

FMMs (Frequently Made Mistakes)

1. Fire, Don't Aim, Never Ready, alias The Trafalgar Analogy.

Don't go firing off a CV to everyone you know and every head-hunter you can trace until you've worked out some basics – like what you want to do, what you can do, and how to express both accurately, briefly and differently (no clichés).

The Trafalgar Analogy reminds us that Nelson didn't win the battle by sailing up to the French fleet, firing off all his cannon balls in a single enormous salvo, and then waiting confidently for them all to sink. The same applies here: it's a much better idea to fire off a few approaches and see what happens before you try the next few. HMS Victory came home with cannon balls to spare (albeit not with Nelson!).

- 2. Gratitude is no basis for a lasting relationship (don't let flattery get the better of you) – just because they offer**
- 3. Predisqualification – the special disease of people in transition**
- 4. You have to make the sale before you're allowed to buy - You do have to make the sale – always get the offer – but you don't have to buy**
- 5. Confusing a job with a career**
Don't confuse getting a job with choosing a career
- 6. Beware of the Should-Mongers**
- 7. Talking yourself out of a job when it's yours to lose – interviews as an exercise in listening**
- 8. The head-hunter who needs you more than you need him – would you let a stranger tarmac your drive**
- 9. Talking about your job description not about your achievements**
- 10. I want to keep my options open**
- 11. Going to an interview instead of attending a meeting**