

BUILDING CAREER SECURITY IN AN UNCERTAIN WORLD

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Building Career Security in an Uncertain World

Your job might seem a little less secure today than it was yesterday. Covid, recession, layoffs, war, gas prices, economy . . . shall I keep going?

It's enough to make the strongest among us want to hide under the blankets.

But you can create job security for yourself, even in today's world.

It requires a different mindset and a bit of elbow grease. In this ebook, I'm going to show you exactly how you can build career security.

How to Build Career Security in an Uncertain World

How can YOU build career security?

It's actually easier than you might think.

You have probably thought a lot about "job" security before, and now that individual jobs seem shaky, it might leave you feeling insecure.



But what if you didn't have to worry about the health of a particular job or company and instead banked on yourself and your own marketability?

This is what I mean when I say career security.

Anything might happen with a particular job, and you have no control over that. If you shift how you think about your career and your job security, you can gain some peace of mind back, even as things seem shaky around you.

Because you CAN weather this storm – even prosper, if you can think about yourself and your career in the right way.

Let's talk about the things you can do to make your *career* bullet-proof.

What is a Secure Career?

A secure career (as opposed to a secure job), or a bulletproof career, is one where you can get hired quickly and easily, no matter what is happening in your company, and even in the economy as a whole.

Short of an economic disaster, someone who has a bulletproof career has done what it takes to get snapped up the moment he or she needs a new job.

Make Your Career Bullet-Proof

What are the steps you have to take? What are the things you need in place in order to be in a position like this? And how do you know if your career is bulletproof before you absolutely *need* to know (i.e., you lose your job)?

Great questions.

There are multiple things you can do. Let's take a look.

The Overall Goal: Be Indispensible

The first step to making your career bullet-proof is making yourself indispensable. The person that gets snapped up by the next company is going to be the person that is the lynchpin in the company. The one that everyone wants on their team and the one no one wants to lose.

You have to be highly motivated to be indispensable, but if you can do it, it will set you up for success.

Be Indispensable

Be indispensable.

What does that mean?

It means you need to be the person who solves a problem.

This isn't new. I was talking about this back in 2018 in an article Fast Company asked me to contribute to all about becoming indispensable at work.

It goes back to your *personal brand.*

Who are you and what do you do better than most other people? When you can figure that out, you can see where you can solve problems and who will pay you to do that.

Even in rough economic times, there are people out there who know what they're

good at and can make a living because of it.

You can be one of those people, too.

You don't have to worry that just because your company has hit hard times,

Or because the market for your role is tight,

Or because the economy looks up and down,

That you have to stay stuck in a job that you don't like,

Or that if you've been laid off that there's nothing you can do about it.

You have options, and once you realize what you do better than most other people – once you discover your personal brand, you'll be well on your way to making yourself indispensable.



Find Problems to Solve

If you know what problem you solve, now it's time to **find problems to solve, and the people who have those problems.**

You need to look at your skills, experience, and what you want to do, to figure out where the market needs you.

Where could your skills be put to use?

Why are your skills more valuable than other people's skills?

What work achievements can you point to in order to back up what you've done? Can you use metrics or stories to show your work?

Talk to the Right People

Who struggles with the problems you solve, and can you reach out to them and show them your work accomplishments?

Don't just focus on open positions that call for your help. There are many opportunities out there that need attention, but you need to think about where your skills are most needed.

Think about what you do, what problems you solve, and who is likely to be dreaming of your solution. Then, you can tap into the hidden job market to access the estimated 80% of jobs that are waiting there.

What to Say to the Right People

Recently, someone asked me on LinkedIn, "What is effective networking?"

Effective networking is all about reaching out to the right people. The people who need to hear what you have to say – not just networking willy-nilly, meeting as many people as you can.

But then, what do you say to them?

Because, when it comes right down to it. . .

It's all about knowing what to *say* when you reach out to the right people.



It's really very simple.

Make sure you convey this information:

What the company or person needs + what you can uniquely do = adding value

If you can share with the person (HR, hiring manager, even employee) your understanding of their need, and how you solve it – demonstrate with your past experience, skills and metrics, you can prove to them that you can solve the problem that they're facing.

Two More Steps

There are two more things you can do to build your career security.

The first step is to be job search ready. This means, you have everything you need in place so that if you needed to job search tomorrow, you could hit the ground running.

Do you have a current resume?
A great LinkedIn Profile?
Do you know your target role?
Can you interview well?
Is your network warm, or is it freezing cold?

If you had to search tomorrow, what would you need? Get that in place now.

Step two is honing everything until you are getting people like recruiters and hiring managers calling you regularly to discuss job opportunities you would like.

When that is happening, you know that you have built career security. This is because you have evidence that is regularly being seen by people who are interested in interviewing and possibly hiring you!

Your Career Is Secure!

When you can do these steps, you've bullet-proofed your career. Because whether that particular person can put you to use or not, the next person will be able to. You'll

be a tool that someone will snap up to solve a pressing problem they need to solve right now.

Don't wait for you to be the next company layoff casualty. Here's the bottom line:
You need to bullet-proof your career now.

If you need help bullet-proofing your career in this economy, reach out to me at jessica@wishingwellcoach.com and I can help.



Jessica Sweet is a certified career coach and owner of Wishingwell Coaching at www.wishingwellcoach.com.

She is a Forbes Coaches Council coach, and her career advice has been featured in places like Forbes, Fast Company, CNBC, BusinessInsider, The Huffington Post, Monster.com and more.

She is also a licensed therapist and works with clients on the mindset issues related to the workplace. She has been helping bored professionals and executives find what's next for them for 15 years.