

# CAREER INSIDERS

## I Scream, You Scream, We All Scream...

### We're so happy!

We like working in our new [WeWork](#) office in SOMA so much that we threw an ice cream party for everyone in the building. Who can resist that, right? What a blast! Visit our web site to see [more photos](#). It's amazing how everyone gets giddy when slurping up yummy ice cream.



### I love my job!

And not just because of the ice cream. Nothing makes me feel more gratified than hearing from a client that they got the job. I also really enjoy delivering presentations. I prefer in-person but webinars are good too. Just last week I presented a webinar on **Job Search Etiquette**, a topic that is near and dear to my heart, to more than 65 job seekers all over the country and Canada. Of the 43 attendees who answered the anonymous post-webinar feedback question *Was this Webinar helpful?* - 26 said *very helpful* and 17 said *somewhat helpful*. As you can imagine, I was both surprised and delighted.

### Ask for a chat

It seems that people like the straightforward, practical approach that we've developed here at Career Insiders. It involves understanding and using human nature to one's advantage, and it works. For example, when talking about how to use informational interviews strategically in a job search, we recommend asking for a *chat* which is defined as *an informal conversation or talk conducted in an easy familiar manner* and implies a shorter amount of time, making it easier for the targeted contact to say yes. It seems like such a tiny difference that it's easy to think it wouldn't matter, but it does.


### Talent Acquisition

We use the same approach with our recruiting clients to help them hire top performing talent. LinkedIn is a terrific recruitment tool that we use aggressively, but our network has been built over many years of successful matchmaking, and we believe that using a personal touch is still the most effective.

Well, I suppose this is enough self serving prattle. I hope you enjoy the informative articles that we've included in this issue. Please feel free to contact me to discuss career coaching, recruiting, or anything you'd like to talk about...except the Giants. It hurts too much.

Thank you for listening!

Mauri  
President/CEO  
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## Recommended Reading

Networking is one of the best ways to search for a job, but be mindful that the lines between professional socializing and dating can be blurry as this [article](#) points out. Deena Shanker, Fortune, August 26, 2013

Here are some additional articles we've read recently. Please [send us](#) those that have caught your attention.

### [How 'Power Poses' Can Help Your Career](#)

"Can how you stand or sit affect your success?" Sue Shellenbarger, Wall Street Journal, August 26, 2013

### [3 Ways to Instantly Connect with your Interviewer](#)

"Whether you're paired with a friendly conversationalist or a stone-faced interrogator, you have to make a connection..." Katy Douthwaite, The Daily Muse, July 29, 2013

### [Zuckerberg Explains Facebook's Plan to Get the Entire Planet Online](#)

"...he postulated that a connected world could address economic disparity and outlined a vision..." Steven Levy, Wired, August 26, 2013

### [A Sweet Lesson in Price Perceptions](#)

"As I opened the freezer section, there was something new sitting next to my Talenti..." Carl Richards, The New York Times, August 26, 2013. Read this and think about how you can use this tool the next time you negotiate a job offer.

## What do we do...How do we work?

When prospective clients contact us to learn about what we do, we invite them to take a look at these 3 pages of our website and then we talk turkey.

### [Mauri on KRON 4 TV](#)



### [Service Packages](#)



### [Hear it from our Happy Clients](#)



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