

BOOK REVIEW

60 SECONDS & YOU'RE HIRED!

By

ROBIN RYAN

About Author:

- Robin ryan has spent a life time dedication to helping people find rewarding jobs
- She holds a masters degree in counseling & education from Suffolk university and bachelors degree in sociology from Boston college.
- Now she is former director of counseling services at university of washington
- She is organising TV, Radio shows & counseling seminars for students

Contributions:

**Robin ryan is the famous author in USA
& her best seeling books are;**

- 1.24 hours to your next job**
- 2.Raise or Promotion**
- 3.Winning resumes & covering letters**
- 4.Job search organizers**
- 5.60 seconds & you're hired**

60 seconds & you're hired

There are several compelling reasons why the 60 second approach is the ideal way to get your points across & convince an employer to hire you;

- ☐ Attention span
- ☐ Are people listening you
- ☐ The world is full of sounds bites
- ☐ Your verbal business card

5-point Agenda

- The 5 point agenda is a method by which you can focus your interview on your strengths.
- The 5 point agenda is a predetermined analysis in which you select your 5 most important marketable points & repeatedly illustrate these points in front of employer throughout the interview process

Formula : (creating your strategy)

- Examine your previous experience
- Write out the major responsibilities for each job your are hired
- Your any special accomplishment
- Your strenghts (including your those abilities where you are most productive)
- Make your contacts & network to get each and every information as possible about the employer

60 second sell

- The 60 second sell is a tool that helps you target your skills to meet employers needs
- It allows you to summarize your most marketable strenghts in a brief & concise manner
- Its a effective technique to capturing the employer attention

Most imp interview Questios

- Q : Why did you leave your 1st job?
Ans: the company went through downsizing; thats why i am available.
- Q:Tell me about your proudest accomplishment?
Ans: review your 60 second sell & 4-point agenda (avoid to describe personal achievements i-e win 5 k.m race etc)

- Q: what are your strenghts?
- Q: what is your greatest weakness?
- Q: You have a lot of experience.Why whould you want this job?
- Q: Describe how you work under pressure,deadline,etc?
- Q:What do you know about our company?
- Q: Do you mind routine work?
- Q: what motivates you?
- Q: what are you doing now to improve yourself?

- Q: what was the last book you read?
- Q: How do you handle stress?
- Q: Tell us about a personal goal that you still want to achieve?
- Q: what salary do you expect if we offer you the job?
- Q: Do you have plans for continued study?
- Q: Describe your ideal job & locations?
- Q: what are your long range & short-range goals & objectives?

Questions you could ask

- What are the day to day responsibilities that i'll have in this job?
- Could you explain your organizational structure to me?
- What are the organization plans for next five years?
- What is your company's policy on providind seminars,workshops & trainings?

- Are there any weakness in the deparment that you are working to improve?
- What are the company's long-term goals?
- Is a company quick or slow to adapt a new technology?
- How whould you describe the politics of this organization?
- Describe the atmosphere of the office?
- How whould you describe the corporate culture here?

Pitfalls to avoid

- Being late
- Inappropriate Attire
- Assume your resume will get you the job
- Fail to prepare
- Fail to inspire confidence
- Fail to demonstrate skills

- Appear desperate or highly stressed out
- Believe that the most important time is the last 5 minutes
- Appear uninterested in the job
- Bragging
- Give lengthy answers
- Lying on the resume or application

conclusion

"Believing in yourself is the starting point. Effectively communicating your abilities to others, is the necessity."

- When going through the long and arduous process of applying for jobs and participating in the interview process, it is necessary to have a game-plan. The author, Robin Ryan, shows how effective a prospective employee can convey & "sell" himself in front of any employer in 60-seconds. I have learned to use Ryan's 5-Point agenda method to prepare for interviews. In choosing your 5 most marketable points (specific to the job you're applying for) you are able to repeatedly state your strengths in every answer within the interview process.

Cont.....

- This resource also includes strategies to answer the most difficult/tricky interview questions in 60-seconds, incorporates examples of the 60-second sell/5-point agenda specific to certain careers, introduces questions you should always ask during and at conclusion of an interview, pitfalls(drawbacks) to avoid during the process, and should preparation for different types of interviews.