Landing the Job
You’ve Always Wanted

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Ground Rules

1. Turn any cell phones or anything else that makes sound to the off or silent position.
2. Be on time including from breaks.
3. Listen actively.
4. Keep an open mind.
5. Be respectful to everyone; don’t interrupt.
6. If you break any rules, you sing. 😊
Introductions

- Name
- What you do
- Biggest challenge you’d like me to address
Importance of Selection

• According to a Harvard University study, 80 percent of turnover is due to hiring mistakes.

• HR experts say that supervisors typically spend 80% of their time with 20% of their employees.

_Gallup International found that the cost of a bad hire is 3.2 times the individual’s salary!_
When Selecting an Employee...

Employers want to know two things:
1. Can you do the job?
2. Will you be a problem to manage in the workplace?
Market Yourself Strategically

- What is your brand? Reinforce it!
- Once you have a job, how do you demonstrate your leadership potential until promotional opportunities arise?
  - Accept challenging work.
  - Get out of your comfort zone.
  - Ask to represent management at meetings, make presentations, and act as team leader on projects.
Networking Basics - A Review

- Put name tag on right side of chest.
- Purchase a nice magnetic name badge.
- Greet the other person with a smile.
- Ask questions of the other person first.
- Never sell your services...be natural and you will sell yourself.
Elevator Speeches or Pitches
Effective Elevator Speeches

• 10-20 seconds
• Should be memorable and succinct
• Should be descriptive enough that the other person understands what you do
• Should pique interest enough that the other person asks a question
• Should not come off as a hard sell
One Approach to Elevator Speeches

• **Case** - build solid persuasive case with logical arguments and evidence to support your message

• **Creativity** - blend thoughtful analysis and a story to craft an intriguing message

• **Delivery** - present message in authentic voice without sounding canned

Terri L. Sjodin, *Small Message, Big Impact: The Elevator Speech Effect*
Elevator Speeches

• Different approaches exist.
• Next three examples are from Bruce Gabrielle (no relation 😊).
• As we go through each, consider tweaking your own elevator speech.
One Elevator Speech Perspective

1. Start with a story, news, or humor.
2. Add an emotional benefit statement where you focus on results.
3. Quantify your success with numbers if possible.
4. Use the “velvet rope close” which suggests your offer is only accessible to certain types (i.e. “I’m not sure if I can help you, but....”).

Chris Westfall, The New Elevator Pitch
Westfall Example

Do you remember about 10 years ago when the space shuttle Columbia was destroyed on re-entry? It turns out the engineers tried to warn NASA about the danger. But the PowerPoint slides they used were a complete mess and no-one understood the danger.

That’s what I do. I train people how to make sure their PowerPoint slides aren’t a complete disaster.

For instance, students who attend my workshop can create slides that are 50% more clear and 50% more convincing by the end of the training, based on scores students give each other before and after the workshop.

I’m not sure if my training could work at your company. It really depends how much you use PowerPoint and what’s at stake if your PowerPoint is unclear. But I’d be happy to talk to you about it.
S.I.R. Elevator Speech Concept

1. Situation (conflict). Illustrate the pain current customers face.

2. Impact (escalate conflict) – Explain the impact of that situation. How is this affecting profits, market share, customer loyalty, or anything else the prospect is concerned about losing.

3. Resolution – Explain how you solve the problem. Focus on benefits, not products and services

Richard Fouts
Fouts Method

You know how most business people use PowerPoint but most use it pretty poorly? Well, bad PowerPoint has all kinds of consequences – sales that don’t close, good ideas that get ignored, time wasted building slides that could have been used developing or executing strategies. My company shows businesses how to use PowerPoint to capture those sales, bring attention to those great ideas and use those wasted hours on more important projects.
Wow-How-Now Elevator Speech

1. WOW. Say something intriguing (even puzzling) that will make the other person want to hear more. A creative summary of what you do that demands some clarification. Ideally, the prospect’s reaction will be to cock their head and ask “what does that mean?”

