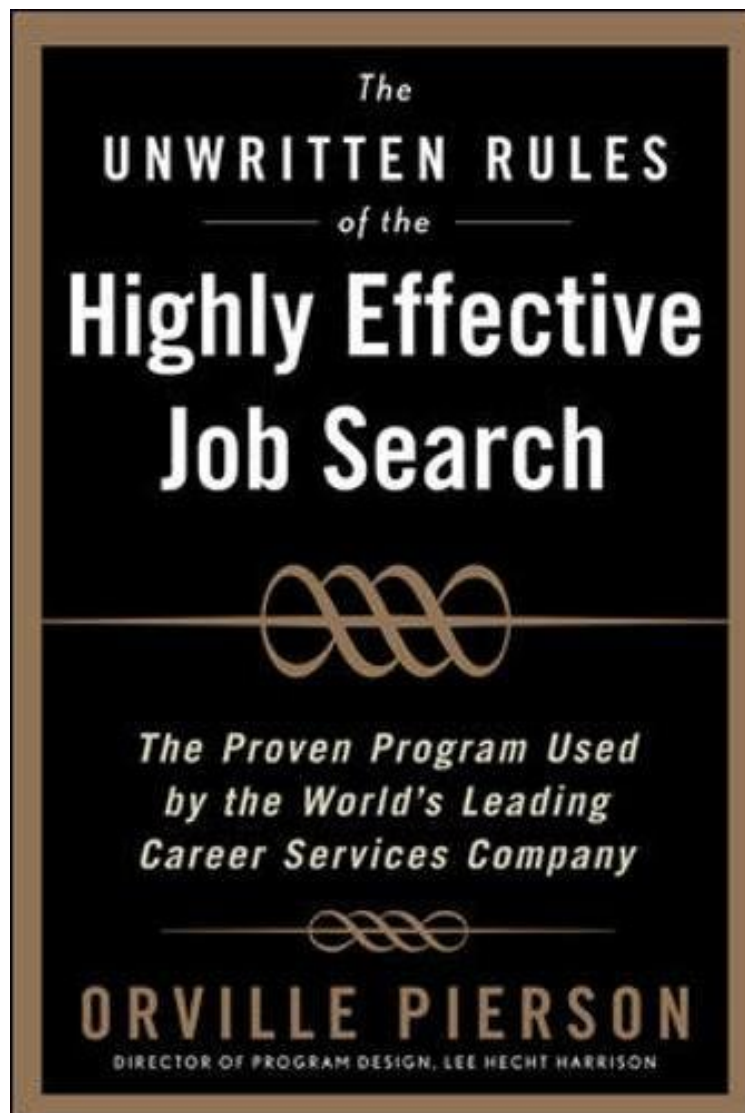


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The Unwritten Rules of the Highly Effective Job Search: The Proven Program Used by the Worlds Leading Career Services Company

Orville Pierson

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Orville Pierson : The Unwritten Rules of the Highly Effective Job Search: The Proven Program Used by the Worlds Leading Career Services Company before purchasing it in order to gage whether or not it would be worth my time, and all praised The Unwritten Rules of the Highly Effective Job Search: The Proven Program Used by the

Worlds Leading Career Services Company:

10 of 10 people found the following review helpful. Everything you think you know explained the right way
By Steven Savage
PROS: A sober, thoughtful, organized book that presents a definite plan for a job search, organizing many common elements of a good job search into one process.
CONS: Extremely dry writing style may put some off.
Despite organization, some of the book's organization is odd.
SUMMARY: A must-buy book for the job search, presenting an organized plan you can use "out of the box" as long as you're willing to do some research. There are a lot of books out there on doing a job search, and it seems most of them repeat about 80% of the same material, with different levels of enthusiasm and different audiences in mind. We all know about networking, resumes, cover letters, etc. It seems there's nothing new under the sun job-search wise, and even the technical innovations we see, such as social media, only seem to build on common behaviors - networking and sending out resumes.
Orville Pierson's book contains all the advice you've ever heard before - there's no magic in a good job search, but a lot of research, networking, and common sense. What Pierson does that makes the book stand out is give you an organized plan for using good job search techniques. This isn't a pile of advice - it's a plan to get you a job and improve your job searching. The core of Pierson's work is fourfold: 1) Research one does on oneself, one's potential positions, and one's market. 2) Using that research to create a good resume and "sales tools." 3) Networking with an eye toward the long term, while using resources you have now. 4) Treating this as a project with measurable numbers, information, etc. These four elements work together, feeding into each other and providing feedback. A list of companies you want to work for (a vital part of the Pierson method) feeds into your sales pitch, your networking tells you about the companies further, your plans modify, and you track your results. In the end you navigate closer and closer to your ideal job, probably faster than you may realize. Besides the plan, the book does provide a lot of useful advice, and fortunately these tidbits are usually couched in the larger picture. How many hours to put in on a job search ideally, what kinds of job hunting work, for whom and why, etc. You'll pick up a lot reading this even if you're an experienced professional, and there's an entire subsection on forming a support group that's good for all professionals. The book is not without its flaws. It's extremely dry writing, reminiscent more of a textbook or a manual, and the few attempts to add some humor don't really work. Despite its organization, there are a few curious asides or re-visiting of past ideas that seem a bit distracting. These are minor flaws, but it's important to realize them tackling the book, especially if you're used to some of the rah-rah go-go job advice books. This is an encouraging book, but it's mostly about getting to work on your job search. This book is ideal for everyone in the job market except maybe high-level executives. It's smart, intelligent, well-written (if dry), and presents a useful, rational plan that anyone can use in their job search, and that builds good job search habits. It's not the LAST job search book you'll read (especially if you're in a specialized market), but it should be on the shelf of anyone with a job. In short, I'm giving it my rare "must buy, must read" rating - when you're done with this review, go buy the book. Also if you're using this book, don't lend it out until you've got that job you want - you'll want to refer back to it in the future. If you want, buy extra copies for your friends and family - it's worth the money.
0 of 0 people found the following review helpful. Get it and Use it!
By Jim Fergle
An excellent resource for the job seeker. Whether a novice or a seasoned veteran, this book provides a framework to help you get organized and to prioritize your daily search activities (something few job seekers ever do). This book emphasizes the need to become a "known" candidate. This will take work and moves the job seeker from a reactive "pajama" job search of online job boards to a proactive search of hiring managers. Having gone through several career transitions, I have found people are your most important asset to your next opportunity. It has shown many of my mistakes in previous job searches while reinforcing and introducing some techniques I use in conducting my "Job Search Boot Camp" workshops.
0 of 0 people found the following review helpful. Very glad I found this book
By bendem
I recently decided to kick off a job search, and I was coming up with more questions (e.g., "How do I get started?" "What should my priorities be? etc.) than answers I purchased the "Parachute" book and -- while I realize it's a classic in its field -- it didn't offer the structure I was looking for right now. So after looking online for "job search plan" and similar terms, I came across this book by Orville Pierson. I'm really liking the plan it prescribes along with how it sets expectations and shows how to measure progress on a daily and weekly basis (to help stay focused and motivated). A minor complaint I have with the book is that I think it could've been shorter ... seems like content is either unnecessary or repeated for a third or fourth time. But that said, it's possible that information presented one way may resonate with a specific reader while the same info presented in a slightly different manner may better resonate with someone else. So that's not a major gripe. Overall, I highly recommend this book.

The Proven Program Used by 600,000 Job Hunters! You put hours and hours of hard work into your job search and the companies you've contacted never call. It's a story all too common in the fast-paced, highly competitive world of job hunting. Nothing is more discouraging than sending one resum after another into the job-hunting void. Eventually, you expect silence from the other end. The Unwritten Rules of the Highly Effective Job Search was written so this never happens to you again. These techniques, developed by author Orville Pierson, have been used successfully for ten years by Lee Hecht Harrison (LHH), the world's premier career services company. Here, Pierson provides you with

the job-search techniques that up to now have been limited to the LHH consultants he trains. Orville Pierson has helped thousands of job hunters during his career, taking note of the characteristics that have led to success as well as failure. In *The Unwritten Rules of the Highly Effective Job Search*, he supplies key information on how professional job search consultants structure the job search project so you can apply the same winning strategies to your own search. You'll also be privy to inside information on how decision makers operate, enabling you to get the inside track on job openings before they are announced. This insider's guide covers every phase of the job search, leading you step by step through the process of creating a clear-cut plan-essential to every job search. Using the Pierson Method, you'll learn how to Develop a Target List (the key ingredient to every job search) Measure your progress Create a core message about yourself that decision makers won't forget Present yourself in the best possible light to prospective employers Using these strategies, Orville Pierson and LHH have helped 600,000 people land great new jobs. Employ the Pierson Method in your hunt for employment and you'll soon be doing what you love in the company that's right for you.

From the Back Cover
Land the Job You Love Using the Methods Top Career Professionals Teach Their Clients To conduct a successful job search, it's imperative to develop a well-formed strategy aimed at getting the right message to the right decision makers-before they have announced job openings. The career services company Lee Hecht Harrison has helped over 600,000 people land great jobs using the proven strategies of Orville Pierson. And now, for the first time, Pierson shares his secrets with you! *The Unwritten Rules of the Highly Effective Job Search* helps you create a powerful plan using the Pierson Method. You'll learn proven methods to sharpen your focus, taking you step by step through the search process that has helped make LHH the world's leading career services company. Put Pierson's strategies to use and you'll soon be embarking on a successful job search. Learn how to: Structure a personalized search project and measure your progress Target the companies that best suit your immediate needs and long-term goals Create a core message about yourself that decision makers will remember Overcome job hunting obstacles-and get back to work! A clear focus is essential to success. Remember, you can find a great job at the best company-as long as you have the right plan! About the Author Orville Pierson is Senior Vice President, Corporate Director of Program Design and Service Delivery, for Lee Hecht Harrison, a 240-office career services company that is part of the \$20 billion Adecco global family of employment services and placement firms. Yale educated, he has worked in career services for nearly 30 years, authoring career publications that have helped over a million people land jobs they love. For more information, visit: www.highlyeffectivejobsearch.com