

## Obvious Yet Overlooked Ways for Keeping Current

Remember when former Vice President Al Gore popularized the words, “*Information Superhighway*” in 1994? If you use those words today they had better be in the form of a “*remember when*” statement. Tell a recruiter that you found his job while cruising the information superhighway last night and you most likely can kiss the job good bye.

In today’s electronic world, there is no excuse for not keeping current in your profession. Nobody knows this better than technology professionals, who watch their industry change almost daily. Fail to keep up and you fail - it’s that simple.

But what about the rest of us? Remember, recruiters look to **recent** skills and experiences; they are not focused on what you did twenty or thirty years ago. If you are in manufacturing, does your resume highlight EAS (Enterprise Application Suite), its predecessor ERP (Enterprise Resource Planning) or the even older MRP (Materials Requirement Planning)? Don’t use obsolete terminology, and don’t use examples from outdated methods and practices.

**Would you go to a doctor who hasn’t picked up a medical journal in 10 years? Obviously not, so why would anyone hire you if you are out-of-date in your profession...?**

Here are just a few suggestions for staying current and as basic as they may seem, you’d be surprised at how many people overlook them.

### Electronic Media



- Subscribe to e-newsletters and email alerts related to your occupation.
- Paste RSS feeds into your default homepage.
- Read blogs popular to your field.
- Create a Wiki (What I Know Is) for you and your colleagues to exchange the latest information on whatever it is you do.

### Print Media

- Read the latest books on your profession.
- Subscribe to popular journals / magazines / newspapers in your profession.



**HINT:** If time is precious, use the ‘rip and tear’ method - scan the table of contents for important articles as soon as the magazine arrives in your mailbox, rip them out, and throw away the remainder of the magazine. Carry the plucked articles in your bag and read them whenever you can.

### Seminars / Conferences

- Attend conferences / seminars / trade fairs.

### Professional Associations

- Join professional groups...AND attend their meetings.
- Network. Network. Network.



**HINT:** While you might feel more comfortable with your long-time colleagues, network among the younger set to learn what the up-and-comers are doing.

### Licenses & Certifications

- Get with the alphabet soup and become licensed or certified in your trade. A few initials after your name connotes staying current...CPA, PMI, PSP...even the Association of Pool and Spa Professionals (APSP) certifies pool builders.
- Keep your license / certification current by earning the required CPE credits each year.

### School

- Get yourself back in a classroom seat and take continuing education courses related to your profession.
- Take on-line courses if school is too out-of-the-way or you are unable to commit to a regular schedule.



Now, are you going to save this on an 8 inch floppy, 5 ¼ inch floppy, 3 ½ inch floppy, CD ROM, DVD, flash drive, optical drive...or use the simple “rip and tear” method...?

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You may be doing today what you have always done, but for most professions the WAY YOU DO IT has changed.

