

## What Are Your Expectations From Your Next Career Move?

If only I had a penny for every person who sends a resume, and who then has told me they are looking, but only "for the experience", I'd be a very rich person.

Career moves, people say, have always been about the experience. So, people can say they have distinguished themselves from their peers, and can brag about their title; but have they really differentiated themselves at all?

A new word, however, slowly seems to be working its way into our vocabulary. I've been noticing that a few of the

most forward-thinking job seekers are keying on "intention" rather than "experience". The idea is that people must understand their own "intention". So, you must decide when your next career opportunity rises what new opportunity to keenly go for and why? What is the reason? To provide excitement? Money? Creativity? It is therefore important to understand "your own intention" and why are you looking for a new job? What is your expectation from this job?

In other words, it is not the job opportunity itself you are considering but the intention beneath it. One person might, for example, be wanting to experience Asia, while another might be trying to make as much money as they can. That is why candidates with different intentions require different strategies. At Renard International, after 50 years in hospitality search, we never provide the same career advice to everyone. In fact, we have always tried to ask and to help you strategize your next career move on "intention".

Luxury brands offer beautiful lobbies, marvelous state of art guest rooms and nicest heated toilets, but they aren't really differentiators for you to accept a job there. ....It is the brands culture and your best intention "that should be why a person should join a Group. "All That Glitters" is not always the paramount for your career and future.