2. HOW. Answer the stated (or unspoken) question and explain exactly what you do.

3. NOW. Shift into storytelling mode, giving a concrete example of a current customer. The key phrase is “Now, for example…”

Brian Walter
Prospect: So, what do you do?
Me: I help build PowerPoint muscles.
Prospect: Huh?
Me: I teach people how to use PowerPoint more effectively in business. Now, for instance, I’m working with a global consulting firm to train all their senior consultants to give better sales presentations so they can close more business.
Phone Messages

• Have a positive greeting.
• Smile when you leave your message.
• Always end with “Have a great day!” or similar.
Social Media Networking
Importance of Social Media

• 92% of recruiters search social networking before making offers.
• 70% decided to hire or reject based on impressions.
  – Top reasons for hiring: attitude, professionalism, creativity
  – Top reasons for rejecting: lying, inappropriate comments or photos, negative or discriminatory comments, poor communication skills
Resumés

Ask yourself:

• Does your resumé match the application? Any discrepancies?

• Does it have the basic components?
  – Name and contact information
  – Education
  – Employment or Experience

• Is your resumé easy to read and free of spelling, grammar, and punctuation issues?
Resumé Function

• A resumé has a primary function of selling your credentials so people will want to interview you.

• It should be:
  – Customized
  – Updated
  – Electronically Stored
  – Organized
  – Accurate
Resumé Contact Information

- Prominently displays your full name (nickname in parentheses or quotes) at the top of your resumé followed by contact information:
  - Address
  - Phone number(s)
  - Email address
  - LinkedIn profile
Resumé Education Section

• Highlights relevant academic and technical training and includes:
  – Degree(s) or certificate(s) earned
  – Schools you have attended such as universities, community colleges, and professional and technical schools (include location)
  – Date of graduation, actual or anticipated, or credit hours earned
Resumé Objective Section

- Includes 1-2 sentences that relate directly to the position you seek
- Optional
- Unnecessary unless very strong
Resumé Employment Section

• Emphasizes your past and present employment experience
• Can be customized by headings relevant to job needs
• For Example:
  – Writing Experience
  – Board Liaison Experience
  – Licensing Experience
Resumé Employment Section

Content for each listed job includes:

• Company or organization, location
• Position title
• Dates of employment
• Descriptions of job duties, focusing on any accomplishments in each job (i.e. secured $2.4 million grant)
Resumé Activities Section

- Highlights relevant activities you have been involved with and honors you have received.
- Also entitled Awards, Other Skills, or similar
Resumé Don’ts

Do NOT include:

- References
- Information about age, gender, or religion
- Months of employment
- Jobs that are not relevant
- Salary information
Resumé Don’ts

Do NOT:

• Name your resumé file “resume.doc” or “resume.pdf”

• Label your resumé as a resumé (if it isn’t apparent, then you have bigger problems!)
Resumé Writing

• Make sure that grammar, spelling, and punctuation rules are followed.
• When writing bullets, ensure parallel structure (verb tense agreement, sentences versus sentence fragments, etc.).
Example of Parallel Structure

- Reviewed risk communication content in disaster plans
- Identified best practices in Florida
- Developed an inventory of county health department Comprehensive Emergency Management Plans
- Examined risk communications plan for each county health department
Writing Cover Letters

• Address to the individual doing the hiring.
• Customize for the job for which you are applying.
• Sell yourself by focusing on how YOU can help fill a need.
• Check your spelling, punctuation, and grammar.
1. Focus on the needs of the employer and how you would be a valuable asset to the organization.

2. Display knowledge of the organization and how your skills, experience, and education would benefit their needs.

3. Concisely summarize your relevant qualifications and achievements.
4. Express your strong interest in the job and your enthusiasm for the prospect of being considered for the vacant position.

5. Keep your cover letter to less than one page with the paragraphs well organized and brief.

6. Thank the individual for his or her consideration.
Customizing for the Position

• Tie in your own experience to specific KSAs in the job description.

• Pay attention to specific needs of the vacancy beyond the general job description.

