



The Switch Method

Get focused. Get noticed. Get interviews. Get the job!



Based on the Amazon #1 Bestseller for Job Hunting
Switch – Stand Out and Get the Right Job



welcome!

Our team is ready to support you on your journey and search for a new role. Here is a quick overview about The Switch Method Company.

Founded in 2008, The Switch Method Company provides Career Advisory, Education, Training, Recruitment, Diversity Search and Outplacement services to national and global market leading companies.

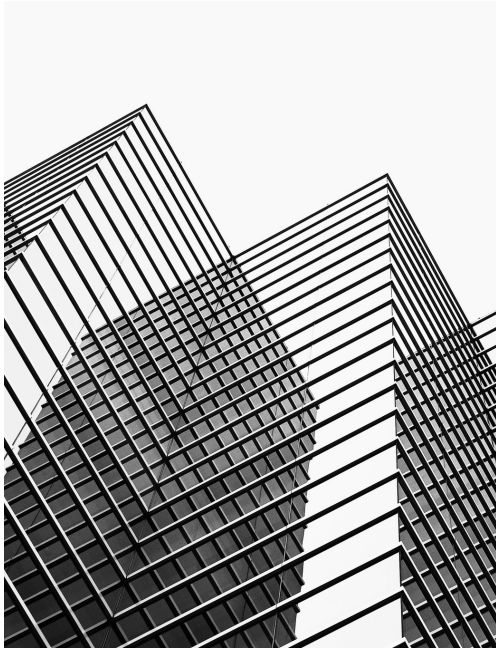
I am the Founder and Director of The Switch Method Company. I have been rated as LinkedIn Top 1% Recruiter and Amazon #1 Bestselling Author for Job Hunting and Careers.

This step-by-step guide has helped people find jobs they love, are good at, get well paid and make a difference.

Use the self-assessments and checklists on a regular basis to calibrate on the journey (and recalibrate).

At anytime, can contact our team at hello@switch.work

Free



the switch

Technology, Social Media and Pandemics have changed the workplace, hiring processes and career paths forever. Here are the **7 new rules for career success.**

1. Loyalty is dead and performance is king. You are only as good as your results. Results are more important than your tenure in the company; they determine whether you will get promoted, remain where you are or be made redundant. When the mutual value proposition (MVP) between employer and you as an employee no longer exists, it's time for them to find someone else and for you to move on.

2. Culture and fit are more important than brand name and strategy. You are likely to choose to stay with an employer based on the culture and potential to succeed in the current job on offer rather than on the name on the door and prospects for long-term progression.

3. Your skills are for hire and you are the CEO of your company of one. Your employment is a one-client contract with an unclear end date. Employers are becoming clients, and you as an employee fulfil the roles of the specialist service provider. The team is a task force, and when the mission is complete, the team is disbanded.

4. You need to maximise your value to your employer. You are responsible for your learning, development and career path. This is not the responsibility of your boss or employer. If something can be done faster, better or at a lower cost, you are at risk of being replaced. Companies will continue to look for the best value for money. AI and bots are emerging and beginning to replace people in jobs that can be automated.



the switch

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5. Learn to work in your job and on your career every day. My experience shows that people typically have eight to ten jobs between the ages of twenty to forty-five, so at any given point in time, you are thirty to thirty-six months away from a job change. Always be prepared for that change.

6. Master how to market yourself to employers. Being able to promote yourself to secure your next job (whether internally or externally) while working in your current one is a critical skill that you need to master to survive and thrive in a business environment that is constantly changing.

7. Your network is your net worth and referrals are rocket fuel. You will shoot to the top of an interview shortlist with a strong referral as well as internal supporters. People are online, socially connected and instantly accessible 24/7. If you aren't prominent socially, you do not exist in people's current memory. Good personal branding and social capital will increase your influence, resulting in inbound career opportunities and accelerating your career.

The Switch Method is a roadmap and a process that combines success principles from thousands of the successful job seekers into an easy-to-follow step-by-step process.

the four-step roadmap



GET FOCUSED - ON THE RIGHT JOB FIT

You know yourself best, so you must be clear about your right job fit. What do you love to do, are good at, get well paid and make a difference? Write your goals about the type of jobs, companies, culture, managers and compensation that is right for you.

