

# Would You Hire You?

## Keep Your Job – Even in Tough Times

By Beverly Kaye and Sharon Jordan-Evans

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The job market looks grim. You've decided not to look for greener grass right now. In fact, you're planning to just *hunker down* and play it safe. But how safe are you, really?

Today it would clearly be a mistake to believe that just because you're in the job, you're out of danger. The next downsizing or company reorganization could force you to compete for your own job. The truth is you are, in essence, rehired by your boss, team, and organization every day. So, would you hire you? To be able to answer yes, you'll need to continually:

- ★ **Perform:** Make yourself indispensable (or close to it) by consistently doing good work, developing your skills, and dealing effectively with others. Manage your attitude, stay positive and build a reputation of someone who can be counted on—in good times and bad.

*My boss told me, before the recent downsizing, that I would not be laid off, even though my department would lose several good people. He said that everyone agreed that they needed ten more people like me. Good performance doesn't guarantee security, but it sure helps!*

- ★ **Prepare:** Develop an internal resume and keep it updated. Where has your career taken you? What have your key accomplishments been? (Quantify them.) How up-to-date are your skills? What unique qualities and abilities do you bring to your job? How's your internal network?

*My boss showed me resumes of recent hires. I couldn't believe how resumes have changed over the years. I updated mine and included examples of successes, including money I saved the organization and new customers I won. I got a promotion and, while the resume wasn't the only reason, it did show that I was current and competitive.*

- ★ **Package:** Consider your self-presentation and your reputation in the organization. How do others see you? (Do they see you at all?)

*I asked a friend at work to tell me how I'm viewed by others in the organization. I asked her to give me five adjectives (and not all positives!) she's heard or thinks others would use to describe me.*



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*She did it. (What a good friend). Now I know my reputation a little better. I can decide to change it if I want.*

- ★ **Promote:** Launch a low-key internal marketing campaign. How can you promote yourself in your own organization (without bragging)? How can you interact more with others? How can you make your accomplishments more visible?

*I never bragged about my accomplishments. I figured if I did good work, everyone would know. I don't believe that anymore. I now send a note or email to my boss every time I have a success. I do it in the spirit of 'keeping him informed', but I know it serves me well too. I recently won an award for outstanding customer service, and I think keeping my boss informed helped me get it!*

Some people believe in the “lie low” theory during tough economic times and corporate restructuring. Beware of that strategy. The next time senior executives and human resources have to create a lay off list you'll want the “buzz” about you to be that you are crucial, indispensable, a “keeper.” And the next time a great opportunity surfaces your name could rise quickly to the top of the internal candidates' list. Remember to perform, prepare, package, and promote yourself. Don't leave your own job security to happenstance.

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*This is an excerpt from Love It, Don't Leave It: 26 Ways to Get What You Want at Work (Berrett-Koehler, 2003) by **Beverly Kaye & Sharon Jordan-Evans**. Bev and Sharon are also co-authors of the best-selling Love 'Em or Lose 'Em: Getting Good People to Stay (Berrett-Koehler, 1999 & 2002). Bev is founder and CEO of Career Systems International, the leader in the field of talent management. Sharon is president of The Jordan-Evans Group, an executive coaching and leadership consulting firm.*

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