• Apply only to jobs for which you are qualified.
Job Applications

Ask Yourself:

• Is the application complete?
• Do you meet the minimum hiring criteria?
  – Education
  – Experience
  – Skills
• Are there any unexplained gaps in your employment? (It is okay if so, but be prepared to address questions).
Always Prepare

• Confirm the time, date, place and details of the interview.
• Ask if there is anything you should bring with you to the interview.
• Take a practice run to the interview location at the same time of day.
• Confirm pronunciation and spelling of interviewer's name and the position for which you are being interviewed.
Always Prepare

• Prepare your clothes and everything else the night before.
• Make sure you get a good night's rest before the big day.
• Eat something light a couple of hours before your interview.
What to Wear

• Dress for success.
• Dress for the job you want, not the job you have.
• Err on the side of conservative.
• Do not wear cologne or perfume.
• Ensure that your clothes are neat, clean, and ironed.
• Wear nice shoes that are clean and, if appropriate, polished.
What to Wear

• Do not wear anything that will distract the interviewer's attention.
• Watch grooming including nails and hair.
• Do not smoke before your interview.
• Brush your teeth within an hour of your interview.
What to Bring

• Appointment book
• Notepad and pen (or tablet)
• Printed copies of résumé with skills and background related to the position highlighted
• Bullet point responses to questions you might be asked
• Portfolio, references and letters of recommendation (don’t distribute unless asked)
What to Bring

• Questions you have for the interviewer
• Research on the job position and organization
• Documentation of relevant achievements
• Writing samples or other relevant examples of your work
Arriving at the Interview

- Arrive at least 15 minutes before your interview.
- Do not bring anyone with you to the interview.
- Always find a bathroom to freshen up. If possible, use a restroom on a different floor from your interview.
Arriving at the Interview

• Remember that your interview starts the minute you arrive.
• Be personable to everyone you meet to ensure a good impression.
• Being late is unacceptable. Call if you are running late, but it won’t bode well for you.
While You are Waiting

• Review your notes and information.
• Read organizational literature.
• Relax, breathe, and visualize success.
• Use a breath mint.
• Make sure you are ready to stand up to greet your interviewer.
• Turn off your cell phone (or better yet, don’t bring it with you).
Making a Good Impression

• When greeting the interviewer(s), smile and make eye contact.
• Offer a confident and appropriate handshake.
• Introduce yourself, and say something like, "It’s nice to meet you."
• Wait to be told to take a seat or ask if you may, then say thank you.
• Observe the interviewer's office to see if there are things to establish rapport.
Making a Good Impression

• Maintain good posture.
• Use positive body language.
• Don't eat, drink, chew gum or smoke, even if the interviewer offers something to you.
• Mirror the tone and body language including level of formality.
• Breathe deeply and relax.
• Speak clearly and meaningfully.
Answering Interview Questions

• Relate the organization’s strategic priorities to the questions you are being asked.
Interview Question

Tell us about yourself.

_Suggestion:_ This question is meant to help put you at ease, but it is also your first verbal impression, so make sure you are personable, confident (not cocky), and organized with your thoughts. Keep your response to less than two minutes.
Interview Question

Please briefly summarize your background as it relates to this position. In other words, how has your training and experience prepared you for this job? What skills have you acquired in your past positions that will be an asset in this job?

*Suggestion:* Prepare for this question by looking at specific skills that you possess that were also advertised in the job vacancy. Think about where you used those skills previously. Focus on 2-3 primary skills.
Interview Question

What aspects of your last job did you like the most?

_Suggestion:_ Think about the job that you are seeking and any parallels you see with what you liked about previous jobs.
Interview Question

What did you like the least about your last job? Why?

Suggestion: Be careful what you say here. Even if your prior work environment was dysfunctional, focus more on processes and procedures—rather than people—that you think could have used improvement. Try not to be too negative.
Interview Question

Considering the various people you have worked for, please describe the management styles of your most favorite and least favorite boss.

