

Professional**EDGE**TM
Workshop Series



Job Search Strategies 2012

Topics



- Resources to Assist the Unemployed
- Professional Edge Workshop Overview
- Resume Best Practices
- Job Search Strategies 2012
- Social Media & LinkedIn
- Being Accountable



Resources Available

- EDD
- Local One Stop Centers
 - Sacramento Works
 - SETA
 - Golden Sierra Connection Centers
- Professional Edge Forums
- Job Search Support Groups & Clubs
- Local Colleges & Career Training Centers

Collaborative Partners



The Professional Edge Workshops Series, Project Hired & ProNet professionals networking forums were created in accordance with the goals of the Work Force Investment Boards (WIB)

- CEA acts as a liaison between public & private entities
 - workshops, webinars & onsite training
- CEA supports WIB's mission to help YOU get back to work
- CEA Outreach Connects
 - Employers
 - Recruiters
 - Training centers
 - Service organizations connected to the business community



Collaborative Partners

- The California Employers Association (CEA)
 - CEA is a not-for-profit employers association
 - Provides HR support & expertise to employers throughout California
 - Administer & manage programs assisting job seekers & employers
 - Professional Edge Workshop Series
 - VetNet
 - ProNet Connect Networking Forums
 - Employers HR Hotline
 - Employers Forum Series
- Golden Sierra Workforce Investment Board
- Sacramento Works/SETA

What is Professional Edge



- Professional Edge is a series of networking forums facilitated for unemployed & displaced professionals
 - Best practices for professionals transitioning careers
 - Job search accountability – Peer Advisory Board
 - Using the “power of many” in social media
- Fostering entrepreneurs



Mission Statement



Provide professionals with assistance during their career transition by offering resources, skills, and opportunities to successfully obtain employment.

78% Hired This Year
Our Mission is 100%

Workshop Overview



- **Weekly meetings**
 - Roseville Connections Center
 - Auburn Connections Center
 - SETA Sacramento Location
 - Veterans Resource Center – 2012 Project Hired
- **Confidential environment**
 - Provide support
 - Act as a peer advisory board.
- **Networking opportunities**
 - Expand job seekers network
 - Exchange job search leads
 - Online social networking – Using the power of many

Workshop Overview



- Professional facilitators
 - Provide structure
 - Ensure value for each member
- Entrepreneurial atmosphere
 - Foster creative, innovative job search strategies
 - Think differently – Act differently
- Professional Development
 - Strategies for Job Search Success
 - Strength Finders Part I & II
 - Building your Personal Brand
 - Resume Workshop
 - Introduction to Social Media
 - Interview Strategies 2012
 - Verbal & Nonverbal Communication Skills
 - Getting to the Yes – What to do After the Interview

Introduction to Social Media



- Expanding Network
- Online support
- LinkedIn
 - Members are required to setup account
 - LinkedIn Group site
- Facebook
- Twitter
- Blog
- YouTube

Why LinkedIn



- **Huge global reach**: 90+ million users, 95% of whom have a college degree, and the average user age 41 (64% male, 36% female)
- The power of **recommendations** (i.e. your references)
- The ability to form and join **groups** of common interest for networking, and sharing business and employment opportunities
- Companies use it to post jobs, and candidates use it to search for jobs
- Recruiters use it to source passive candidates: the traditional “job boards” are too expensive and over-saturated, and **companies want people, not resumes**

The Power of Three Degrees



Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 5,672,600+ professionals — here's how your network breaks down:

