

SPOTLIGHT

Finding that job

Still looking for that new job?

Not sure how your skills and experience match up in today's marketplace?

Business coach Frank Traditi of CoachFrank, LLC, in Highlands Ranch knows how you feel.

A telecom and IT vet, he's co-authored "Get Hired Now! A 28-Day Program for Landing the Job You Want" (Bay Tree Publishing, \$17.95), a day-to-day guide on how to find the ideal position.

"It's a step-by-step, proven job search system," said Traditi, who co-wrote the book with C.J. Hayden, also a coach.

Reluctance to discuss their own skills and abilities prevents job-seekers from being successful, Traditi said, adding they fear they'll come across boastful and pompous.

"We teach people one thing they've never been taught — how to sell themselves," Traditi said. "People go to college, get fancy degrees ... and still don't know how to market themselves. They're very reluctant to toot their own horn, and don't feel like people will accept it for what it is ... Growing up, we were always taught to be modest."

Traditi said another vital part of the book stresses the importance of networking within industries, which is becoming a major aspect of the modern job market.

"[People] don't realize how important relationships and connections are," Traditi said. "Roughly 2 percent of job-seekers find a job on Internet job boards. The way the economy is today, companies don't have to advertise. Jobs that require a certain background and education level, companies can find through their [own] internal network."

More information is available at www.gethirednow.com.

— SCOTT BERSHOF

Now, don't misunderstand me ...

Learning Lifestyles' Lingo Player designed to help plug cultural gap

If you've ever had a conversation with someone who speaks a different primary language, you know that idioms — those peculiar words and phrases that are unique to one culture or social sector — get lost in translation easily.

Once, while attending a concert at a downtown tavern, I struck up a dialogue with a young Japanese woman who was studying English as part of a cultural-exchange program.

Her English wasn't bad, but expressions that I used were a barrier to communication.

It turned out the headlining pop group we liked was better known in Japan than in Denver, where the group was based.

When I told her I hoped the band would not "make it big" so I could continue to see them in small clubs where admission and beer are cheap, she winced.

"How do you mean 'make it big?'" she asked.

I explained that I hoped our band could continue to "fill" small clubs without "breaking out" with the masses — which confused her even more.

After numerous awkward attempts to decipher exactly what that meant, we changed subjects.

Learning Lifestyles Inc., a Boulder-based startup, hopes to bridge those kind of cultural gaps with Lingo Player, a software that uses TV shows, movies, books and songs to teach English as a second language. It's adaptable to PCs, PDAs and cellular devices.

Darrell Carson, 34, founded the startup after spending two years researching business prospects in Taiwan.

A former project manager at MCI, Carson decided to use his knowledge of database structure to develop Lingo Player. The software will allow viewers to learn about cultural nuances — which often have little to do with linguistics — through contemporary entertainment programs.

Users will be able to click on a transcript of the program to get the definition of the words in context.

"A lot of it is well-documented," Carson said. "It's not an automated process. We will actually have a team go through the shows to find slang and references with a cultural underpinning."

Carson plans to hire students from the



STARTUPS

BOB MOOK



KATHLEEN LAVINE | BUSINESS JOURNAL

Darrell Carson, 34, founded Learning Lifestyles and developed Lingo Player software, which is designed to help viewers learn about cultural nuances through entertainment programs.

University of Colorado's Office of International Communications — who are especially adept at spotting slang and other pop-cultural references — to do the translating.

Chris Johnson, director of the Office of International Communications, said he looks forward to the collaboration.

"From my own personal opinion as a computer user, it's an interesting mix of technology and culture," Johnson said.

Carson, who works from home using a staff of two people, hopes to find a location close to the CU campus.

He's working with producers to obtain licensing agreements for "Friends," "Sex and the City" and "The West Wing" that will provide the content for the package.

Sometimes jokes on "Friends" escape viewers from other countries, but Carson said the

software will show why American audiences are laughing.

"We'll explain why it's funny when Ross wears a pink shirt," he said. "We'll explain that pink is considered a feminine color — something viewers might not understand just from looking at the show."

After the product hits the shelves, which he hopes will happen next year, Carson said Lingo Player will introduce new subject matter every three months. Along with hip TV shows, Carson said, the company also will produce packages explaining the lyrics for pop songs. Carson mentioned Madonna and Michael Jackson as two artists with international appeal.

The finished product will include a textbook,

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An extreme makeover can falsely boost resume

Warning: Many of the resumes you're receiving for your open job positions aren't 100 percent truthful. They can be potentially harmful to your organization.

My dental hygienist and I were discussing one of my favorite topics (interviewing) while having sharp objects shoved in my mouth. She was offered her current job over a lunch interview and without a resume. I told her present employer — my dentist — that he was very fortunate to hire both a quality and long-term employee (seven years) based on his roll-of-the-dice hiring process.

The hygienist said a couple years ago, she decided to take the leap and pay a local company to professionally prepare her resume. She



RECRUITING

GREG CHURCHMAN

provided information about her education, skills and experience. When the resume was completed, her first response was, "Wow! Is this really me?"

This experience is similar to the popular television show "Extreme Makeover," where people with some flaws are physically transformed to a new person. Friends and families are astonished at the alterations performed by plastic surgeons.

Those that create resumes sometimes produce an extreme makeover on paper. Candidates (or their resume-preparer)

can inflate the experience or activities that a candidate has done. And then some just blatantly lie.

Below are some examples of the final resume of the hygienist:

• Makeover: "Proven ability to clinically supervise and mentor dental students."

Candidate interpretation: "One of my students was going through a divorce and no place to stay, so she lived with me for six months until she graduated from the program," the hygienist said.

• Makeover: Technically skilled in maintaining patient appearance and functionality by fabricating temporary restorations; cleaning

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