

● JOB DVD

Get some disc drive

Daniel Hoy

Ask someone what they want to ultimately achieve in their career or where they want to be in 10 years and the standard answer is: "I don't really know."

No matter how much advice you are given when you start out in the working world, most of us simply have a guess at a job we think we might be good at or enjoy.

Often we guess wrong.

As a result, many of us find ourselves commuting each day to a job we hate, still trying to find a career that suits us.

But a new DVD and online information service could help you change all that.

Winning the Career You Deserve is the brainchild of Bill Lang.

"For most people, getting access to CEOs, recruiters and managers is difficult," Lang said.

"But on the DVD we ask them the questions people

want to know, so they find out what these people want."

Over more than two hours, Lang interviews Boost Juice founder Janine Allis, Village Roadshow marketing chief Tim Carroll, ANZ managing director of consumer finance Jenny Fagg, and GE chief financial officer Chris Vanderkley, all of whom share their tips on success and what they like or dislike about candidates.

Lang said the DVD would appeal to four main groups:

- Those looking for a job.
- People who are disillusioned in their careers.
- People renegotiating with their employer.

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■ People who have just started a new job.

"One of the sections on the DVD is about getting the best out of your first 100 days in a new job or position," Lang said.

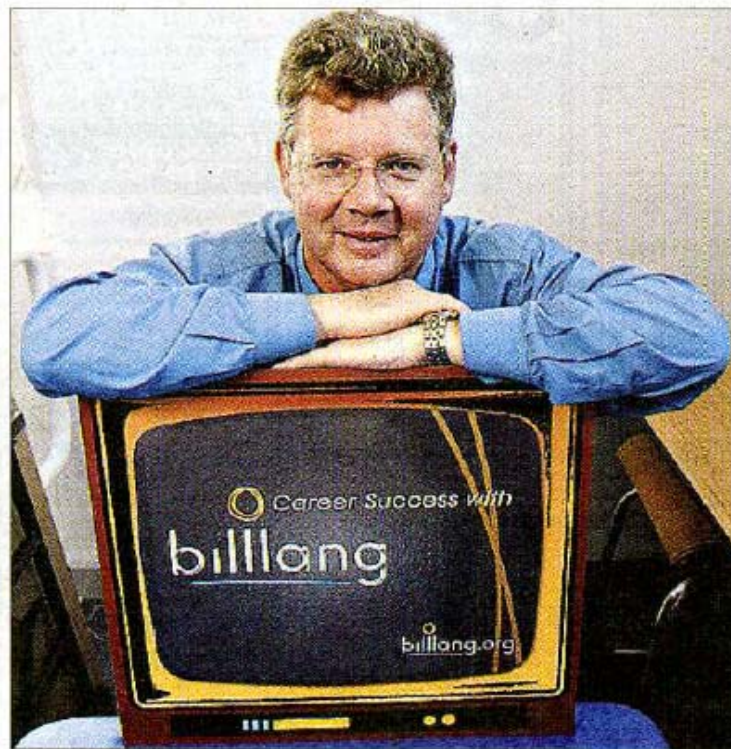
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According to Lang, the DVD's interactivity sets it apart from books on the subject.

"When you read a book you're reading information about how to find a job, get a raise, etc. but the DVD is like having a conversation with someone. They are talking to you," he said.

The DVD is divided into eight chapters: understanding the job market; winning with your current employer; winning in the advertised job market; applying and interviewing; winning in the invisible job market; finalising a starting package; and winning in your first 100 days.

Visit www.billlang.org for more details and to buy the DVD.



Bill Lang's DVD could help get that job. Picture: NORM OORLOFF