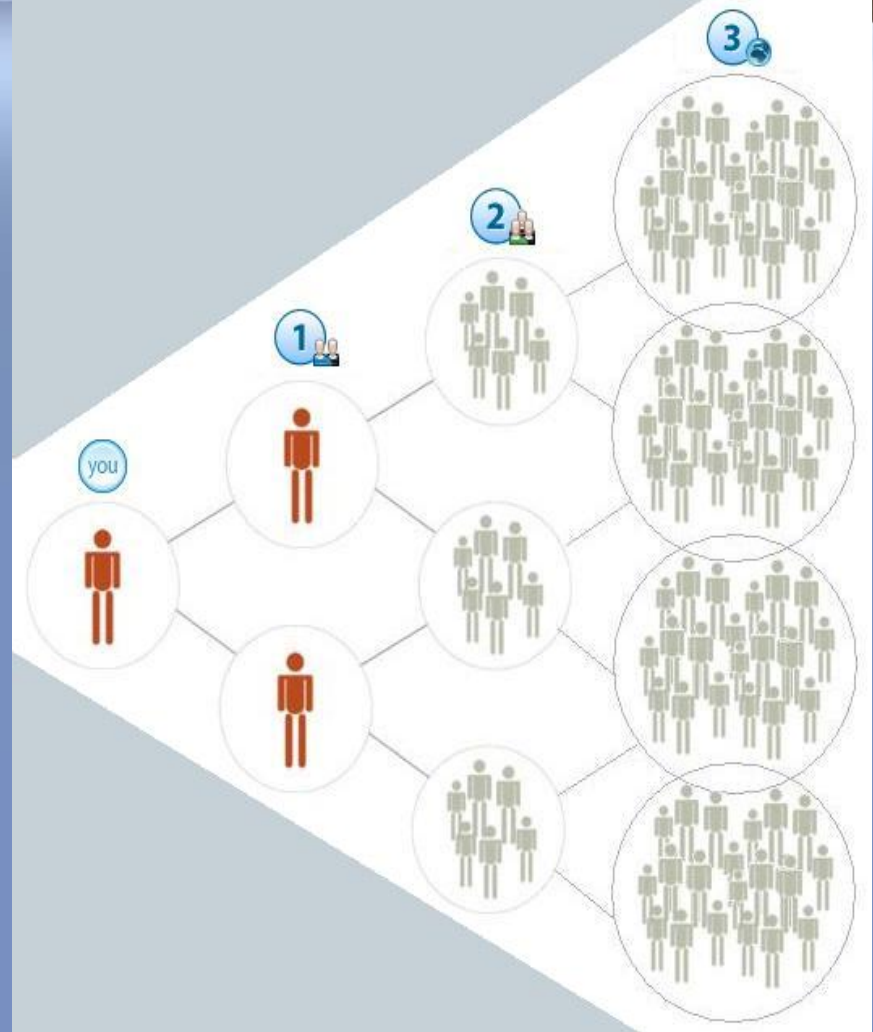
1 Your Connections Your trusted friends and colleagues	549
2 Two degrees away Friends of friends; each connected to one of your connections	98,700+
3 Three degrees away Reach these users through a friend and one of their friends	5,573,300+
Total users you can contact through an Introduction	5,672,600+

63,964 new people in your network since September 18

The LinkedIn Network

The total of all LinkedIn users, who can be contacted directly through InMail.

Total users you can contact directly — try a search now! **26,000,000+**



Brand “You”



- You are the product
- Use strengths & attributes to build your brand
- Identify your value proposition
- Develop branding statement
- Create a 30 second “Self Introduction”

Resume Best Practice



- Inventory skills, background, education, & quantify accomplishments
- Resume formats
 - Chronological
 - Functional
 - Hybrid
- Power Verbs
 - Instead of “Responsible for” Maximized, Differentiate, Generated etc...
- Optimize resume real estate
 - No pictures
 - No cutesy email address
 - No references available upon request
- Replace Objective
 - Job Title
 - Relevant Branding Tagline

Target Resumes



- Every resume should be customized to job description
- Focused on value to employer
- Hiring managers need match skills & experience
- Resume is found through keyword search
 - Word Cloud
- Proof read...Ask for feedback

Interview Strategies for 2012



- Tips and tools to prepare “YOU” to get interviews in one of the toughest job markets in decades
- Informational Interview
- Behavioral Interview
- Prepare for interviews & job search events
- “Watch Your Body Language”
- “How to Differentiate Yourself as the Candidate of Choice”

Informational Interview



The purpose of the interview is to collect information that will allow you to make informed career decisions

- Research the company
- Telephone or email the person you wish to interview
 - State how you found the person & your expectations from this interview, the type of job you are interested in researching, the reason why
 - State the amount of time it would take to conduct the interview (usually 20 - 30 minutes)
 - Thank the person for agreeing to meet with you
 - If the person is unable to meet with you, ask for a referral

