

Job Hopping

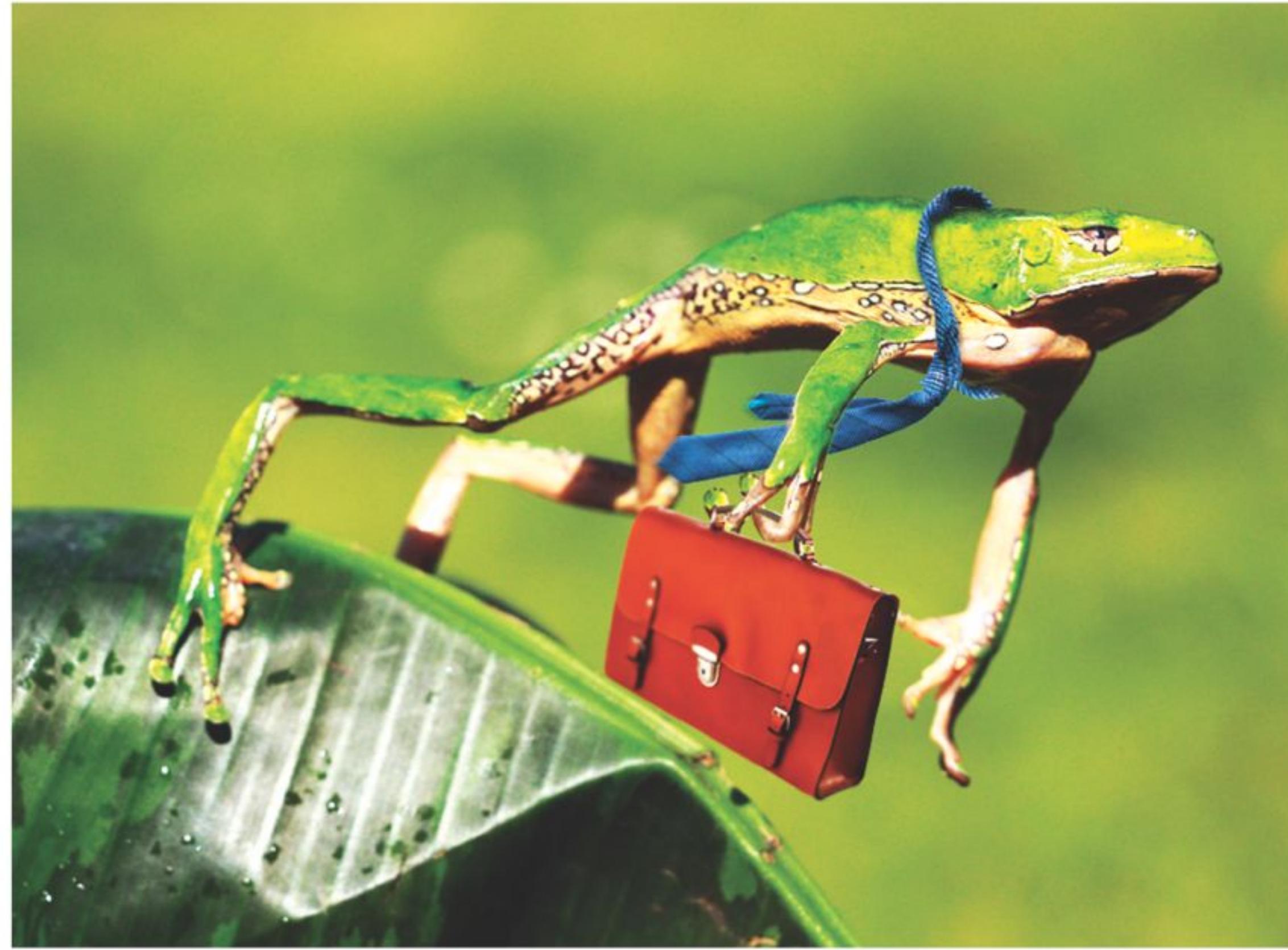
Think twice before you apply

Fifty year old with a steady employment history is easier to place than a thirty year old job hopper. A large number of recruiters believe that the single biggest barrier for an unemployed candidate in regaining employment is to have a history of job. These days, young generation is as unsteady as today's Facebook relationship status. A fresh graduate quits a job without even the slightest hesitation, thinking that jobs are easy to find. This very idea, the sense of over-confidence sometimes ruins their career. How long does a typical employee stay at a job? I believe there isn't any specific study on it. In my experience, I've seen many fresh graduates leave a job only because they didn't like working for that particular company very much. Perhaps, a justified reason. However, there isn't any real intensity in their decision, well at least in most cases. There are some issue one should consider before quitting and applying for a new job.

