

Tom York >> SDBJ INSIDER

Seven Handy Tips While Looking for Work



Well, times are tough, and many of us are out looking for work, or worrying about our next job. Career coach **John M. McKee**, who is the local

author of "**Career Wisdom, 101 Proven Ways to Ensure Workplace Success**," offers seven tips for those suddenly on the jobless lines. **No. 1.** Consider going solo. Given the amount of dramatic changes affecting organizations and businesses across all sectors, it may be extremely difficult and perhaps impossible to replace your job when it's lost. **No. 2.** Understand the outsourcing threat. Lawyers, journalists, accountants, radiologists and other professionals are finding out that they're no longer "safe." **No. 3.** Do a self-SWOT, or Strengths, Weaknesses, Opportunities and Threats, analysis. For decades, this analysis has provided strategic direction to organizations worldwide. **No. 4.** Update your skill set. Take seminars, course work or leverage other skill enhancement vehicles to get on the leading edge and, thus, maximize your personal value with prospective employers. **No. 5.** Create a personal action plan. Even in difficult times, there are many who thrive despite economic downturns, business closures and other tumultuous events solely because they have defined goals and strategies. **No. 6.** Network online. Join social networking sites such as **LinkedIn**, **Plaxo** and **Facebook** to network with peers and hiring managers. **No. 7.** Establish new relation-

ships and cultivate existing relationships while out and about, which could result in an unexpected opportunity or inspired business idea ... Be there or be square. **North Park Nights** kicks off March 21. The event encourages local businesses to share resources during this time of crisis. San Diego artists will also display their works, so it's a melding of the left and right brains ... A group of three dozen entrepreneurs from the United States, Ireland and Australia launches **Hug It Forward**, as part of Hug It Forward International Day on May 13 ... Leaders are trained, not born. Local executive leadership training organization **Lead San Diego** launches its three-day senior executive program March 26. Details at leadsandiego.com ... On your toes! **City Ballet of San Diego** schedules two historic ballets to be performed for the first time: "The Four Temperaments" and "La Source." Performances are scheduled for March 5, 7 and 8. Tickets and information at cityballet.org ... Well, these guys aren't monkeying around while the economy struggles. More than 250 zoo, botanical garden and aquarium leaders attended the annual **Institute of Museum and Library Services** conference at the **University of San Diego** Feb. 19-20 to discuss such issues as dealing with budget cuts ... Sometimes you have to laugh about it all. "A government that robs Peter to pay Paul can always depend on the support of Paul," or so says **George Bernard Shaw** courtesy of PR man **Tom Gable**.

Contact Tom York with items for this column at sdbjinsider@sdbj.com.