Informational Interview



- Have questions prepared
 - Tell me about your working conditions, physical, environmental, sensory, stress
 - What special knowledge, skills, training, or experience did you have or need for this job?
 - Is there a standard educational path for entry into this field? What alternate paths are there?
 - What do you like least/most about your job?
- It's about building relationships
- Do not ask for job
 - Express interest in future opportunities

Behavioral Interview



- New style of interviewing that organizations are using in their hiring process
- The most accurate predictor of future performance is past performance in a similar situation
 - Focuses on experiences, behaviors, knowledge, skills and abilities that are job related

Questions that Matter



- Why are you here?
- What can you do for us?
- What distinguishes you from other candidates
- Will you fit in
- Can we afford you?

Know Your Stories



Have 5 – 7 “Success Stories” & apply them to the behavioral questions

- **Situation**

Company did not have staff to answer all calls

- **Action**

I created program to include remote agents in call flow

- **Result**

Company was able to handle higher volume of calls & sales increased by 35%

- Story is applicable to many behavioral questions.

Age is Not the Issue



- Candidates must be current & relevant
- Overcoming the “Overqualified” objection
- Demonstrate value proposition
- Creating opportunities



Getting to the Yes

What to Do After the Interview



- Proactive follow up after the job interview
- Best Practices
 - References
 - thank you notes
 - informational gifts
 - interview debriefing
- How to Negotiate the Job offer

Why Didn't I Get Hired?



- **Lack of Self-Knowledge**

- An interviewer cannot determine where you fit into the organization until you explain your career interests and applicable skills.

- **Lack of Company Knowledge**

- Most employers make information about themselves readily available.

- **Lack of Questions**

- When employers ask if you have any questions for them, a negative response indicates a lack of interest on your part.

- **Lack of Enthusiasm.**

- Employers want to hire someone who is excited about the prospect of working with their organization.

Why Didn't I Get Hired?



- **Lack of Confidence**
 - If you doubt your ability to do the job, an employer will also experience doubt.
- **Poor Communication Skills**
 - Employer must be able to hear you, understand your words, and follow your train of thought.
 - No matter how qualified you may be for a job opening, you put yourself at a disadvantage.

Why Didn't I Get Hired?



- **Unprofessional Application or Appearance**
 - You only have one opportunity to make a first impression
 - If your resume is sloppy or has typos, you are at an immediate disadvantage
 - If you are inappropriately dressed, an employer may decide you are not a fit for the organization
- **External factors beyond your control**

Job Search Strategy



- Identify what industry and job you want
 - Target companies
 - Informational interviews
- List the skills and experiences required for the job
- Create a plan to acquire those skills that you need
 - When job market rebounds, YOU are ready

Job Search Strategies 2012



- **Focus**
 - Identify target job, wide net of related jobs, locations
 - Target robust, strong companies/industries
- **Prepare**
 - Stand out in job search materials & interviews
 - Demonstrate contribution to company priorities
 - Branding Product “YOU”
 - Career transition training
- **Engage**
 - Network with companies, recruiters, & professionals
 - Use Social Media tools
 - Get involved & show capabilities
 - Intern

Setting Goals



- Identify your career aspiration
- Set a range of inter-related, prioritized job goals
 - Desired job, links to your career goal
 - Related job in desired industry or entry level position with industry consumer, vendor
- Fill background gaps, energize resume
- Identify a flexible, wide range of locations

Next Steps



- Thriving in a challenging job market entails:
 - Setting a wide range of career goals
 - Having a plan to develop the skills needed
 - Creating a job strategy action plan
 - Creating networking opportunities for professionals
- Using social media tools
- Think differently – Act differently

Workshop Takeaways



- Believe in your abilities - confidence shows well
- Have a plan
- Expand your Network
- Customize resume – job, employer & industry
- Build your online social network
- You are the brand – market yourself
- Stay positive
- Network ... NetworkNetwork



"You have brains in your head.
You have feet in your shoes.
You can steer yourself in any direction you choose.
You're on your own.
And you know what you know.
You are the one who'll decide where to go."
- Dr. Seuss