. Whoever raises the issue of money first loses. If he asks you what you believe is acceptable as a salary, give a range whose starting point is at least 20% higher than your previous salary. If you do your research ahead of time, you should have a rough understanding of how much the

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company or industry pays for similar jobs.

- The more the interviewer speaks, the better. Let him sell you the job.

A Winning Scenario

Your ultimate goal during any communication with your future employer is to sell yourself.

Most employers do not determine your value based on your personal attributes, for example: your references, your marital situation or your academic and sporting achievements.

Rather, the employer is more interested in:

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- The benefits that you are able to offer to them and the organization as a whole
- Your ability to solve, facilitate or improve things within the organization
- It is also important to understand that beyond the goals of the organization, the manager has a personal agenda, which is to prove themselves and achieve certain results (e.g., closing a deal).

Our Activation Buttons

Every individual possesses two buttons: fear and greed. In order to motivate a person to take action, one of these buttons must be pressed.

The Winning Letter

This letter is significant, as it is your key to the organization. I am going to help you to create this letter, with the hopes that it will lead you to the interview with the senior of the organization.

No one has the patience for long, complex messages. Our attention spans are short. In order to attain the reader's

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attention, you must create a letter that highlights their interests and desires.

The best approach to writing this letter is to get to the point. Right at the beginning, tell the reader what you want and convince them why this letter is worth reading.

The purpose of this letter is to take the reader on a short journey that will land you with an interview by the end of it.

Leave Your Ego Outside

A typical presentation letter, starts with "I" or "I was". The truth is that whoever is standing in front of you does not care who you are, or who you were in the past. They are merely interested in their own self, and how you are able to help them. Can you generate more income, improve something in the organization and contribute to the company's profit? Can you solve a problem or reduce losses?

Thus, the correct approach is to turn the conversation around. Rather than talking about yourself and your personal attributes, talk about the "benefits" that you are able to offer to the organization.

Of course, it is hard to start a conversation with a person by expressing negativity, such as "I heard you have a problem" or "Do you want me to open up the Japanese market?" I will now introduce to you the AIDA method, which helps to make this aggressive message less harsh by opening the conversation with a compliment. This helps to attain the reader's attention and prepare them for your value proposition.

The AIDA Letter

AIDA is a method of writing that transmits powerful messages, which lead to action. AIDA stands for: Attention-Interest-Desire-Action.

Attention:

In the first sentence, in order to grab the reader's attention and create comfort, I tend to give them a sincere compliment on their achievements or company performance.

Interest:

Once you have congratulated the reader on their achievements, you present them with the risks. If the risks are written in a

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manner that sparks the reader's interest, then they will continue to read your letter.

Desire:

The yearning for a solution: once you have outlined the risks associated with the company, the reader is ready to hear your suggestions. What do you have to offer as a solution?

Your job in the next paragraph, in a persuasive manner, is to outline what you are able to offer in order to better their organization. This paragraph should include a couple of sentences that describe how you can help, or what set of tools you

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would use. You can also come up with a mini-program.

Action:

If written properly, by the end of the letter, the reader should realize they have the opportunity to recruit an excellent employee. They will also be impressed by your professional writing skills. The last task associated with this letter is to provide them with your contact information. Make sure to provide at least two forms of contact information so that they are able to reach you easily, and hopefully schedule you in for an interview.

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- "Please tell me when it is convenient for me to contact you"
- "I will be available by email _____ or by phone \ SMS \ WhatsApp _____"
- When it comes to a busy executive who travels a lot, it is best to leave them in control, for example: "I'd be happy to meet you somewhere that is convenient for you."

To End The Letter

- Like any letter, you must end it with a greeting, add your signature, provide contact information and links to your social networks.
- Biography - If the reader has gotten to this point, then they are certainly interested in knowing more about you. In order to save them the trouble of searching for your resume and your LinkedIn profile, it would be best to write out a mini biography section that points out your major achievements.

