



## STANDING HEAD AND SHOULDERS ABOVE THE CROWD

Have you ever missed out on a job or promotion and known that you really were the best candidate for the position? Why is it that the best people get overlooked for opportunities in favour of those that seem less qualified? It is possible that the successful candidate was a member of an "old boy's club". It is also possible that successful candidates were better at showcasing their knowledge, skills and abilities. Whilst we can't magically become part of an "old boy's club" that we don't belong to, we can better present ourselves. Self-presentation is important in getting both the job and the promotion. So, how can we best present ourselves? We can do so by standing out from the crowd for all the right reasons and none of the wrong ones. There are three steps to do just that:



- Do the Right Things, and Do Things Right; Every Time. We already know to do this. But, if we see others getting 'the breaks', we may sometimes get disillusioned. It is imperative that we keep doing our best work each and every time in spite of how we might be feeling at the time. Our professional standards will ultimately be recognised. When the going gets tough, people will know they can seek out our knowledge, wisdom and abilities to solve their problems. And when this happens, you know you are on the right track to career success.
- Keep Employers Informed: Those that keep climbing the organisational hierarchy are naturally good at this. For the rest of us, we can keep the dialogue open between ourselves and our employer. Make sure you dialogue with all relevant stakeholders in your field. Be sure to tell them of all the good things you are doing. You can let them know of any challenges that came up and how you successfully dealt with them. You can tell them when you managed to win that big contract. Make sure you keep your dialogue focused on common projects, clients or problems, etc. In this way, it will sound as if you are just sharing important information.
- Develop Your Own Unique Personal Brand: This is where we can really shine. We each have our own unique personality, with our own sense of humour and ways of working. Unless we consciously take stock of our personal brand, we may not necessarily be coming across the way we would like to. The best thing we can do is take a good hard look at the way we dress, the accessories we use, the language we use and our mannerisms. We can also take note of how people respond to us. It may even be a good idea to seek feedback from those who know us well. Then it is a matter of deciding how we would like to come across and tweaking our personal brand until others respond to us the way we want them to. Once we have our personal brand right, we just need to monitor it to ensure it continues to come across the way we want it to.

At the end of the day, we too, can have the kind of career we envision for ourselves. So, what are you doing to stand head and shoulders above the rest, today?

### OUR MISSION

To provide a professional service, using best practices.

### OUR MOTTO

- Be Proactive.
- Take Charge of Your Career.
- Look After Your Health.

Membership: \$330 per calendar year.  
As membership grows, so too, do your benefits.

Applications for membership can be made by completing the reply slip on the back of HQ®. Send it, along with your cheque, to the address shown below. And, remember to keep us posted on your correct contact details.

Your opinions are important to us. Your comments, thoughts, reflections, and feedback on this and future issues are always welcome. Enquiries, or requests for further information can also be made to the address below

## HOT OFF THE PRESS

It has been 22 years since I originally set up my private practice, now known as **RACHEL ABRAMSON & ASSOCIATES** and **CENTRE FOR CAREER DEVELOPMENT AND ERICKSONIAN HYPNOSIS**. Both HQ® and CQ® are celebrating their 20<sup>th</sup> year this year. Over the next few months, you may notice some changes. These changes mark an opportunity for you to have your say. So, be sure to let me know what you do and don't like as well as what else you would like to see put in place.

As many of you may already know, I have recently completed my PhD in behavioural finance. My thesis developed and tested a model of share market behaviour and is currently under examination. Once through this process, I will pen a book on investing in the share market.

Meanwhile, I am writing *Your Private Practice Coach: Using the Four Pillars of Business to Build Your Own Successful, Well-Respected Private Practice in Psychology*.

To find out more about both forthcoming books, you can follow me on twitter and facebook.

## WELCOME NEW PRACTITIONERS

We are pleased to welcome Ms. Tess McLoughlan to the group. Tess is an experienced counselling, educational, organisational and forensic psychologist. She is available for consultation by appointment weekdays and after hours. See our website for further information regarding each of our practitioners.

## CONSULTING HOURS

Rachel is available for consultation on Mondays, Wednesdays, Fridays and Sundays. Her colleagues are available by appointment. We are open every day except 1<sup>st</sup> January, Good Friday and 25<sup>th</sup> December each year.

## LIBRARY HOUR

The **RACHEL ABRAMSON & ASSOCIATES** library is open following our **SEMINARS OF THE FUTURE®** and **pPP®** seminars. It is also open by appointment.

## DIARY DATES FOR 2015

Monday's pPP®, Year 1, 6.00-8.00 pm

- 4 May Setting Up Your Business: What You Need to Know
- 18 May Handling the Paperwork, including the GST
- 1 June Processes and Procedures that Work
- 15 June Determining Your Price and Fee Setting
- 6 July Budgets and Cash Flows
- 3 Aug Marketing Your Business: Your Product
- 7 Sept Marketing Your Business: Promotion Strategies that Work
- 5 Oct Marketing Your Business: Getting Your Image Right
- 2 Nov Marketing Your Business: Alternate Places for Your Product
- 7 Dec Marketing Your Business: Databases for Your Business
- 5<sup>th</sup> July Graduation ceremony for last year's grads

The **SEMINARS OF THE FUTURE®** will be held in May and September in 2015. You can mix and match the three days, according to your diary. As always, our **SEMINARS OF THE FUTURE®** will provide you the most up-to-date career food for thought.

Day 1:  11 May or  11 September

- 10.00 Reinventing Your SELF — Positioning Your Career for Today and Tomorrow
- 11.15 Who am I? Who do I wanna be? Bridging the gap
- 02.00 Knowing your strengths, merits and true worth
- 03.15 Arming your self through C.V., letters, emails, flyers, FAQs, articles and more

Day 2:  18 May or  18 September

- 10.00 Reinventing Your Career TRAJECTORY — Novel Ways to Grow Your Career
- 11.15 Bypassing discrimination (gender, age, race, religion, etc.)
- 02.00 To developing employment appeal
- 03.15 How to use backups to enhance your employment appeal

Day 3:  25 May or  25 September

- 10.00 Reinventing Your FUTURE — How to Build Your Profile
- 11.15 How to make LinkedIn, Facebook, Twitter, U-tube, signature files and etc work for you
- 02.00 Going beyond social media in a world of three-second bytes
- 03.15 To position your self for the next decade