Switch from confusion to clarity and focus on the right fit.

GET NOTICED - BUILD A PERSONAL BRAND

People who have great career marketing materials like an impressive resume, sharp LinkedIn profile, large network, publish articles and are visible on social media tend to get approached for new jobs and shortlisted for interviews ahead of others.

Switch from being ignored to standing out.

GET INTERVIEWS - WITH TARGET COMPANIES

Often, people struggle to get interviews for the right role with the right companies at the right time. Employers have the same struggle, when there is a job opening. A targeted job search ensures you have the best chance of connecting with the right company for the right role.

Switch from being one of many to being noticed and relevant.

GET THE JOB - INTERVIEW WITH INFLUENCE

A well-suited candidate can miss out on a great role because they lack good interview and follow-up skills. Knowing how to interview well, discover their problems, goals and demonstrating how you can help them with good follow up afterwards will maximise your chances.

Switch from being ineffective to being offered the job!

four mistakes to avoid

MISTAKE 1: BUSY AND UNSURE

If you aren't clear on what you want, you could easily pursue and accept a job without considering what the right job may be for you, or what else is out there that could be a better fit for you. It's essential to own, discover and define the right fit for you.

MISTAKE 2: BORING RESUME AND LINKEDIN PROFILE

Most resumes talk about job responsibilities (yawn) rather than results and success metrics in the face of significant challenges. They read like a tour of an art gallery rather than a James Bond blockbuster.

MISTAKE 3: NOT TARGETING HIRING MANAGERS

More than ever before, the hiring manager is under pressure to achieve targets with fewer resources. Don't get stuck in a job application queue. Connect with them on LinkedIn and make them aware of the value you offer.

MISTAKE 4: NOT IMPROVING YOUR INTERVIEW SKILLS

Interviews can be unpredictable so it's best to sharpen your sword by brushing up on your interview skills and go in prepared to build rapport, discover their top challenges and goals. Give and get information to establish a strong mutual value proposition.

self assessment #1

right job fit

This assessment is meant to help you identify where you are currently on your journey to success. This can and should be done every few weeks and compared against previous self ratings to identify goals and recognise accomplishment. Using the scale below, circle the number that best describes your situation right now...

1

NO CLARITY

I'm not sure at all and need to figure it out

2

LIMITED CLARITY

I have some idea but still need to figure it out

3

MODERATE CLARITY

I have a reasonably good idea about what I want

4

HIGH DEFINITION CLARITY

I have a written goal about the right job for me

LEVEL OF CLARITY ON RIGHT JOB FIT



STEP ONE

get focused on the right job fit

BREAKING IT DOWN

You know yourself best, so you must be clear about your right job fit. Where can you be successful, happy, rewarded and make a difference? To find the right fit, invest in these factors:

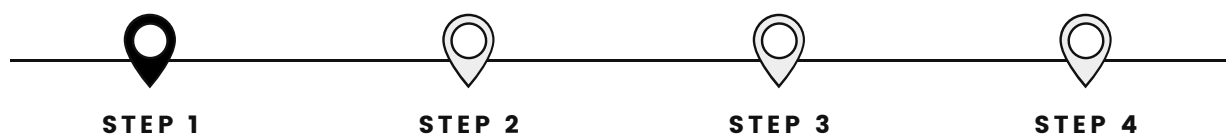
1.Ownership: take control of the need to change and reach out for what you want

2.Clarity: engage in a process of reflection, self-discovery and assessment to know and understand yourself

3.Focus: get focused on the right fit, remove distractions and set goals about what you want from your next job in terms of role, culture, compensation and growth opportunity

CHECKLIST

- ☐ Decide that you will proactively reach out for jobs you want and not let self doubt or negativity stop you
- ☐ Get very clear about what you are good at, love to do, get well paid to do and make a difference in the world
- ☐ Set S.M.A.R.T goals about the job you want with specificity (Job, Manager, Culture, Company and Compensation and relentlessly focus on achieving it.



self assessment #2

personal brand

This assessment is meant to help you identify where you are currently on your journey to success. This can and should be done every few weeks and compared against previous self ratings to identify goals and recognise accomplishment. Using the scale below, circle the number that best describes your situation right now...

