

H|B

CONGRATULATIONS GRADUATE!

Eleven Reasons Why I Will Never Hire You.

by **Mark O'Toole** - PR & content at HB Agency



COMMENCEMENT
IS OVER.





THE
REAL
WORLD
AWAITS.



Bushy-tailed
and excited,
**YOU YOUNG
GRADUATES
STORM THE
JOB BOARDS.**



Never mind the **color** of your
parachute, some of you have
NO PARACHUTES AT ALL.

AND THAT CAN LEAD
TO A HARD LANDING.





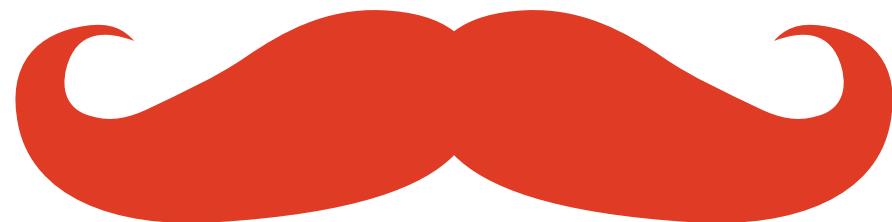
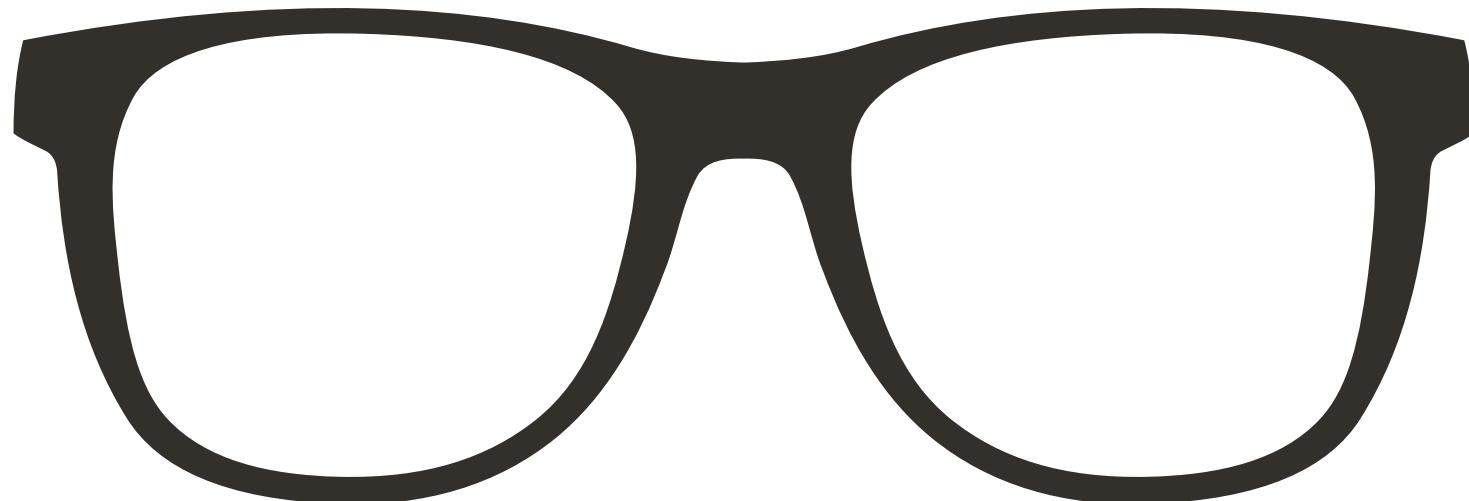
*Employers
know that
not all grads
are created
EQUAL.*



Sometimes
we hire
people like
you into
entry-level
positions.

More often though, we don't.

BECAUSE... //



You are just not the right fit.



A more impressive candidate
captured our attention.

**OR YOU ARE
SIMPLY A
VICTIM OF
SOME OTHER
RANDOM
EVENT OUT
OF YOUR
CONTROL.**



**BUT TOO MANY OF YOU
WHO HAD THE SKILLS
AND CAPABILITIES TO
MAKE THE CUT OR GET
A SECOND INTERVIEW
BLEW IT.**

YOUR
INTERVIEW
BROUGHT YOU DOWN!
DISASTROUS
SKILLS



The background consists of a large white circle centered in the upper half of the frame. Several thick, black, curved bands overlap the circle and extend towards the bottom and right side of the image. One band originates from the top left, another from the bottom left, and a third from the middle left. A fourth band starts from the bottom right and curves upwards towards the center. The bands vary in thickness and curvature.

why?