Perfect match
As unfortunate as it is, fresh graduates do not spend enough time analyzing published advertisement keenly and they fail to spot some significant tips. First question you should ask yourself is, does it match with your qualification & experience? Applicants are very much impatient these days and they don't like to give enough thought to their choices. With the opportunity of applying online, they keep brush-firing their CV for every job on sight. Because it's just click away, they keep posting their CV, even when the requirements don't meet with the company. It's certainly not wise. On top of that, it creates unwillingness within the HR and they become reluctant with checking CV's later. In the process, they unknowingly overlook a perfect match. The mindless applying is to blame rather than the HR here.

Is it you?
We all need a good deal of honest-talk with ourselves to be able to take any sort of decision. It's easy to lie to the world, but easier to lie to ourselves. Sadly, the valuable art of shading reality won't help us make a decision. Consider this a test. Look at the job criteria closely and ask yourself if you are the person they are looking for. Take a while to decide instead of treating it like a rapid-fire round. Is the job really for you? If you receive positive feedback from yourself, then go for the next one.

Look for advice and analyze
This is the third phase of the process. By this time, job criteria already matched with your education & experience and you got green signal from yourself. What's next? At this stage,



you should consult with your friends, family, or mentor. If possible, also with those who have more knowledge about the field you are looking forward to work in. At the same time, go through website of the organization for detailed understanding. Big question is, whether new company is capable of holding you for at least next five years, will the career growth be smooth. Work environment is more important than you might think it is. While everyone is chasing the dream job, they forget to take into consideration the organizational culture of that particular company which they may or may not fit into. It doesn't matter even if you take a pass on a "great" job and settle for something that you are more comfortable with. People will remember you for what you do, not what you didn't do before.

Calculate Salary based on hours
This is probably that never crosses our minds. Most companies want to negotiate salary with their applicants nowadays. It can get real tough to get information about the company's policies and their payment structure. Unless you are Sherlock Holmes, you need to calculate in detail first instead of waiting till last moment for your intuition. Let's consider a hypothetical situation here. Suppose, you are enjoying monthly salary of 20k and enjoying two holidays in a week. That means you have to work at least 176 hours in a month. (that means 114 tk/hr). You, without even considering the calculation, applied for a job that offered 30k (Which is 50% more than your present salary). You fail to evaluate the catch and start jumping around thinking of the raise.

You know what you missed? They have only one holiday and due to distance you need to start one hour early every day. You'll be working 58 hours more, so your applied salary per hour comes into 128 tk. Would you like to shift only for 14tk/hr? Is it sensible to leave for this little enhancement? Probably not! Do your math before you decide to fight the battle.

Don't Apply Frequently
Because job applications are just one click away, you keep posting your CV. But is it wise to apply very frequently? Sometimes companies mention that those who applied earlier need not to apply. If you didn't get a call the first time, you probably will. Wait for them to respond. Don't underestimate any organization's capacity to detect you.

Sometimes you have no other option but to keep applying as you need the job desperately. It becomes a number game eventually. Some applicants, without even looking at the criteria, apply for all the positions- from managers to junior officers. It only reflects applicant's lack of confidence. Are you in the same boat? Then don't apply more than twice in a month & prepare yourself for the next. If you are applying "just for fun", "to see what happens", "or to feel good about yourself"; do yourself, the company and other applicant's a favor. Stop. It's not a healthy practice and you are only wasting valuable time.

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HOW DID I GET HERE?

Chasing the dream

Solaiman Shukhon
is an independent Brand & Image Consultant, a standup comedian and a Director of Bangladesh Jinagsu International Ltd.



As a son of military personnel, I always wanted to be a military officer once I grew up. Soon after I finished college, I joined the Bangladesh Naval Academy & became a Naval Officer. In 2002, I left the Navy & headed for the capital city. I was clueless about what to do next. So, I spent few bohemian months in the campus of BUET, Dhaka University and Dhaka Medical College. Then I suddenly decided to sit for the admission test of MBA program in IBA, Dhaka University. Surprisingly enough (given how clueless I was), I got in and I graduated in the blink of an eye. After completing my MBA in marketing, I did what everyone wants to do: join a corporate job. So, I joined BATB IN 2005. I was posted in Sylhet where I practically learned distribution, trade marketing, consumer engagement & brand marketing techniques. Later, I served in Dhaka too. In 2008, I moved on & joined Banglalink marketing team. When I left Banglalink after more than 5 years, I was looking after the Market Research portfolio of Banglalink, the 2nd largest telecom operator of the country. It was a great learning experiences for me to be part this dynamic team. The fast pace of telecom industry was quite an exciting journey.