The Six Most Important Words

Even if you write the perfect letter, there is never any guarantee that the reader will open it. The reality is that in their eyes, you are a stranger. The main way to generate their interest is an intriguing subject line.

In order to create a subject line that is thought provoking and intriguing, creativity is required. It also must be relevant and unique to the reader. So, you should start the subject line with their name, followed by a message that will tempt them to open the email, for example:

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- "Terry, Did you handle the logistics of the project in Singapore"
- "Ron, I am the QA man that you were looking for."

Why six words?

Today a significant percentage of our information consumption, including reading emails, is done on mobile devices. Due to the smartphone's narrow screen, we are only exposed to the first few words in the subject line of emails. Thus, if the recipient is not interested in those first few words, they simply will not open the email.

CV

Writing a CV involves strategy: the quality of writing, the verbal and non-verbal messages, the choice of words and the organization of the CV. Upgrading and updating your CV is a constant process. Any change in status, position, company, publicity or recognition must be reflected in the document. Keep in mind that frequent updates to your profile on social media will improve your ranking and search results appearances.

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One Page

I recently received a 14-page document from a Uruguayan architect who wanted to find a job. The document included every building that he ever planned, and the details of each of his projects. Most employers would not be willing to read a document that is so long and detailed. As an individual who is seeking a job, you must make a conscious effort to summarize your life story onto one or two pages.

If you have had a great career, or many academic achievements and publications, consider posting this information onto your Dropbox, Google, or Microsoft accounts.

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This will allow you to provide your future employers with a link that includes all of these documents (in the case that they are interested to read more about your life story).

Young people, experienced or inexperienced, should place the education section at the top of their CVs. If you are a young person, but have over five years of employment experience, then you should put the employment section at the top of your CV instead.

Remember that the employer, especially the recruiter, skims through the resume and barely actually reads any of the

content. By scanning the eye movement of recruiters, the Ladders Company conducted a study that investigated the areas of the CV that employers are typically drawn to. The conclusion was that the average recruiter spends about 6 seconds during their initial review of a CV. The recruiter's eyes float in the following direction:

1. The upper left part
2. Recent position, and the date of this previous position
3. Education (located in the lower section)

Thus, the information that is most relevant and demonstrative of what you can offer to the company should be placed at the top of your CV.

The study also found that recruiters are more drawn towards CVs that are written in an easy-to-read format. A well-done CV includes three main sections:

- A declaration of value,
- Your employment experience (should take up about 60% of the page)
- A short description of your education
- Each section should include a highlighted and bolded title. A picture of yourself, and your personal

information should be placed on the title page.

Silver Hair Is Worth Gold

This chapter is most relevant to those who are forty and above. People in this age range often find it difficult when returning to the employment market.

Most mid-level managers in the labor market are aged 30-39. Senior officials are usually aged 40-50. In high-tech companies, you will find many more CEOs and vice presidents.

If you are in your 40s, and feel that you are having a harder time finding your place in the job market - you are not alone. The

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Research Department in the Ministry of Economics found that the following populations are often discriminated against in the workplace:

- Immigrants and minorities
- Women with babies
- Women
- Candidates over the age of 45

Thus, in order to combat this discrimination, job seekers aged 40 and above need to maintain a modern persona (this should include their knowledge base, style of speech, fashion sense and use of industry jargon). By signing up for

professional newsletters, you can keep yourself up to date with the times.

Do Not Be Fixated On The Fact That You Are Above 40!

Fixation is destructive in the modern labor market. Even if you are older than your managers, try to keep your appearance young:

- Get a haircut and make sure to shave!
- Fitness and sports: There is no need to become a fitness machine, but it is always beneficial to maintain a healthy lifestyle. Playing sports can

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help increase your energy level, and give you a more youthful image in the workplace.

- Dress Code: Choose clothing that suits the industry, compliments you and makes you appear more youthful.
- Technology: Make sure to keep up to date with modern applications, devices and software.
- Know how to use multiple screens simultaneously: For example, WhatsApp allows for the smooth transfer of media and links between devices and platforms.

