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HELP OTHERS WIN THE RAT RACE

Efficiency expert? Now what is that? Efficiency experts are among the most sought-out and highly paid career-specialists of the day. Efficiency experts help professionals to enhance personality, attitude, values and performance.

Imagine you're looking at a screen ad: you see a weak little child trying to run a race, gasping, stumbling, often getting out of breath. Suddenly, a hand reaches into the screen, clasping a glass of some energy-giving drink. The child gulps it down and a transformation takes place. He huffs, puffs, flexes his muscles, draws a deep breath and takes off... races past every other contender and wins the race. Voiceover, "You too can win the race, just take -----"

Efficiency experts hold out similar promise to those struggling in the job market and workplace. As an efficiency expert, you teach people how to land jobs, run businesses and show them where exactly they can score in their careers.

The career path is a long one, strewn with obstacles at every turn. There is an efficiency expert for practically all types of hurdles, one who can solve every conceivable complexity.

Bye-Bye Bio Data

To get a job, an aspirant needs to write an application. This application usually attached to a bio-data or what is more fancifully called a curriculum vitae. The stylized format travelled from year to year: name, date of birth, education qualifications, work experience, extra curricular activities, etc. Some bio-datas hit the bulls eye, most make it to the dustbin.

But When Uma B Money of Career Catalyst etches out what an aspirant has to offer a company in a 'career graph'; there is almost always a job. If not a career around the corner for the applicant. Further, once the call letter comes for the all-important interview, Uma guides her client as to how to face every type of question, and land the job.

Uma launched Career Catalyst in August 1997 before that she'd worked in the recruitment department of a reputed company for over 11 years. "The sheer experience of screening hundreds of poor quality résumés everyday, and by interviewing candidates at all levels of management I realised that there were possibly so many deserving persons who missed out on the jobs that their skills could really have got them," says Money.

She quit her job after which she organised the office space and the basic infrastructure like the computer, printer, telephone required to start Career Catalyst. Money spends many hours sometimes days, interviewing a client, going over his or her entire life, background, hopes, skills, expectations and plans for the future. Then, in what is almost a journalistic endeavour, she begins work on the 'careergraph' presenting on those two or three sheets of paper, a neatly chronicled, professional careergraph, which gives a potential employer in a glance, a ready glimpse of your capability and focus.

Her first client was a market professional. And he landed a job soon after he'd sent in the careergraph drawn out for him by Career Catalyst. It took one year for Career Catalyst to get established, which it did mostly through newspaper articles and word-of-mouth publicity. The service being rendered by Career Catalyst is classified thus by Money: "The temporary benefit a client feels is a renewed enthusiasm to look forward to getting jobs and the feeling that his role and highlights have been represented well on his/her résumé. The lasting benefits is

when he actually gets a number of interview calls which he was unable to and he actually got the job he was seeking."

"At the end of the day. I am extremely satisfied with the quality of my work and with helping candidates to understand themselves better. In addition, I am able to spend quality time with my family because I work out of my office-cum-residence and keeps flexible working hours," says Money in conclusion.