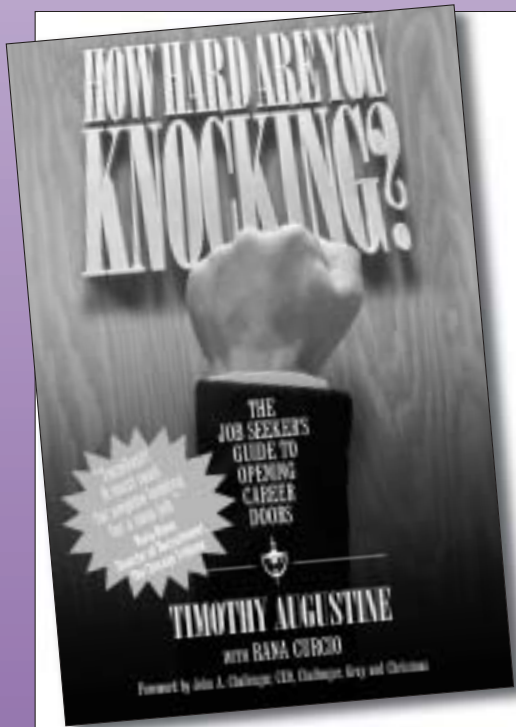


So . . . How Hard Are YOU Knocking?

Great Advice on Finding The Right Job



Tim Augustine, *Kent State*, has finally put his *How Hard Are You Knocking?* seminars to writing. *How Hard Are You Knocking? The Job Seekers Guide to Opening Career Doors* is an invaluable resource for anyone looking for a new job, full of insider's secrets on what employers today are looking for.

One of the country's leading career and employment experts, Brother Augustine draws on his experiences and proven best practices for finding a new job, successfully entering the workforce, and taking a proactive role in your career development. *How Hard Are You Knocking?* provides an essential roadmap to everything from effectively building a job search strategy, finding and utilizing job search resources, developing a powerful résumé, preparing the interview, negotiating a starting salary to creating the career that you want.

Brother Augustine is a dynamic author and professional speaker who tours the nation presenting his *How Hard Are You Knocking?* seminars to college students and professional organizations. Tim's unique background includes human resources and strategic marketing. As an adjunct professor at Illinois Institute of Technology's Stuart School of Business, Tim teaches strategic marketing in the MBA Program.

Tim is co-owner and managing partner of The Herman Draack Company, an international human resource consulting firm specializing in executive recruitment, project outsourcing and human resource strategy implementation with offices in Chicago, San Francisco and Washington D.C. He is an active member of Delta Sigma Pi for which he has been a featured speaker at Grand Chapter Congress and many other events—including several events planned for the coming year. Tim also serves on the Board of Directors for Open Heart Magic in Chicago. He is also a mentor for College Bound, a volunteer organization that provides scholarships, mentoring, and tutoring for Chicago-area high school students.

Tim's business career has been dedicated to developing and implementing human resource strategic programs. Examples include worldwide people strategies and Employer of Choice organizational initiatives. He has wide professional expertise in employee recruiting and selection, training and career development, benefit administration, salary and compensation programs, and in organizational communication and feedback processes.



Tim Augustine, *Kent State*

A graduate of Northwestern University's Executive MBA Program, Tim also has degrees in marketing and speech communications from Kent State. He has served honorably in the United States Air Force National Guard.

Tim lives in the Chicago area with his wife and two children.

Following is a teaser of topics covered in *How Hard Are You Knocking?*

Q: I interviewed two weeks ago but have not heard back from the employer. What should I do?

A: In this case, I would recommend that you give the person who interviewed you a call. To guard against this happening in the future, it is important that you "close the loop" at the end of each job interview. I recommend asking the interviewer "Did I meet the qualifications?" or "How did I do?" Establish expectations. Ask the interviewer "If I don't hear from you in a week, may I call you?;" "What day is best for me to call?;" or "Do you prefer I call in the morning or afternoon?;" etc. By establishing expectations, you are not left wondering whether it is appropriate to follow-up or not.

Q: I just started my first professional job. What advice can you provide regarding career development?

A: During the first 90 days of employment, concentrate on five areas:

The first and most important is company knowledge. Understand the company's history, plans for the future, mission, vision and values. Would you be able to give a 30-second commercial for the company if someone asked?

Secondly, develop position knowledge. Understand the role you have accepted. What are the expectations and performance standards? Who are your internal customers? Who are your internal suppliers of information?

Third, cultivate process knowledge. What types of processes exist within the company? Do you know how to take a day off? Voice a complaint?

Fourth, you will need political knowledge. With whom in the company should you ally? Who could mentor you? Bear in mind that the mentor should have tenure and be well-respected within the organization.

Fifth, know your personal effectiveness. What do you need to do to succeed in your current job? What skills and abilities do you need to acquire to go to the next level?

As you grow in your career, you should continue asking yourself three key questions. First—are you being professionally challenged? Second—do you personally like the people with whom you work? And, third—are you paid a fair wage for the value you bring to the company? Most often, if you answer 'yes' to the first and second questions, you will almost certainly answer 'yes' to the third!

Q: How important is an MBA?

A: An MBA can be important but I recommend that you wait until you have at least five years of business experience before getting your MBA. In five years, hopefully you will work for a company that will pay for your getting your MBA.

Also, by having workplace experience, you will know both how to learn and how to apply what you've learned. The process of obtaining your MBA will be much more fruitful. I also recommend looking into a different university than the one from which you got an undergraduate degree. By doing so, you will

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be exposed to different peers and professors and will also convey to future employers that you are adaptable.

Q: What do you think is the single biggest mistake job seekers make?

A: Too often, job seekers are reactive—and not proactive. They will accept a job simply because it is open and offered to them without taking the time to ask the simple question: is this what I want to do and will be good at?

I think it is imperative that job seekers look not for a job they can do, but for a job they want to do and are able to do well. I recommend that job seekers first perform an internal assessment (What are my best attributes? Strengths? Weaknesses? What is important to me? Flexible hours? Salary? Location?) followed by an external assessment (finding 10–15 companies where you feel you would thrive). I believe that too many people who are looking for jobs spend way too much time and energy casting a wide net, as

opposed to really targeting those companies and jobs that would provide a good fit. The key here is quality and not quantity.

Q: Is there one particular skill or trait that you feel appeals to companies and corporations industry wide? What is it, and how can I cultivate it?

A: Definitely communication skills—both written and verbal. To cultivate your communication skills, I recommend joining social and professional organizations that give you a chance to interact with other people and I strongly recommend that you join either a university or community Toastmasters International group.

Q: Who is your book, *How Hard Are You Knocking?*, intended for?

A: *How Hard Are You Knocking?* is a book for anyone looking to build a job strategy from beginning the job search to negotiating your salary. I wrote the book for job seekers, college graduates wanting to enter the workforce, experienced professionals who want a refresher course, career counselors, persons wanting to make a job change—anyone who could use a short, concise but thorough overview of what it takes to find the job you want.

Q: How can I get a copy of *How Hard Are You Knocking?*

A: Oakhill Press has slated *How Hard Are You Knocking?* for release in early 2005. *How Hard Are You Knocking?* will be available in bookstores nationwide in early 2005.

As a special offer to Deltasig brothers, advance autographed copies of *How Hard Are You Knocking?* are available for sale by visiting www.howhardareyouknocking.com. Please keep an eye on the web site for upcoming personal appearances, as author Tim Augustine will be launching an extensive U.S. book tour in February. ▲