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- Start to use online platforms for your banking, insurance, cell phone plans, cable, etc. This experience with technology will be beneficial once you return to the labor market.

Flexible Mindset And Employment

Yes, there is a stigma that older employees perform slower because of their lacking technological abilities. Despite this stigma, the experiences that you have accumulated, the challenges that you have dealt with, and the problems that you have solved (thanks to your age) cannot be taken away from you. During the recruitment stage, you must use this high

level of experience to your advantage. Explain why your services would be beneficial to the organization.

An Internship At Age 45?

In the last two years, there has been a trend in the United States, in which unemployed adults work as unpaid interns for a month's time. Rather than going through the recruitment and screening process, these adults prove themselves by contributing a few weeks of free work to the organization. Even if the internship does not end up leading to a job opportunity, it can still be included in your

CV as a relevant and up to date experience.

Multitasking

Nowadays, every worker needs to have the ability to multitask, and work with multiple screens at the same time (cellular-computer, tablet-TV and even clock-laptop). However, the reality is that our brains do not perform multiple tasks at the same time. We skip and prioritize our work in order to get things done quicker. Our tendency to jump back and forth between screens and tasks contributes

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largely to the attention and concentration disorders that are more common in recent generations.

One method that is used in order to improve brain performance is to induce dopamine secretions, the hormone responsible for soothing satisfaction. According to Simon Sink, the millennial generation produces dopamine in every interaction that they have on social media. That is why they are also less sensitive to addiction to networks and FOMO - the fear of missing out something when they are disconnected from the network.

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People in their forties spend less time on social media, thus they are less affected by dopamine secretions. Personally, I like to make phone calls on my way to work (with friends, clients, etc.) because it helps me to begin my day with a positive energy.

Social Life

We tell ourselves that we have many friends who come from school, the neighborhood, synagogue, university and the workplace. The truth is that most of these people are not our true friends. Yes, your paths have intersected, but the reality is that most of these friendships are virtual

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(i.e., on social media) or sporadic (i.e., rare encounters). For the most part, when you move to a new location, or change your workplace, you will not keep in touch with these individuals. In regards to the circle of friends that you hang out with regularly, it is unlikely that they are able to help you advance your position in the workplace.

Try the following test: What is the average salary of your five closest friends? Is it similar to yours? If so, this means that you share the same socioeconomic status, thus you cannot help each other to advance in the employment world.

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Unfortunately, this test may also apply to your family members. Personally, my parents were never entrepreneurs or business people. For that reason, I did not find it useful to consult with them when I was attempting to plan my career.

In order to find your dream job, you must expand your social network. Surround yourself with people who are smart, strong and experienced. You can start small, for example: during your next lunch, sit with a different group, perhaps the vice presidents or a group of senior executives.

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Another option is to make contact with your old friends or classmates who have become successful. Invite them for coffee or beer, or set up a WhatsApp group with your old friend group. Two years ago I established a group named "Five Members - 40 Years" with my friends from military boarding school. We came together in order to support, advise and promote mutual cooperation. We help each other through the good and the bad, with recommendations at work, small loans, attending each other's weddings and funerals, through bankruptcies, emotional crises and children's graduations. Today,

we are closer than ever before. It is important that you share your knowledge, expertise and connections with your friends as well.

Balancing Work, Society, Health, Mind And Family

Brian Dyson, the legendary CEO of Coca-Cola, said the following during his speech at Georgia Tech College:

"Imagine life as a game in which you are juggling some five balls in the air. You name them work, family, health, friends and spirit. And you're keeping all of these in the air. You will soon understand that work is a rubber ball. If you drop it, it will bounce back. But the other four balls – family, health, friends and spirit – are

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made of glass. If you drop one of these, they will be irrevocably scuffed, marked, nicked, damaged or even shattered. They will never be the same. You must understand that and strive for balance in your life."