Is it you?



CAREER SERVICES STAFF
YOUR SCHOOL'S STAFF



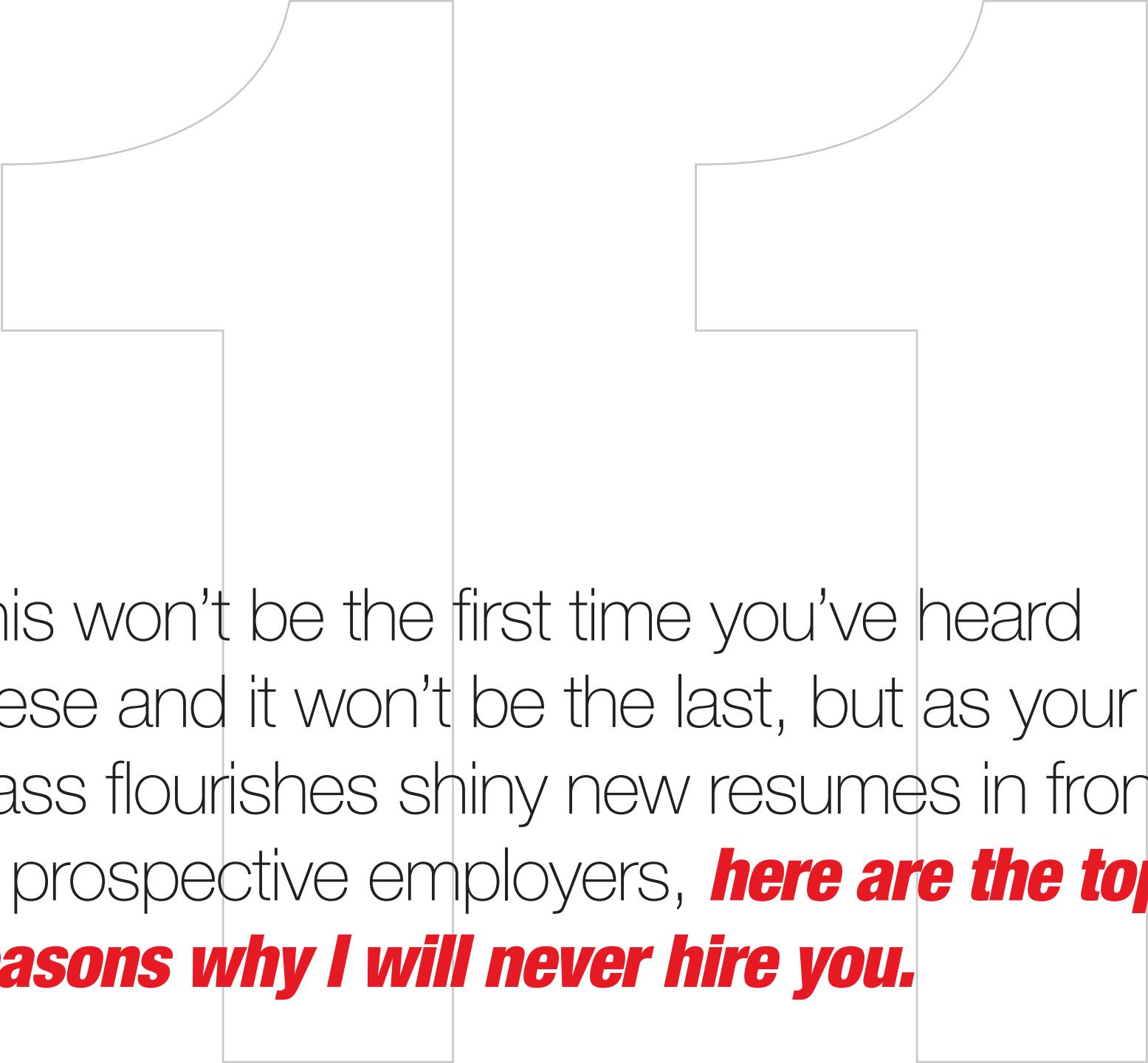
*keep your
teeth
clean*

Whatever the reason,

there are consistent

themes as to why you

didn't get the job.



