



## **Women are Putting their Job Searches on hold to Prepare for the Holidays ...Men forge on with their Job Search. What's Wrong with this Picture?**

Women from across the US have decided to “pull back” on their job searches till “after the holidays.” What does that mean? A glut of resumes hit the market come January and that means more competition. But it’s far more than that...depending if you are employed and afraid you will lose your job at the end of December or are already unemployed.

If a woman is unemployed on December 1 and puts her job search “on hold” for the holidays, January 1 comes around and she has added another month to her “unemployment season”. It will also be 2010 and if she has been unemployed since 2009, it looks like a year gap on her resume. And perception does count in a job search.

Please don’t humor yourself by thinking that employers don’t care or that they “understand that a lot of people are unemployed because of the economy.” Job Search is all about selling and selling is about perception. Ask yourself this. If you had two great resumes in front of you, both with good experience, both with great education and one person was working and one was not...who would you call? That’s what is meant by perception. The one working is “more qualified” “or better” even though we all know that may not be the case.

Meanwhile, on the job front, women spend less time on their job search. They actually stop thinking about their job search, because of the hustle and bustle of activities around the holidays.

So why do women “pull back”? There are countless reasons, but true to form, we women are the catalysts for holiday celebrations. We bake, make crafts, send out the holiday cards, are responsible for most of the shopping, participate in volunteer and religious organization events, choirs, potlucks and holiday parties. We are busy baking Grandma Smith’s famous butter cookies, Aunt Ellie’s famous fudge and of course, getting Little Mary ready for the pageant...complete with costume (another 2am in the morning act of love.) It’s not that men don’t participate in activities, they do, but most families agree it is the woman who is the catalyst.

The bottom line? Men will find the time to do their job search, which gives them the competitive edge. You’d better re-think your attack on the holidays so you can enjoy it and still push ahead on finding a new position.

Remember that women can “have it all?” We can’t have everything perfect, but we can put ourselves first and realize that butter cookies that aren’t made this year, will not scar the emotions of our children or family members. However, not having a new job, can impact the family, us and our career for years to come.