

# New Directions!

Friendly and effective career management advice, plus much more from **ASSESSMENT4POTENTIAL**

OCTOBER ISSUE

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Hello and a warm welcome to all new subscribers from **New Directions!**

The Ezine that Ezine writers the world over read.

Well, you get the picture...



Talking of pictures, the 1999 film 'October Sky', is the true story of Homer Hickam, a coal miner's son who was inspired by the first Sputnik launch to take up rocketry, against his father's wishes. The tag line of the film is 'Sometimes one dream is enough to light up the whole sky'.

In our September issue, we looked at how **ASSESSMENT4POTENTIAL** can help you turn your dream of a change of career, or perhaps a stab at self-employment, into reality – including an opportunity to invest in yourself and your future by taking advantage of our FREE special report: ['9 Things You Need to Know about Yourself'](#) as a useful starting point.

In this issue, among other things, we explore 'successful job searching'. Many of us at some time in our lives have found it difficult to get a job or to change jobs. Although great [CV writing](#) can only help you in your job search, there is, of course, a bit more to it than that! See our **Free at last!** article below, in which we expertly guide you in the right direction to help you escape the job you hate, and give you **the very best chance of landing that job of your dreams.**



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## Free at last! Effective Job Hunting

Four steps, if you please:

1. On Sunday evenings, you dread the thought of going to work the next day
2. Your stomach sinks as you pull into the office car park on Monday morning
3. You keep one eye on the clock all the way through the week until Friday afternoon
4. You repeat the process the following week, and the next, and the next...

Why?

Because the prospect of changing jobs gives you the same feeling as how you think it may feel to stand at the foot of the north face of the Eiger wearing flip flops on your weary (but itchy) feet. Seems like it can't be done, right?

Wrong.

**ASSESSMENT4POTENTIAL** will show you how.

Sadly, finding the right job is something that eludes many people for years, sometimes all their lives... so many people 'stick it out' in jobs to which they are not particularly suited, and in which they become slowly demoralised. However, changing your job needn't be impossible, and receiving expert advice and guidance can only help you to change your job and your life for the better.

Using our personal assessment tools and coaching, we will help you identify your ideal career role and **set you up for success** in the job-searching, interviewing and negotiation processes. You'll receive valuable insights, tools and support. And we help you to conduct your job search in a confidential manner that will **not jeopardise your current position**.



[Find out](#) about our packages to suit your needs and budget today.

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## Don't quote me

'We make a living by what we get, but we make a life by what we give.'

Winston Churchill

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## Be vigilant! (What job ads might *really* mean)



Seeking candidates with a wide variety of experience (you'll need it to replace the three people who just quit)

Must have an eye for detail (we have no quality assurance)

Good communication skills (management communicates, you listen, figure out what they want and do it)

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## Once upon a time...jobs in history

In Medieval England, it was said that a peasant could expect to be fully bathed just twice in their life: once at birth and once upon their death! Though peasants did occasionally wash their faces and hands, it was not known that germs could spread by dirty hands.



Water used for cooking came from a local river, stream or well - it was usually the job of the wife to collect it in heavy wooden buckets first thing in the morning - but this was also used for getting rid of waste at the end of the day. Even for the rich, bathing was a rarity. A rich man might have only five baths a year.

## Wat-er job

In the Georgian period (1714 -1837) people were employed to help others in and out of baths at Bath. But the history books show that even way back in Medieval times there were in fact a number of public baths near the River Thames – called ‘stews’ – in which several people would bath at one time. A job as a ‘**Stew attendant**’ was considered priceless as the potential for stealing from the bathers meant that Stew Attendants would be in cahoots with local thieves, alerting them when the opportunity for grabbing and running off with a helpless bather’s clothes and possessions became apparent - sharing the spoils later.

(Incidentally, a determined peasant, when asked in a tavern why he had walked non-stop and barefoot all the way from Northern England to a London stew to bathe was said to have breathlessly replied: ‘Because I’m worth it.’)!

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P.S. I’ll leave you with **A Gold Nugget from Mrs Hugget**, (ASSESSMENT4POTENTIAL office cleaner, tea lady and all round good egg, who, when she’s not busy knitting, seems to have an endless supply of brainteasers underneath that tea cosy of hers!):



A small black dog stands in the middle of a road in a town painted black. None of the street lights are working due to a power failure caused by a raging storm. A car with two broken headlights drives towards the dog but turns just in time to avoid hitting him. How could the driver have seen the dog in time?

Find out the answer in our November issue!

The answer to last month’s Brainteaser is **30mph**.

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