This won't be the first time you've heard these and it won't be the last, but as your class flourishes shiny new resumes in front of prospective employers, ***here are the top reasons why I will never hire you.***



**YOUR RESUME IS
LONGER THAN THAT OF A
25-YEAR PROFESSIONAL.**



I appreciate your desire to
**showcase your
classwork,
high school
accomplishments,
extracurricular
endeavors and your
three marketing
projects.**



But I need clarity and definition in what you present.

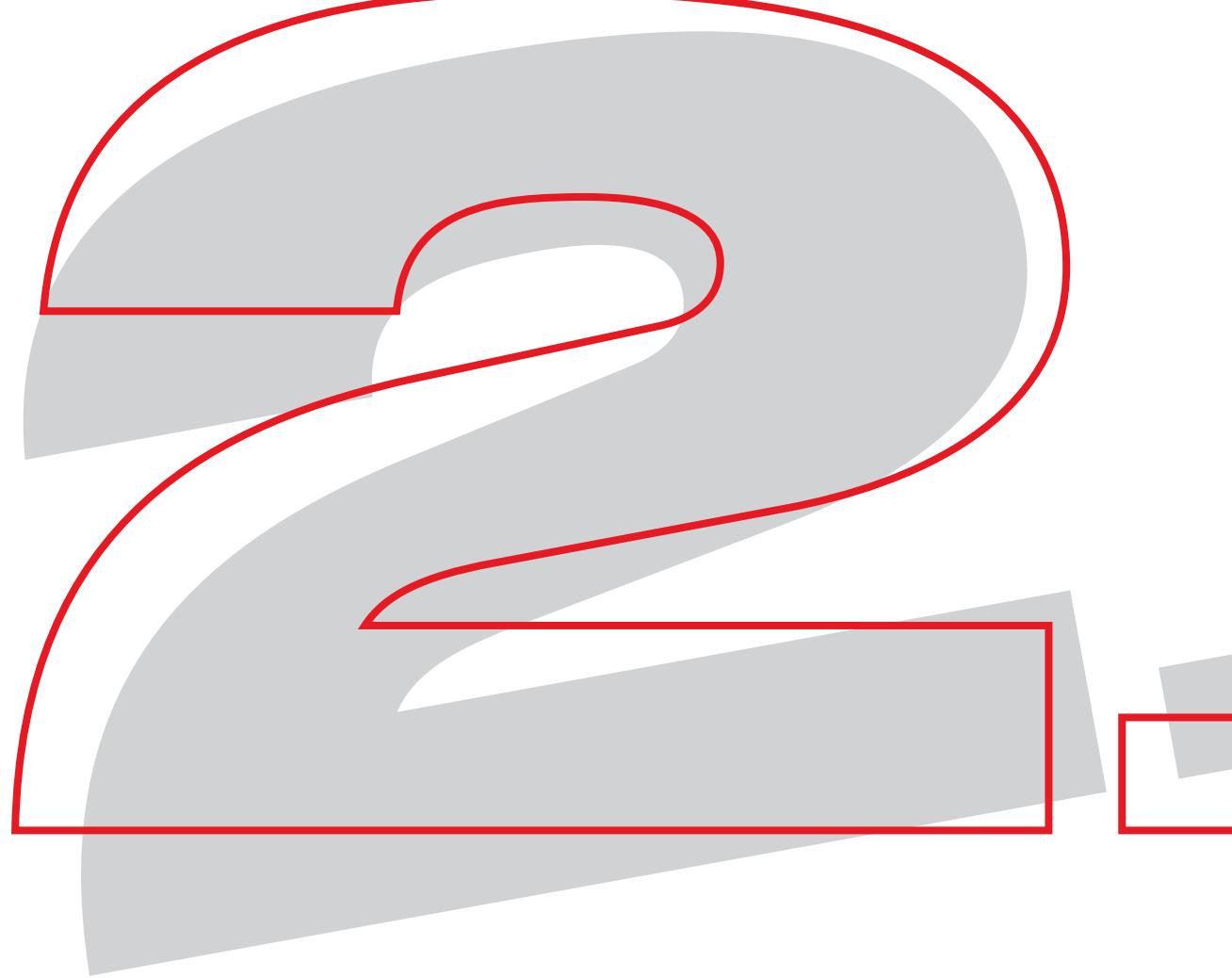
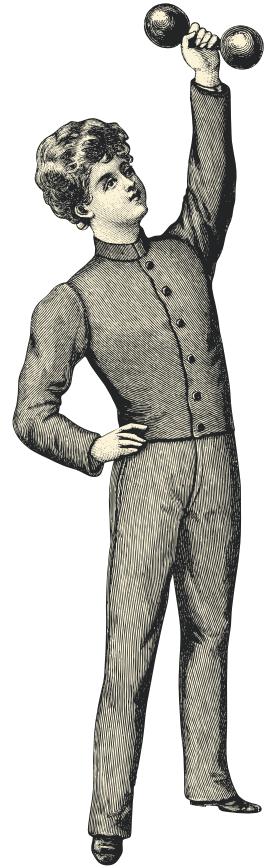
Make it **RELEVANT**, make it **CONCISE**, make it **FOCUSED**.