Unfortunately, many individuals prioritize their work-life over their personal health, or their family. My friend who is a psychiatrist once told me that each of us should allocate 4% of our income for our mental health. This money can go towards spending time with friends and family, music, travel, meditation, praying, doctors and psychologists. During periods of unemployment, when you are feeling stressed and overwhelmed, your family

suffers with you. By expressing yourself, and keeping your family up to date, you can help to relieve that tension amongst your family.

Volunteering

As I have mentioned before, I spend a good proportion of my time volunteering, and giving back to my community. If you are interested in volunteering your time as well, there are plenty of opportunities available in your community. For example, you can volunteer with children, immigrants, minorities, or animals. You can donate blood, provide people with education, or help organizations to raise

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money. You can also volunteer at a hospital, or an environmental institution. Over the years, I have come to notice that my friends prefer sharing business and employment opportunities with individuals who spend time giving back to their communities.

Recommendations

A recommendation from a previous boss is considered reliable, especially when it is easy to verify the information via phone conversation. This is an important reason in itself, to end your employment experiences on a good note, and to not

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burn any bridges with your previous employers.

On LinkedIn, it is recommended that you have above 500 connections. A smaller amount indicates that you lack social skills.

Business Networking

At a typical networking event, everyone tries to milk everyone. In other words, the approach to every conversation is: what can I gain from this interaction?

In order to be successful when networking, you must come to such an event willing to share your knowledge and connections. If you are able to share information with them, then they will feel

more obligated to share opportunities with you.

Here are some rules that can help you to be successful at a networking event:

- Get business cards.
- Present your Unique Value Proposition, adjusted to the event and the mix of participants. Try creating "Memorability".
- Even if you are not looking for work, make sure to participate in networking events from time to time in order to establish new connections.

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- Before attending the event, use LinkedIn to research the individuals who are coming to the event. This way you will be aware of which people to target.
- Try to reach out to the individuals at the event who are more established in the industry.
- Move around the room and analyze the participants. Make sure you do not interrupt any deep conversations. Feel free to join groups and participate in discussions.

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- Coffee breaks are the best time for the Networker. When most of the participants are in the lobby - you can make more connections with other networkers.
- Make sure that you are dressed appropriately! You do not want to look ridiculously overdressed, or underdressed. If you have any doubts about the dress code, it is safer to dress a little nicer than you normally would.
- Your body language should be friendly and inviting, for example:

make sure to maintain a welcoming smile throughout the event.

- Begin your interactions with a handshake and eye contact. Introduce yourself in one sentence, and present an idea that is most relevant to the event, and the individual that you are speaking to.
- Let the individual respond to your idea, then immediately think about what type of benefits you can offer them.
- When you exchange business cards, pay attention to their name, title, and the design of the card. On the

back of the card, note down a specific detail that will remind you of the interaction, and what you promised to help them with. By the end of the event, you will come home with many business cards; thus, it is unlikely that you will be able to remember who is associated with each card. That is why it is important to note things down quickly, for example, "the guy with Bob Marly hair", "to send a cloud storage survey" or "August 2021 system analysts conference", "to connect Lion to human resources."

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- I would recommend keeping your business cards in a briefcase, or your jacket pocket. This is more professional than keeping them in the back pocket of your pants, which might make people uncomfortable when you are handing out your business card.
- Remember to address each individual by their name once you have met them. If you are not sure about the pronunciation of their name, just ask.

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- Try to listen more, and talk less. In doing so, you will be perceived as more genuine.
- During your first interaction with an individual, do not try to sell yourself.
- If you are able to connect a friend to someone else at the event, you should do so. During this introduction, try to please both sides. Once the two parties have established a connection, you can move on and continue to network.
- At the event, you may recognize individuals from other networking

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events. Make an effort to converse with them.

- Once the event is over, connect with the people that you met on social media. Make sure you make mention of where you met, and reassure them of what you promised.

Do not look at the senior executives from the event as your ATM and do not ask them to do you a favor. It will not happen. Keep in mind that these VIPs are bombarded with dozens of calls every day, and that they have no real ability to assess your value (in terms of utility) after such a

short meeting. The goal of networking is to exchange that cold and short meeting with an eventual real interview.