1

STRANGER

I lack connections or am new to the industry/country

2

RELATIONSHIPS

I have good relationships with current and ex-colleagues

3

WELL KNOWN

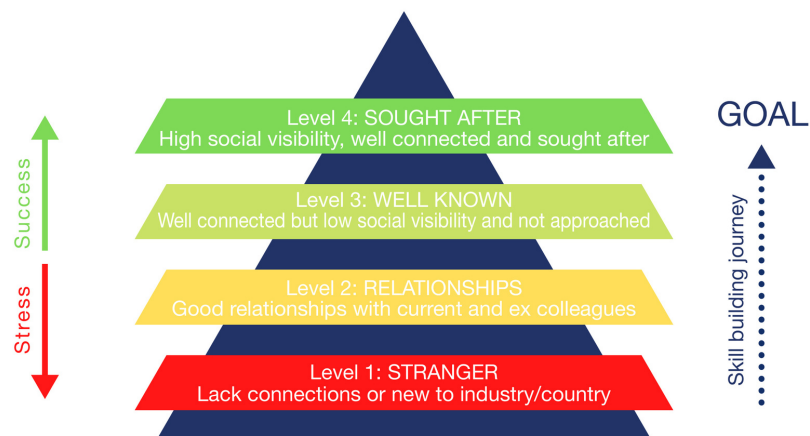
I am well connected in the industry beyond colleagues (but have low social visibility and/or am not being approached for jobs)

4

SOUGHT AFTER

I am well connected in the industry beyond colleagues have high social visibility and/or am being approached for jobs

LEVEL OF PERSONAL BRAND



STEP TWO

get noticed with a personal brand

BREAKING IT DOWN

People who are visible in their industry and on social media tend to be more valued and compensated, and have more flexibility and opportunities for growth. Building great career marketing materials and sharing it with your network and future employers will enhance your personal brand. To get started, invest in these factors:

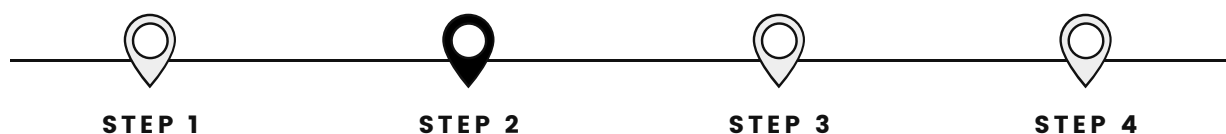
1.Value: recognise the value you possess and be willing to promote yourself

2.Build: create an impressive set of career marketing materials like a resume, LinkedIn profile and thought leadership content

3.Engage: grow and engage your network to maximise your influence

CHECKLIST

- ☐ Overcome limiting beliefs about self promotion. See it as the way you communicate the value you can bring to your future employer
- ☐ Create a Five-Star resume that communicates your value
- ☐ Build a LinkedIn profile with a professional headshot and match your resume content
- ☐ Reach out to select connections your LinkedIn network informing them you are "looking"



self assessment #3

securing interviews

This assessment is meant to help you identify where you are currently on your journey to success. This can and should be done every few weeks and compared against previous self ratings to identify goals and recognise accomplishment. Using the scale below, circle the number that best describes your situation right now...

1

VERY HARD

I'm struggling to secure interviews for targeted jobs

2

DIFFICULT

I'm securing interviews for 1 of 15 targeted jobs

3

MODERATE

I'm securing interviews for 1 of 7 targeted jobs

4

EASY

I'm securing interviews for 1 of 3 targeted jobs

LEVEL OF EASE TO SECURE INTERVIEWS



STEP THREE

get interviews with target companies

BREAKING IT DOWN

Often, people struggle to get interviews for the right role with the right companies at the right time. Similarly, companies struggle to find the right candidate when there is an opening. A targeted job search ensures you have the best chance of connecting with the right company for the right role. To succeed in this, invest in these factors:

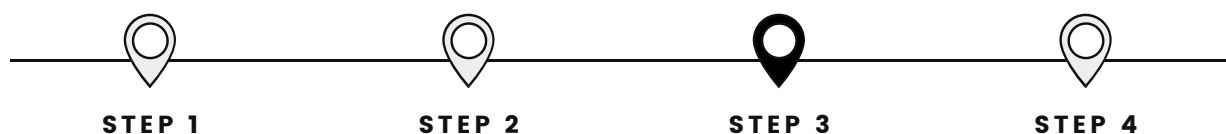
1. Timing: determine when it is time to start exploring new career opportunities

2. Research: create a list of relevant companies and contacts to approach

3. Connect: reach out to your target list, getting their attention and securing interviews

CHECKLIST

- ☐ Create a list of the top 5 job titles that could suit your experience and interests you
- ☐ Make a list of the top 30-50 companies that interest you
- ☐ Identify 1-3 hiring managers that your role could report to within those 30 companies
- ☐ Step 1: Send them a connection request
Step 2: After they accept your invite, inform them you are exploring new roles



self assessment #4

interview skills

This assessment is meant to help you identify where you are currently on your journey to success. This can and should be done every few weeks and compared against previous self ratings to identify goals and recognise accomplishment. Using the scale below, circle the number that best describes your performance right now...

1

CHOKER

Usually, during interviews, I struggle to provide suitable answers.

2

INFORMER

Usually, during interviews, I am able to provide suitable answers.

3

EDUCATOR

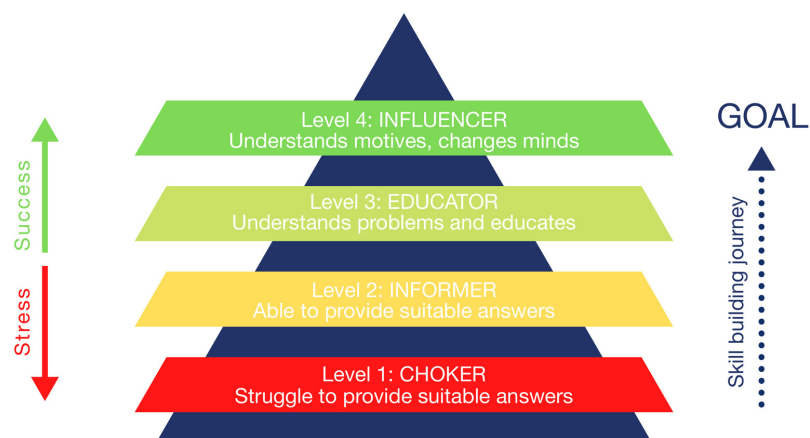
Usually, during interviews, I understand the Hiring Manager's problems (that the position you are interviewing for needs to resolve) and educate them about how to solve them

4

INFLUENCER

Usually, during interviews, I understand the Hiring Manager's strategic motives and can convincingly demonstrate that I am the right person to help them achieve their goals, through describing similar past results, real stories, industry insights and connections.

LEVEL OF INTERVIEW SKILLS



STEP FOUR

get offers with interview influence

BREAKING IT DOWN

A well-suited candidate can miss out on a great role because they lack good interview and follow-up skills. Knowing how to interview well and follow up afterwards will maximise your chances. To succeed in this, invest in these factors:

1.Interview: learn how to build rapport, discover client problems, challenges and desired results, and communicate how you can help the company achieve its goals

2.Follow up: review the interview, assess the fit and decide whether or not to pursue and follow up the next steps to create momentum and maximise influence

3.Negotiate: learn to align on outcomes and influence to reach agreement

CHECKLIST

- ☐ Use the 10/10 Checklist to prepare for your interview
- ☐ Learn and apply the Consultative Interview Framework to 1) Discover problems and goals and
- ☐ 2) Discuss the 'Solution Roadmap' framework to provide answers to demonstrate how you can solve those problems and achieve their goals
- ☐ Have a pre-determined follow-up strategy to create momentum in the interview
- ☐ Work towards integrative negotiations demonstrating high value for both parties

