

Job-search program provides help, quickly

Living with Work

JULIET F. BRUDNEY

Buy Me, I'm Worth It! originated from Brian Geery's blockbuster course, *The Eight Steps to Employment*.

PREVENT STALLING, MEANDERING, dead-ending and other job-hunting pitfalls through Results/Training for Success in Natick, say recent users, many of them young sales and marketing professionals. The basic program is only one 2½-hour small group or individual session with Results president Brian Geery and follow-up telephone talks with him about search problems and progress.

How can so little achieve so much? "Brian gets you psyched up with lots of practical information and ideas on where and how to look," said Curt Comber, a Northeastern University graduate in his early 20s. "I went to him after losing my job in hardware sales support. Except for wanting to stay in computers, but not hardware sales, I was unfocused."

Geery advised approaching small software companies. "I got 35 names from business directories in the library, then used Brian's suggestions to get interviews. First, I sent a marketing letter to each, called them after a week, then sent a resume and cover letter. Five offers came through in 3½ weeks." The job he took in software sales support pays about \$25,000, what he made on his former job. "But it's much more interesting."

Results helped Jennifer Davis, 27, improve her resume, develop a step-by-step search plan, add recruiter-contacts to her list, obtain referrals from them. "I saw Brian in March after the division I worked for was dropped. The company had given me two months to stay on." One recruiter she contacted had also taken Results. He referred her to an opening that led to an offer. She started working last month.

The happy ending came about, Davis said, because, "Brian boosted my confidence, trained me in interviewing, gave out materials on questions that might be asked in interviews, and many

were, how to respond, questions we should ask. And it wasn't just that one session. He was always available for phone coaching, ideas, support."

After surviving two major cuts in personnel at her company, Debra L'Ecuyer, 35, feared that her job as installation and support manager for a computer firm, at a salary of \$50,000-plus, might not survive. "It used to be such a pleasure to go to work every morning, but I was no longer happy at the company. Tension went up, morale went down. Yet I couldn't get going on a job hunt, not even to look at ads, kept making excuses. I never had to look for a job before, always fell into them."

Results, she said, ended immobilization. "It provided a structure for planning and conducting a search, eight specific steps. Brian let me record the session. I played it back twice, learning more each time." At the initial session, she started working on a resume and finished it in a week, "a big accomplishment for me. Then I contacted recruiters, answered ads, began networking by calling vendors I had worked with, customers, even a former employer, things I could never have done before the program."

Geery is a self-made, not a certified, career counselor. He spent 10 years in high-technology management and marketing. "My special strengths are knowing the hidden job market and what hiring managers want, after interviewing so many applicants, myself. Anyone who doesn't find our group session valuable doesn't have to pay for it. No one's ever taken us up on that yet. Anyone who can't afford the \$95 fee can pay half now, the rest after getting a job." Groups meet in Natick on Monday and Wednesday from 7 to 9:30 p.m., and on Wednesday from 1 to 3:30 p.m. (508 435-3860).

► *Juliet F. Brudney is an employment consultant and author. While all questions cannot be answered, readers may write her at the Boston Globe, Boston Mass. 02107-2378. Please include full name and address.*