It's Time To Take Advantage Of Your Network

At this point you already have an extensive network of contacts: your friends, family, LinkedIn, Facebook, WhatsApp groups and more. Remind these contacts of what you are searching for and explain what benefits you can offer to their organizations. Your friends will recommend you to their organizations, so long as they are sure that you will not mess

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up. When you find a position that interests you in an organization, check who your contacts are on the inside, and try to see how close they are to the person who may hire you for the position.

3D Success

Somewhere in your career, you have probably come to the realization that your level of success does not equate to your level of education. You have not gotten promoted, your bonuses are minimal, your work is repetitive, you are lacking stimulation and you have been forced to partake in a less significant position in your workplace. During these struggles, you may have thought about what it would be like to work for yourself, or in an executive position in the company.

At this stage in your career, you have accumulated tens of thousands of hours of specialization in your profession! Instead

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of wasting your time and energy working in a job where you are unhappy, you can use your knowledge, experience, and expertise to create an independent business. This methodology consists of three main dimensions:

1) The Operational Dimension

Build a personalized system that is tailored to your unique expertise, knowledge, experience and capabilities. Here are some practical tools and tips to help you reach your desired level of success:

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1. Create a personal vision and a business vision,
2. Track your success,
3. Self-branding,
4. An Internet presence that supports your image,
5. An effective messaging system and motivation for customers to take action.

This book, for the most part, is an operational road map, meant to help you to find your dream job. As a professional, you can build a map like this that matches your own area of expertise.

2) The Energetic Dimension

Self-Motivation:

1. Human operating system,
2. The laws of the Universe and the ways to harness them to our success,
3. Your inner engine of success.

Remember that in life, you are not rewarded by your knowledge, but you are rewarded by the way in which you decide to apply your knowledge. It is easy to evaluate the effort that you put into achieving success, for example: How much time did you spend today talking on the phone? Was it more or less than usual? If you avoid direct communication

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with your potential employers and prefer to hide behind the keyboard – it is time to step up your game! You need to find a way to motivate yourself to take action!

3) The Mind-Set Dimension

The Mind-Set of a Champion:

1. No more than 10% raise or additional \$ 200 per month.
2. Challenge yourself to reach certain goals and push yourself out of your comfort zone,
3. Locate business opportunities, find market segments and compete!

Flexibility

When entering an organization, the training includes: product explanations, company policies, job definition, tasks, and boundaries. It is important to recognize that you will often find yourself in situations where you are required to bend the rules in order to achieve a certain goal.

Procrastination

We all have a tendency to avoid completing certain professional and personal tasks, for example: waiting until the last day of vacation to do our homework, or calling our mothers. Most of us prefer completing tasks that are more

desirable. Some people even complete the less urgent tasks first because they are avoiding the one that is undesirable to them.

Procrastination is normal, it is something that everyone will experience at some point in their lives. Successful people use a number of tactics in order to overcome their struggles with procrastination.

When searching for a job, procrastination may cause you to lose time and job opportunities. Thus, I would advise you to practice the following method: when you come across a job that

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seems interesting to you, stop everything that you are doing and get to work!

Strategy

Decide what your main goal is for the near future, and build your strategy around that goal.

Scheduling

In order to complete tasks in an efficient manner, provide yourself with a strict schedule, and make sure that you stick to it. For example, a phone call with a potential employer is an extremely important task. Thus, you should select an appropriate time in your calendar to make

this call, and ensure that it happens at that time.

Reward Yourself

It is important to celebrate your successes, even the little ones. Whether it's grabbing an ice cream, going out for dinner, or visiting a friend, you deserve to be rewarded for your hard work. This will also help motivate you to continue striving for success.

Lizard Brain

Seth Godin, a marketing guru, writes in his excellent blog about "Lizard Brain," located in the brain stem. When we feel threatened, panicked, or uncomfortable,

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the lizard brain takes control of our decision-making. It provides us with the instinct to flee the scene of danger. When we experience something that is frightening, that immediate strange feeling that we get at our fingertips is thanks to the lizard brain.

