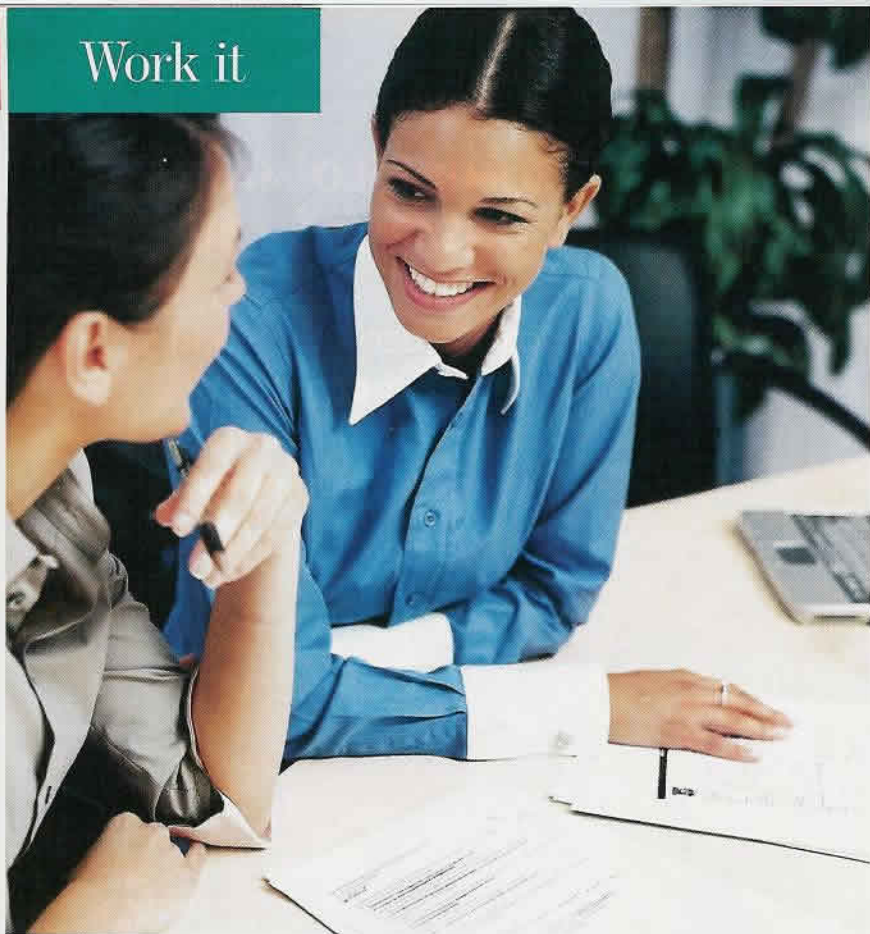


Work it



How to impress *la jefa*

You know what it takes to do your job right. But here's how to snag your boss's attention—and keep it ■ By Anamary Pelayo

PEÍNATE. Wear wrinkle-free clothes. Be on time. These are the basics of making a good impression. But what happens when you find yourself searching for new ways to catch the boss's eye? "You have to constantly work at the relationship with your boss so she can see your talent, your skills, and everything you're about," says *venezolana* Marilena Beuses, president of 4 Total Success, a coaching company in Delray Beach, Florida, that specializes in the Latino market. Going beyond expectations is the key to getting ahead, she adds.

With that in mind, we asked Beuses and Lupe Torre—a *cubana* who founded and heads Monifa, a coaching, consulting, and training firm in Orlando—for tips on how to knock *las medias* off your boss.

Make your word count. No one likes unreliable people, so deliver on your promises. This is an excellent way not only to build a sense of loyalty but also to cultivate your own image as a professional. "If you are bound to your word," Beuses says, "she will know that once you say you'll do something, she can consider it done."

Be a problem solver. Think things through before you march into your boss's office with bad news. "Instead of whining or waiting for her to provide the answers, propose several alternatives from which she can make a decision," Beuses says. Obstacles are inevitable, but you have to learn how to overcome them to impress your boss and rise through the ranks.

Show initiative. Don't wait to be asked to do something, especially if it's something that regularly falls within the realm of your responsibilities. If your boss frequently seeks your help with the monthly budget report, for instance, take it upon yourself to get the numbers ready and put together a preliminary draft.

Be a team player. "Avoid gossip, find ways to help others shine, and give credit where credit is due," Torre advises. "Also offer assistance if someone else's project is heading for trouble." Supervisors like an employee who makes decisions based on what's best for the team, not for herself.

Volunteer for projects. Taking on larger, unassigned projects from time to time isn't a bad idea as long as it doesn't interfere with your regular workload, advises Beuses. "Too often, people volunteer [for other assignments] but then abandon their real jobs," she says. Instead, work on extra projects during downtime, and *la jefa* will see you as a self-motivated, enterprising worker. You might even clean out the company fridge on occasion. It shows you are making yourself available in ways beyond what is required.

