

The Competitive/Customized Dichotomy



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The Competitive/Customized Dichotomy



Assessment/Testing	Discovery
Train & Place	Place & Train
Chasing Smoke Stacks	Economic Development
Labor Market	Job Creation
Help Wanted	Hiring 24/7
Career/Job Trends	Employer Negotiation

The Competitive/Customized Dichotomy



“Networking”	Leveraging Social & Economic Capital
Win/Lose - Positional	Win/Win – Interest-Based
Fitting In	Conditions of Employment – Ecological Validity
Scarcity	Unlimited Ways to Make a Living
Gratitude	Mutuality
Market Segments	Community

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Entry-Level	Resource Ownership™
Comparative	Individualized
Job Descriptions	Amalgamating Tasks
Human Resources	Shared Interests
Job Search	Going Where the Career Make Sense
Resume	Portfolio of Skills & Tasks

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Smooth Talking	Smooth Listening™
Dependence	Adventure
Rules for Hiring	Improvisation
Big Business	Small Business
Retail	Artisanal
Supervision/Management	Mentoring

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Online Applications	Informational Interviews
Business Degree	Business Ideas
Entrepreneurship	Self-Employment