Searching for a job can make you feel uneasy, especially for someone who has been employed for as long as they can remember (similar to how marriage causes us to lose our dating skills). To avoid this discomfort and find your dream job, you must formulate a strategy that is clear and structured.

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Once the whole process is complete, you will discover your life goals. At this moment, you will feel an urge to start hunting for your next job. You will welcome each step and challenge, because you will have the appropriate answers, which you have practiced. For any resistance that a potential employer raises, it will seem like a positive sign to you. "Closing signal" in the sales language.

Reach Out Of Your Comfort Zone

Procrastination and the lizard brain are just two of our natural drawbacks. Everyone finds it easier to stick to the things in our lives that are familiar.

In the book entitled "Crossing the Chasm " by Geoffrey Moore, he divides technology users into a number of sub-populations, depending on the rate of their adaptation to change. Some individuals will only make a technological change once an entire market has been updated, for example: individuals that will only buy a smartphone once they can no longer find a phone with a dial. The majority of people will adopt a new technology during its

flourishing stage. Entrepreneurs and innovators who consider themselves to be at the forefront of technology will be the first to adopt any new technologies, even if they are not perfect (similar to those who stand in line all night in order to buy the newest iPhone).

- Try to be an early adopter, especially if you work in technology. This way of life will give you an advantage over your competitors.
- Keep up to date on the latest trends and innovations in your industry.
- If you can, try and access the early editions of technologies. Most

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companies will be happy to include you among their trial customers or experimenters.

- If you write about these technologies in your blogs or on your social media, you will become a source of knowledge and this may be appealing for future employers.

Leaving the comfort zone also includes entry into market segments or not-so-natural industries for most players.

For example, most of us speak good English and therefore work with the United States, Britain, Canada and Australia. We prefer a clear set of rules and the ability to

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enforce contracts, so we are comfortable in the countries of the first world and the EU, but the real opportunities are outside Africa. Latin America, CIS and East Asia

To summarize:

In order to get started, you must stop talking and start doing! Set your schedule and your goals!

First week:

1. Spend a few hours building your model of assets and desires.
2. Find areas in the business world that match your assets and desires.
3. Position yourself on the pentagon.

Second Week

4. Look into the job requirements in your field of interest and find the areas where you are weak.

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5. Work on improving yourself in those areas.
6. Choose 20 companies and positions that interest you, then rank them.
7. Start collecting information about those companies.

Within a Month

8. Build a network of connections within those industries and companies.
9. Apply to attend professional events.
10. Attempt to network with future colleagues and bosses.

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11. Prepare the appropriate documents, for example: letters of motivation, CVs, etc.
12. Build a professional LinkedIn profile with an adequate number of connections.
13. If necessary, make sure that anything on the internet that is associated with your name is appropriate.
14. If an opportunity arises for a position in one of your target companies, make sure you respond within 30 days (even if it is at the end of your list).
15. Take note of your mistakes in the process so far. Analyze what went

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wrong and create solutions for how you would handle the problem if it were to occur again.

Second Month

16. Now, it is time to contact some of the executives from your desired companies.
17. Began to broaden your horizons, search for more jobs.
18. Create relationships with potential employers, even if they are not seeking employees.
19. Keep track of the process, for example: how many letters you

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have written, or how many interviews you have had.

20. Take note of how the interviews are going, and what you need to improve on.

21. Celebrate your dream job and success!

So how can I help you?

This book marks the beginning of a new journey. I congratulate you for taking initiative and investing in your future!

Sign up for my support groups at: www.dreamployment.com, where you will be able to find more information that has not been included in this book. You can also email me at: info@diplomaticinstitute.org or contact me on WhatsApp at: +972506062000.

Let me know what you thought of the book. You can also write to me in Hebrew or Spanish.

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I would be happy to help you find your dream job! If interested, you can schedule a remote Zoom meeting with me.

Add Your Own Ingredients

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About The Author

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