

Sharing 'BIG Ideas' Related to Our Job Search: What I've Learned Over the Past 10 Months

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Beyond Networking – STL
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Business Cards

- Simple
- Inexpensive
- I used Vistaprint
- Bring everywhere you go!

Resumes

- 2 styles – Regular (2 page) and ATS version
- Add summary & LinkedIn address
- Skills-based versus chronological format
- Order & skills highlighted depends on job posting
- Title the document: company + position + your name

Internet Search

- Favorite websites – think about your target company list (where you would want to work)
- Indeed.com
- The Rome Group (for non-profit jobs)
- Sign up for job alerts with companies & on LinkedIn

Job Posting

- Save it on your computer
- Print it out
- Highlight key skills & phrases
- Note the date you applied
- Follow application directions!

LinkedIn

- Update profile
- Add summary
- Add skills
- Ask people to endorse you
- Customize your public profile URL
- Take off dates of education
- Introduce others to my connections (share profile)
- When applying for a job, look up people you may know at a company
- People you will be interviewing with
- Supervisor of the position

Support from Others

- Weekly/monthly meetings – Business People Between Jobs (BBJ), Beyond Networking – STL, Catholic Employment Network (CEN), Job Shapers
- Accountability group – 5 to 8 people, meet weekly, feedback, connections, share successes & challenges
- Workshops at St. Louis Agency on Training & Employment (SLATE) – ATS Resumes, Advanced Internet Job Search workshop

Other Tips & Resources

- Keep a log/spreadsheet of your job search activity (especially for Unemployment)
- Keep yourself organized using file folders, resume & application templates, one page of references, one page with salary history, & one page of testimonials
- Books I like/use:

[The Job Hunter's Survival Guide](#) and [What Color is Your Parachute? Guide to Rethinking Interviews](#) by Richard Bolles

[People Hire People – Not Resumes](#) by Frank Danzo

[Get the Job You Want Even When No One's Hiring](#) by Ford Myers

Cover Letters

- Keep to one page
- Should add to resume, not summarize what's on the resume
- Tell a story and give examples
- Talk about why they should hire you
- Title the document: company + position + name + cover letter

Networking

- At networking meetings, have an agenda (see Frank Danzo's format)
- Don't give your resume unless they ask for it
- Offer to buy them a cup of coffee
- Keep it to 20-30 minutes – if not, ask if they have time to meet longer
- Follow up with them and the people they referred you to (for every person you network with, try to get the names & contact information for at least 2 people)

Taking Care of Yourself

- Exercising
- Volunteering – you can also network while doing this
- Do not keep your unemployment a secret
- Think about how you will react to common statements/questions (i.e. you must be enjoying your time off with your kids)
- Do something part-time or on a contract basis
- Go on vacation

From our Speakers

- “At work, I'm the go to person for ____.” “Colleagues and supervisors say my strengths are ____.” (what are you known for) – Neil Glaser
- 30-60-90 day plan – what you will focus on & accomplish during your first 90 days in the role; share during interview or leave it behind; one page document – Mike Hoffey
- 97% of recruiters use LinkedIn to fill positions. You want to endorse people often on LinkedIn because then your ranking goes up – Kathy Bernard
- Before an interview, look up the company on Google News to find out the latest going on
- Do the Talify assessment on jobs.mo.gov to see your top & bottom 3 competencies – Frank Alaniz

From David Hults – How to Simplify & Ace the Interview

- Behavioral interviewing – where you give specific examples
- Value question #1: Tell me about yourself. Give 3-8 key success work patterns – your brand; how you do your magic
- Ability question #2: What's an example of your greatest achievement? What you did, how you did it, the result
- Fit question #3: Why do you want to work here? This has to be about them, not you
- Weakness question #4: What's your weakness? Start with “what I've learned is _____.”
- Negotiation question #5: What are your salary expectations? Postpone salary talk until you have an offer; let them go first; “how can you help me get to fair market value”; repeat the number or top of the range & wait 30 seconds; negotiate with the hiring manager, not HR

From Bernie Frazier – 10 Powerful Job Search Tips that Get you Hired

- Act like a candidate, think like a recruiter
- The old rules have changed – accept it and move on
- Do your homework – where can I network, industries & companies (why do you want to work here), elevator speech, interview prep
- Have/develop a positive attitude
- Know what you want – spend some time in reflection (what do other people say you are good at)
- A good resume is your key – relevant experience, education, & skills
- Develop a personal brand – the process by which we market ourselves to others
- Embrace social media
- Network, network, network
- Don't snub the help – receptionist & other support staff

From Barbara Deters – Preparing your SOAR Success Stories

- **S** Situation - tell me about a time when ... , why were you doing what you did ... , and what was the need & solution to that need?
- **O** Obstacles or challenges
- **A** Action – what did you/your team do
- **R** Results – what was the impact of what you did for the company or customer
- Write your source stories down & fine tune them

From Frank Danzo

- In your elevator speech, don't talk about where you've been, but skills you want to use moving forward
- 4 tools to bring to network meetings:
 - Business card
 - Networking agenda
 - Networking target list
 - Resume (don't give it to them, only if you have to)

From Frank Danzo – How are Jobs Found?

- Print ads less than 3%
- Internet less than 10%
- Recruiters less than 7%
- Networking more than 80%

From Frank Alaniz – Skill Set

- Communication skills – most requested skill by industry
- Excel – most requested software skill by industry
- Does your resume & LinkedIn profile contain keywords/skills?
- On LinkedIn, list 10-20 skills & ask others to endorse you on those top skills

Words of Wisdom

“The greatest glory in living lies not in never falling, but in rising every time we fall.” - Nelson Mandela

“When you come to the end of your rope, tie a knot in it and hang on.” - Thomas Jefferson

“We must be willing to let go of the life we have planned, so as to have the life that is waiting for us.” - E.M. Forster