

HOW TO BECOME IRRESISTIBLY ATTRACTIVE IN YOUR CAREER... AND MAKE THE PERFECT MATCH



Do you know who you are? Are you in control of where your career is going? Do you possess the x-factor? Hilary Wilson provides guidance and expert counsel on how to make things happen in your life.

Come to a party to celebrate the perfect match. The bells are ringing in advanced celebration of the union and the air of dynamic excitement is all around. Just before we engage in the celebration, let's just step briefly into understanding when and where it all began...

Back at the end of the 20th Century the world of work was changing radically. Gone was that steady familiar relationship of 'a job for life' so long as your tasks were completed adequately. Gone was a company acting like a parent and we, the children, towing the line knowing we'd be looked after. All of a sudden it's adult-to-adult, massive down sizing, jobs carrying contracts, payment based on performance and absolutely no security in the way we knew it. Plenty of companies including Apple and Marriott actively promote the concept of the self-managed career.

Stepping into 21st Century it became clear that doing the task isn't enough. It is much more about how you do it. It's about demonstrating charisma which might be defined as 'the ability to inspire enthusiasm, loyalty and action in others.'

The 'Charisma Factor' will be the differentiator between the you and the next person. Understanding and utilising the link between charisma and career success is vital in the age of the self-managed career. We all have charisma within us; it's visible to a greater or lesser extent. Making it visible is critical to career success. Major research across a variety of FTSE 100 companies shows that getting promoted is about the following:

Tasks (completing them satisfactorily)	10%
Image and personal style (the attitude and behaviours you demonstrate when doing tasks and interacting with others)	30%
Reputation and visibility (including being well networked, thinking strategically and getting noticed positively)	60%

SEVERAL QUESTIONS YOU MIGHT ASK YOURSELF ARE:

- ⊙ Are these statistics in anyway representative of the business you work in?
- ⊙ If so, what is your current split on the percentages?
- ⊙ Would demonstrating your charisma more fully help you? These statistics are not just about promotion, they are also about being seconded, securing a side ways move and performance-related pay.

Charisma is a core skill in the 'how' you do task as well as key in building reputation and visibility. It's a quality that builds trust and commitment, which is the bedrock of every single successful endeavour. Let's take charisma and break it down into its core competencies of:

Outcome: Charisma in part is about energy, vision and passion which comes from having some idea of what matters to you and where you want to get to. Each of us will demonstrate our charisma differently to the external world, whilst our internal experience of how it looks, sounds and feels will be different for each of us. Charisma is not always about outward noise – it comes from an inner quiet and shows through by having a clear outcome.

Rapport: Rapport is about creating good relationships. A critical relationship is the one you have with yourself. Charisma comes from self-confidence and healthy self-esteem. That shines through and becomes a very attractive and magnetic quality to others. One of the fastest ways to build rapport initially is to create a positive first impression and follow that with an attitude of curiosity and understanding towards others. Attitude always drives behaviour. A healthy soundbite from a regarded and charismatic leader, Bob Eaton, ex CEO of Chrysler, approaches every conversation from the mindset of 'what can I learn here?' Imagine what that attitude does in building rapport.

Adaptable: An attitude of being adaptable keeps you up to date and flexible which builds the ability to manage change and keep learning and growing.

Would you invest in a company that didn't invest in itself? Why should a company invest in you? Get busy by investing in that most important of companies, ME plc. It's critical to your survival to be adaptable and current. As Walt Disney once said, 'It's always fun to do the impossible.'

Self awareness: How good are you at noticing what's going on in your internal world – and then doing something about it if you're not in 'the right state' of mind? It's always better to be there than in 'a right state'. How well developed are your senses to picking up on those subtle moods and atmospheres that tell you so much more than actual words? People demonstrating charisma have high levels of sensory acuity. Any reading or knowledge you have of EQ and EI is invaluable here.

We all need to take time to build and develop these latent skills. These qualities will make you highly desirable to colleagues, bosses and your potential clients. However, if you want a hot date you need to find a way to attract it. The way to do that is through career management skills. These make sure you get noticed by the right people. These fall into three main areas.

PRODUCT LIFE CYCLE

Our own skills and competencies have a product life cycle. Where are you on yours? Are you still attractive and desirable to your 'customers' (you're not past your sell-by date are you?). It's your responsibility to know where you are NOW and be planning your next step. Do you need to acquire extra skills and knowledge to remain or become attractive once more to your particular set of consumer's i.e. potential customers and employers?

Advertising, above the line

Your personal advertising campaign is supported and inspired by your C.V and resume.

- ⊙ How up to date is your CV?
- ⊙ Is it a sexy little number on two pages?

'Sexy' in CV terms means filled with relevant measurable achievements. These achievements are your strapline to any potential purchasers of you and your company's products and services. One of the easiest ways to arrive at a substantial list of benefits is by using this simple formula:

1. Think of a regular task or particular problem in your job.
2. What action are you taking?
3. What is the benefit of that action to your team and the wider business?
4. What's the outcome you desire?

Quantify those benefits into amounts, percentages and time frames. Keep an up to date success log of all your achievements. This is an excellent boost to self confidence, provides a good indicator of any gaps in your skills and gives you all the raw data for a sexy CV. It's a key part of your self marketing.

Advertising, below the line

A major key for career success is to have a well-developed network with key contacts in all your major areas of business and professional interest. The CRITICAL part of building a network is to think first and foremost, 'what can I do for them? What information, ideas and contacts do I have that this person may be interested in?'

Anyone who has a powerful and effective network always approaches it from the mind set of 'what goes around comes around.' A network is one of your critical resources in building your reputation and visibility not to mention being up to date on current moods and trends in your industry.

And so to the party we go to celebrate the marriage of our charisma to creating career success by knowing how to get noticed in the right way, by the right people. ●

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QUIZ TIME: READ EACH QUESTION AND ANSWER EITHER YES OR NO TO DETERMINE, 'IF YOU HAVE THE PERFECT MATCH?'

I have a clear idea of what matters to me and what I want in my life	Y/N
I invest time and energy into making my goals and vision come true	Y/N
I invest time, energy and thought into creating a positive first impression	Y/N
I easily build rapport in wide range of situations with a wide range of people	Y/N
I am extremely skilled at reading people and atmospheres and responding appropriately in a way that gets a result and further builds rapport	Y/N
I am committed to learning and acquiring new skills and behaviours	Y/N
I am confident that I can always get the jobs I want	Y/N
I am happy that my CV is up to date and filled with measurable achievements	Y/N
I have a well developed extensive network which I invest time in maintaining and building	Y/N

SCORING

- 10 Yes's: Excellent, keep up the good work
- 6 to 9 Yes's: Well done, choose a 'no' statement and turn it into a yes
- 5 Yes's and below: Danger, get busy now turning no's to yes's