I believe the best assignment any marketer can have is to market himself. So I decided to do something that will create strong word of mouth and hence, started stand-up comedy along with my 9-5 corporate life. Even though there was a battle going on inside of me and I was confused to take a leap of faith, I started doing shows as a stand-up comedian. I was a midlevel executive in a leading telecom company & often I had faced this accusation that actually standup comedy is "lame" & it doesn't suit my professional status. There were even people who mocked me for being a standup comedian. Even after the endless resistance, I kept going strong. I believed that they lacked the necessary information to understand how respectful a thing it is in many developed civilizations. But when things started gaining momentum & my humor videos started spreading over YouTube, many of them actually understood how difficult & intellectually demanding stand-up comedy is & eventually started appreciating my

efforts. In continuation to the acceptance received, I started video blogging 2 years back to raise awareness about various social issues. I felt every citizen has responsibility to do something about the society he/she lives in and that's the least I could do for my country. The video blogs didn't receive much appreciation at the beginning. It took people some time to get used to Video blogs and soon, they started getting the whole idea of it. My video blogs have received more than a million minutes of viewership so far & all these happened in a 2G era. I am eagerly waiting for the 3G. I can only hope that there will be more views with way more access to fast internet.

The thirst of doing something more remained in me. I felt the necessity of more space and broader minds to work. Corporate life has its limitations and it started to get tedious. I have the flexibility to work faster and at a reasonably low cost. The combination of military experience, marketing career and all those stage hours I have spent in front of live audience as a comedian helped me read the consumer mind efficiently, then identify and offer solution to any brand & image issue and I love to keep things short & simple. Yet again, I left my job to do something I love, without any boundaries around me. I started my independent career as a Brand & Image consultant. My first client was Fujifilm Bangladesh. Soon after, I worked closely with Elite Force and have been in talks with few other prominent brands of the country and you know what? I enjoy every moment of my life now! Working with brands is always fascinating. To me, it's a game of imagination & mathematics. Planning way forward for any brand, executing that plan, and measuring the impact is an exciting journey for me. I love to see how consumers react to the brand's messages and the impact of that on marketing return on investment. Most importantly, I'm happier than ever as an Independent Brand & Image Consultant. That's the thing about doing what you love to do, you enjoy every bit of your work.

I am a 35-year-old man who is refusing to grow up and I believe that spreading happiness is the only motto of life.

Seminars at BRAC University

BRAC University Career Services Office (CSO), in collaboration of Prothom-alo Jobs, successfully arranged a seminar titled "Importance of Communication and Interpersonal Skills for Career Development" on the 10th October. A good number of students and in-house staffs were present at the occasion. Humaira Sharmin, Head of Operations and representative of Prothom-alo Jobs, acted as the key speaker. She discussed on some important guidelines for communicating assertively in professional sphere. It was an interactive event where

Humaira Sharmin engaged students with the mission and vision of career development. The ways of effective communication, the process of communication, communication noise, office politics were briefly discussed in the seminar. The program ended with a round of question-answer session.

Earlier that day, the Bangladesh Navy team focused on the career opportunity in Bangladesh Navy in another seminar. Through their speeches, they motivated the students to pursue the Bangladesh Navy as career choice. They further mentioned that

Bangladesh Navy is open for students of all departments and it also encourages female candidates to join in this venture. They came to the university premises for the first time to encourage the students to join their team with a vast career opportunity in Bangladesh Navy. The Registrar, Ishfaq Ilahi Chudhury and CSO Advisor, Kumar Murshid moderated the entire session. A huge number of students and in-house staffs were present at the occasion.

ASIF KAMAL



Stand out from the boring crowd

For most people, the job search is not much fun. But every once in awhile a funny job posting comes along that can bring a smile to your face and even spur an interest in the company. These job advertisements have managed to shed a whole new light on what most would consider a thankless job.



CONNECT TO NEXT STEP

Take your next step to connect to us. Email us if you have an interesting story to share related to career. Tell us if it has been a bumpy ride for your career or has it been the exact opposite. Like us on facebook to stay updated. Mail us if you have any suggestions, feedback, and ideas.