_Suggestion_: Be sure to focus on the positive, and learn what you can about the potential new boss. If he or she shares characteristics with your least favorite boss, this could be a problem!
Describe a difficult situation that you faced in a prior job that you think you handled well. What did you do to handle the situation?

**Suggestion:** Come up with an honest response but don’t sound too rehearsed or boisterous about what you did. Try to relate it to something that could happen in your new work environment.
Interview Question

Describe a workplace situation that you don't think you handled very well. What would you do differently today?

_Suggestion_: Again, put a lot of thought into this question. Make sure that the situation you describe is not too negative and that you actually learned from the experience.
Interview Question

What if . . . scenarios/situations. Provide candidates with situations in which they have to resolve a “problem.”

Suggestion: Try to think about what kinds of scenarios you might be asked about in the potential work environment. When you are in the interview, feel free to ask questions about the scenario or ask for a moment to think before you respond.
Interview Question

What appeals to you the most and the least about this position? Why?

_Suggestion:_ Do your homework. Make sure that what appeals most and least are in alignment with what the job duties entail.
Interview Question

When we contact your references, what do you think they will tell us are your greatest strengths and weaknesses?

_Suggestion:_ Strengths should mirror characteristics needed in the vacant position. Give your “weakness” some thought and consider something that might also be perceived as a strength (i.e. putting your heart into your job).
Interview Question

Where do you see yourself in five years?

_Suggestion_: _Put a lot of thought into this question. Avoid responses that would show you in a completely different environment in five years._
Interview Question

Why do you want to work in this position and this organization?

_Suggestion:_ Focus on things that specifically tie in with your understanding of the job, position, and organizational values and mission.
What do you think sets you apart from other candidates?

Suggestion: Be confident but not cocky. Think about unique skills that you possess that would be helpful in the vacant position.
Interview Question

Based on this interview and what you have learned today, what is your level of interest in this position now? Why?

Suggestion: Your interest level should be high, without the tone of desperation. Try to tie in your responses of “why” to the organization’s mission and values, as well as anything you know about the position that you may not have already addressed.
Do you have any questions for us?

**Suggestion:** Always have at least one or two questions for your interviewers. Come prepared with questions and take notes during the interview of any questions you might want to ask instead or in addition to what you had prepared. This will show your interviewers not only that you did your homework, but also that you were listening to them. Do not ask more than three questions.
Great Questions from Candidates

• What do you expect me to accomplish in the first 60 to 90 days?
• What are a few things that produce results for the organization?
• What are the common qualities of your top performers?
• How do you plan to deal with...?
Be Aware of....

• Attitude
• Nonverbal and other cues
• Accomplishments and skills discussed
• Negative talk about past jobs
• Negative talk about past bosses
• Level of interest in the job
• Level of preparation for the interview
Nonverbal Cues

- Eye contact
- Handshake
- Posture
- Crossed arms
- Feet location
- Scratching nose
- What else?
“The longer I live, the more I realize the impact of attitude on life. Attitude, to me, is more important than facts. It is more important than the past, the education, the money, than circumstances, than failure, than successes, than what other people think or say or do. It is more important than appearance, giftedness or skill. It will make or break a company... a church... a home. The remarkable thing is we have a choice everyday regarding the attitude we will embrace for that day. We cannot change our past... we cannot change the fact that people will act in a certain way. We cannot change the inevitable. The only thing we can do is play on the one string we have, and that is our attitude. I am convinced that life is 10% what happens to me and 90% of how I react to it. And so it is with you....”

Charles Swindoll
Following Up

• Follow up after your interview to thank the interviewer(s) for his or her time and to reiterate your interest.

• If you have not heard a response about a hiring decision in the timeline you were given during the interview, follow up again in writing.

• Do not telephone the interviewer unless you were told to do so.
Develop Leadership

• Complete the Career GAP Analysis.
• Have SMARTER goals:
  – Specific
  – Measurable
  – Achievable
  – Realistic
  – Time-specific
  – Extending
  – Rewarding
• Attend training and formal education.
Questions?

• Your website portal:
  http://gabrielleconsulting.com/flaglerjobs2014