



CAREER ONE - DVD for Job Hunters and Career Planners

Kate Southam, editor of careerone.com.au reviews *Winning the career you deserve*, a new DVD and online information service designed to help those who want more than just a job.

PASSION and enthusiasm appear to be the number one attributes employers look for when interviewing potential new hires.

On the other hand, zany email addresses on resumes (one of my own pet peeves) and silly pre-recorded answer messages on mobile phones and landlines can both be poison for candidates.

These are just two of the insights offered in the DVD *Winning the career you deserve* recently released by Bill Lang International.

The DVD is divided into eight chapters: Understanding the Job and Career Market; Winning with your Current Employer; Winning in the Advertised Job Market; Applying and Interviewing, Winning in the Invisible Job Market, Finalising the Starting Package and Winning in Your First 100 Days.

It tells the viewer how to hunt for a new job, how to win that job and then how to make a success of the role.

I found the DVD, hosted by Bill Lang, packed with useful information and it covered many of the "difficult" areas of work life such as what to ask for in payment and benefits when considering a new job - and most importantly - when to discuss salary.

However, there is heaps of great advice for shining on the job too and for formulating a road map for future career success.

Ultimately, the DVD is about creating your own success as opposed to waiting and hoping that somehow it is just going to miraculously happen.

Bill doesn't pull any punches and puts the responsibility back on the user to listen, learn and take positive action. While he does draw on some of the well-established ideas from the US, his DVD is very much an Australian production and talks *to* the viewer, not *at* them.

Despite an impressive success record of his own, Bill is a kind of "every man" with a very accessible style. He grew up in regional Victoria, went to university in Melbourne and then won a Fulbright scholarship to study for an MBA at Harvard. He has worked for big organizations, both here and in the US, and now advises both individuals and companies on improving performance. For a time he even lived the life of a Silicon Valley entrepreneur.

In other words he really lived out his own advice before returning home to Australia to build Bill Lang International.

Not that the DVD is all Bill just speaking to camera. Boost Juice founder Janine Allis, Village Road marketing chief Tim Carroll, ANZ managing director of Consumer Finance Jenny Fagg (who was MD of ANZ's credit cards division when the DVD was shot) and GE chief financial officer, Chris Vanderkley all share their success tips as well as what turns them on and off about a candidate.

There are many others featured on camera, including several recruitment consultants, so viewers really do get a good picture of what goes on in the minds of decision-makers.

The DVD mixes up the action: face-to-face interviews, Bill talking to camera, graphics, snippets from Bill's TV show *Career Success* and even vox-pop interviews in the street with folk such as you and me. The presentation style makes this two-hour plus DVD entertaining as well as educational.

The DVD also offers off-camera support through access to more in-depth information via the web.

Winning the career you deserve, costs \$79.95 plus GST and handling. It includes the DVD with a running time over two hours and access for six months to an online career advice service. For more information go to <http://www.billlang.org/>.

Review by Kate Southam, editor, careerone.com.au, April 2005.