Get your facts straight. Ask for specifics to avoid making assumptions about the assignments your boss gives you. If something is unclear to you, speak up; don't just go by interpretations of what you think your boss said. "If you want to meet her expectations, you have to ask questions," Beuses says. Communication breakdowns will only reflect poorly on you, so be sure to clarify matters early on and show off your foresight and planning skills.

Follow the rules. It may seem obvious, but following standard office procedure is a small way to make a big impression. Get a firm grasp on even the smallest details, such as when meetings start. "It shows that you are interested in and respectful of what you do and the people you work with," Beuses says. Also,

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no one will need to reprimand you for overlooking the obvious.

Look the part. Take pride in your appearance, which goes way beyond your work clothes. "Everything is important, from your physical presence to the way your Rolodex and desk look," Beuses says. "It shows professionalism and will set you apart from those who seem less organized."

Own your mistakes. Be quick to take responsibility for errors, and work to rectify your mistakes instead of making excuses for them—the sooner the better, suggests Beuses. Most people jump at the chance to pat themselves on the back when they do something positive, but few are equally willing to accept blame for their errors. Doing so shows integrity and an ability to keep calm in the face of adversity. It also shows that you take your work seriously and that you know your own strengths and weaknesses. □

Hot jobs



Virtually every industry is trying to tap into the Latino market, according to Argentinean Graciela Kenig of Graciela Kenig & Associates in Glenview, Illinois, a career-development firm specializing in Hispanic employment. Here, some of your best bets.

Health care: This industry needs talented Latinos in all job categories. Here's evidence: By the year 2020, 14 percent of the 65-plus population will be Hispanic. And right now, the majority of babies born in California are Latino. Check out hispanichealth.org or thehispanicnurses.org.

State and federal government: With 37 million Latinos in the United States, our government agencies are recruiting more

Hispanic employees to ensure proper representation. By the fall of 2017, the majority of workers entering California's labor force will be Latino. Ditto for the majority of young adults eligible to vote there in fall 2019. Log on to the Hispanic Employment Program Web site at hepm.org.

Technology: If you've lost one job in this industry, consider looking for another in a different capacity (computers are here to stay!). "Use your bilingual skills, and try to fit in, depending on what is needed," Kenig advises. Information technology (IT) jobs are more scarce now, but the number of Web-development and programming positions is on the rise. Go to careershop.com and joblatino.com for more information.

Sales: No matter how the economy is doing, companies will always need people who can sell. Look for those organizations that are aggressively going after the Hispanic market, such as in the insurance and finance fields. "If you know the product and the people who want it, you are a precious commodity," says Kenig. Check out latpro.com or visit the Hispanic Alliance for Career Enhancement at hace-usa.org.

To learn more about opportunities for Latinos, go to Kenig's Web site, careersforlatinos.com.

Sources: Administration on Aging, UCLA Center for the Study of Latino Health and Culture 2001 study

Cómo impresionar a la jefa ■ "La relación con tu jefa precisa ser cultivada tanto como cualquier otra", dice la venezolana Marilena Beuses, presidenta de una empresa de adiestramiento profesional en Florida.

Algunas jefas son fáciles de complacer. Pero superar las expectativas es la clave del éxito, dice Beuses, alertando sobre no dormirse en los laureles con una jefa que está contenta con tu trabajo. Estos son algunos consejos para convertirte en la mujer más solicitada de la oficina:

Valora tu palabra. Cumple tus promesas y crearás una imagen de lealtad y profesionalismo.

Soluciona los problemas. En lugar de quejarte, o de esperar a que tu jefa te dé la solución, propón varias

alternativas para que ella pueda decidir.

Muestra iniciativa. No esperes a que te pidan algo, especialmente cuando el trabajo en cuestión forma parte de tus responsabilidades.

Trabaja en equipo. Evita el chisme, busca la manera de ayudar a los demás y darle crédito cuando sea necesario.

Trabajo voluntario. Ofrece trabajar en proyectos especiales que normalmente no te pertenecen, pero durante horas que no interfieran o atrasen tu propio trabajo.

Comprende exactamente lo que tu jefa quiere. Si hay algo que no entiendes, pregunta; no trates de interpretar lo que tu jefa te ha pedido.

Cumple con las reglas. Sigue los procedimientos de

la oficina; es una forma sencilla de causar una buena impresión.

Cuida tu apariencia. Además de tu vestimenta, mantén ordenado tu escritorio y tus archivos. Esto demuestra profesionalismo.

Acepta tus errores. Asume la responsabilidad inmediatamente y corrige tus errores en lugar de dar excusas. Así demostrarás integridad y habilidad para mantener la calma en momentos difíciles.

Empleos

Las siguientes industrias están interesadas en emplear latinos:

Salud: El campo de la salud necesita latinos bien preparados en varias categorías. Visita: hispanichealth.org o thehispanicnurses.org si eres enfermera.
Gobierno estatal y federal: Los diferentes niveles de gobierno buscan empleados minoritarios. Visita: hepm.org.
Tecnología: Tus destrezas bilingües en el campo de la tecnología te abrirán puertas. Visita: joblatino.com
Ventas: No importa cuál sea el estado de la economía, siempre hay algo que vender. Visita careersforlatinos.com