



GET PAST THESE 5 LIES ABOUT CAREER & JOB SEARCHES



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W E L C O M E

Hi There!

Congratulations on taking an important step in your career by challenging the traditional advice we've heard for most of our lives - advice that often leave us frustrated, anxious, and stuck.

I've worked with thousands of clients ranging from senior executives to high school students; artists to engineers. All of them want the same thing: to find direction, happiness, and success in their career and life.

Let's start with debunking some of the top myths we may believe about choosing a career, finding a great job, and finding fulfillment throughout your career.

Jennifer McCluskey

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ABOUT ME

I am an ICF-Certified Career and Life Coach and Professional Certified Resume Writer with a Master's degree in Adult Learning and Human Resource Development.

Get more information and career resources by [visiting my website](#) and following me on [LinkedIn](#) or [Instagram](#).



LIE #1

*The key to success is to first find your passion,
then never give up on it.*



WHY WE HATE THIS LIE

- 01 70% of us* don't have a single identifiable passion so this advice is not only unhelpful, it causes guilt and paralysis.
- 02 Things change! You change, the job market changes, new opportunities emerge. Changing our mind and direction isn't quitting, it's adapting and growing!
- 03 This lie implies that there is ONE "right" life and career you "should" have. We want you to stop "shoulding" on yourself and recognize all the great options in front of you.

**source: Designing Your Life, Bill Burnett and Dave Evans*

HOW TO GET PAST THIS LIE:

Follow your curiosity instead.

Whenever you find yourself curious about a job, an industry, or someone doing something that sounds cool, explore it.

Be curious about your own reactions.

Keep asking questions of yourself and others.

LIE #2

I'm stuck on my current career path unless I go back to school or completely start over.



WHY WE HATE THIS LIE

- 01** 70% of us* aren't directly using our college major, so you don't have to either (yep, same statistic, same source)
- 02** Your previous work experience and education has already given you valuable skills, perspective, and knowledge you can use in multiple careers and industries
- 03** This lie costs us time and money. It makes the next job seem much further away than it actually is, and we might spend tons of \$\$ on a degree we don't actually need.

**source: Designing Your Life, Bill Burnett and Dave Evans*

HOW TO GET PAST THIS LIE:

First research job postings and focus only on the job responsibilities and minimum requirements, not the "preferred qualifications" which are NOT required!

How are you already qualified? Where are you not yet qualified?
What would be the easiest, fastest, and cheapest way to fill the gap?

LIE #3

The most important part of any job search is to have a perfect resume with great graphics.



WHY WE HATE THIS LIE

- 01** The most important part of a job search is **networking**. Period. Your resume needs to be good, but great networking skills will yield infinitely more results.
- 02** Fancy graphics, tables, and columns can actually interfere with Applicant Tracking Software (ATS), preventing your application from ever getting through.
- 03** Fancy templates you pay for will prevent you from easily customizing your resume for different roles, which is key for ATS and recruiters.

HOW TO GET PAST THIS LIE:

Choose a simple, easily customizable format for your resume that has no headers or footers, columns, or graphics.

Work with a career coach who does more than write resumes and prep you for interviews. Find one who will help you find the confidence and skills to network.

LIE #4

*Networking is inauthentic, unfair,
and all about using people and bragging about yourself.*



WHY WE HATE THIS LIE

- 01** The most effective networking starts with listening, not talking about ourselves. This is how we learn what people do, want, and need...and how we could help.
- 02** Networking is one of the best ways we can help others. When we grow our network, we can share contacts, ideas, resources, and opportunities.
- 03** Real networking begins with genuine curiosity about the other person and a desire to learn more about them. No bragging required.

HOW TO GET PAST THIS LIE:

Find 2 people in the next month whose jobs, lives, or expertise interests you.

Ask them for 20 minutes of their time (coffee, zoom, or phone) and ask them, "What do you do? How did you get your start? What advice would you have for me? Who else should I talk to?"
Be sure to send a thank you note within 12 hours!

LIE #5

My mistakes and failures will keep me from getting a great job



WHY WE HATE THIS LIE

- 01** Some of the most valuable experience comes from our mistakes and failures. As Mark Twain said, "Good judgment comes from experience, and experience comes from bad judgment."
- 02** The strongest part of your job interview can be your answer to "Tell me about a time you failed. How did you handle it, and what did you learn?"
- 03** The ability to take risks, bounce back from mistakes, and quickly adapt is one of the most in-demand skills in the workforce today.

HOW TO GET PAST THIS LIE:

Prepare a story about a time that you made a mistake or failed.
Structure it like this:

- This was the situation.
- These were the obstacles I was up against
 - This is what I did
 - This is how it turned out
- This is what I learned and how avoid making this mistake now



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WANT TO LEARN MORE?

To see if we can work together to find a path that works for your unique career goals and situation, click on the button below to schedule a free 15-minute phone consultation.

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