**“AN
OVERLY
LONG
RESUME
DOES NOT
IMPRESS
ME.”**



(A **ridiculously short** resume is equally dangerous. Did you do anything besides attend class?)



**YOU
DIDN'T
PREPARE** FOR OUR INTERVIEW.

*You're probably a better
internet surfer than I am, so
why didn't you spend a few
minutes **gathering intelligence**
about me or my business?*





You didn't look at my website.



You failed to check me out on
LinkedIn or Twitter.



You didn't learn my pet peeves:
make eye contact; learn to hold
a conversation; give thoughtful
answers to difficult questions.

**(I'M NOT ALWAYS
CONCERNED WITH
YOUR ACTUAL
ANSWER BUT
RATHER YOUR
COMPOSURE
AND THINKING
PROCESS WHEN
ANSWERING IT).**



3!

YOU DIDN'T BRING
QUESTIONS
FOR ME!



LOOK UP QUESTIONS TO ASK ONLINE.



Google Search

I'm Feeling Lucky

Find 30 questions

NO ONE HAS EVER ASKED ME.

SHOW ME
HOW YOU
**GATHER
INFORMATION.**





Do you want me to think
I'm going to have to
do the work for you,
or that you'll show up
prepared every day?

4

**YOU WROTE A
THANK YOU NOTE,**
and only used it to thank me.



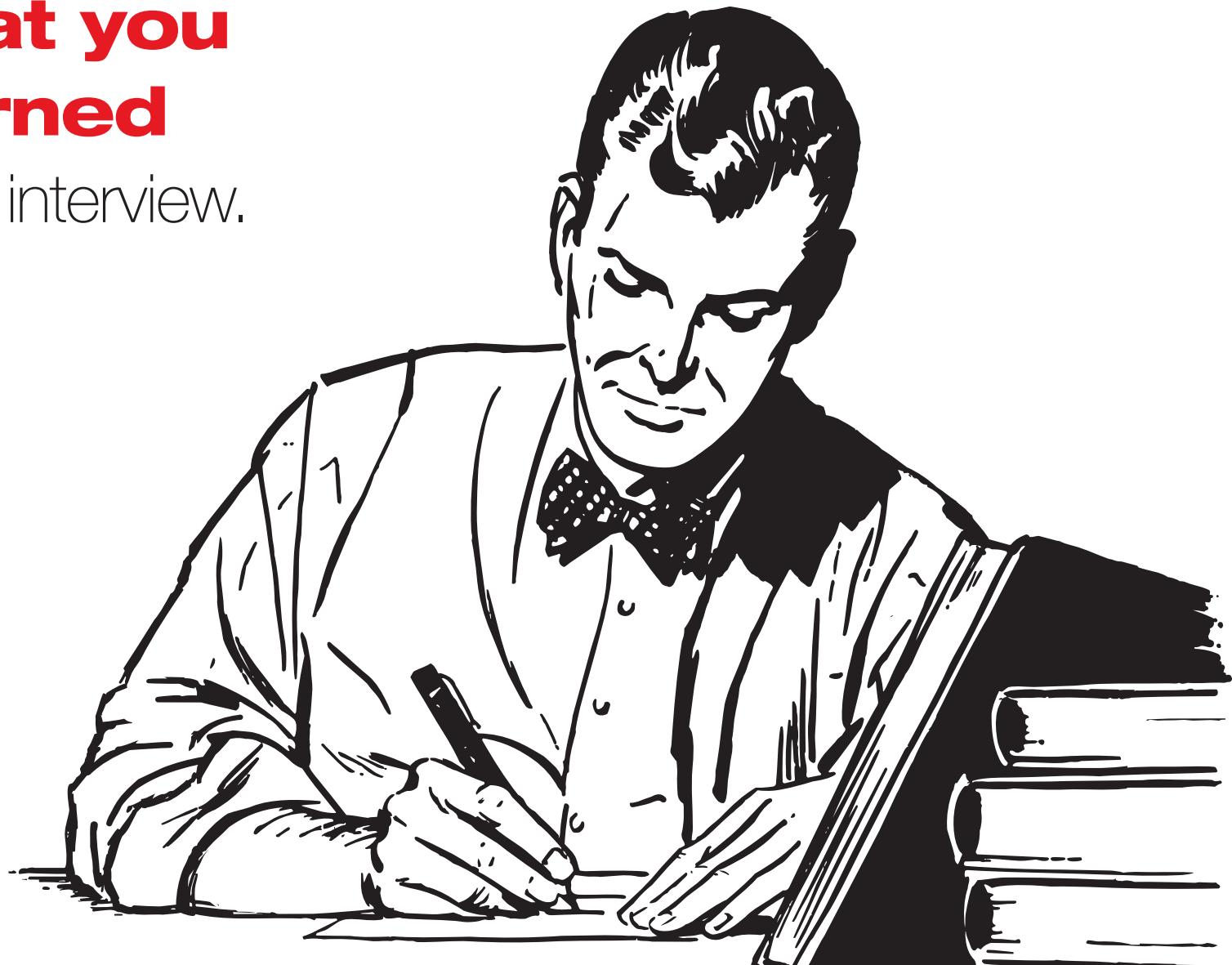
**I ALSO ENJOYED OUR
TIME TOGETHER,
SO INSTEAD
OF JUST
THANKING ME,
ADD VALUE.**





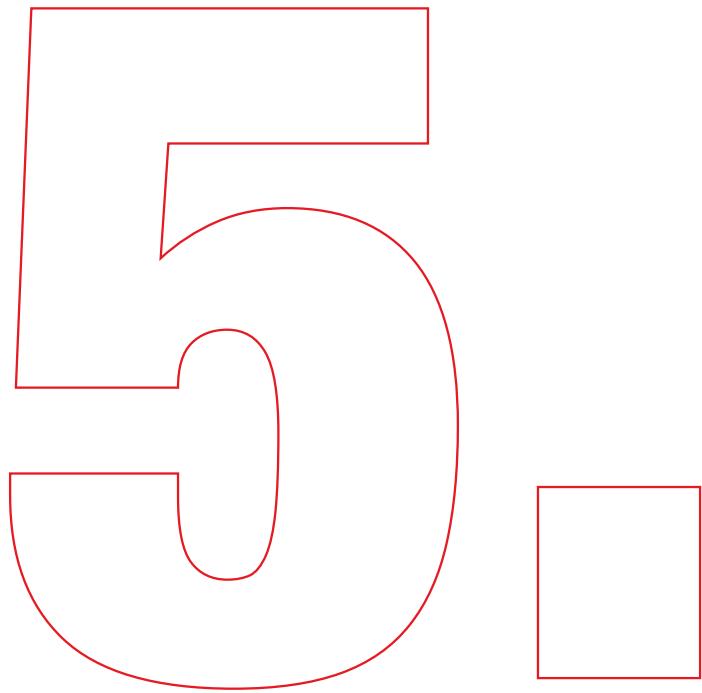
**USE
YOUR
NOTE** (email or
note/card are all fine
– nothing is not)
**TO SHOW YOUR
PASSION FOR
THIS JOB.**

Reflect upon
**what you
learned**
in the interview.





*Confirm
why
you're the
candidate
of my
dreams.*



**I
YOU
DRESSED
FOR
FAILURE.**



MY WORKPLACE IS CASUAL,

*at least most of the time.
Many offices are
these days.*



But you should not be for an interview.



**Jeans, chinos, t-shirts, sundresses and other clothing
you may wear to a weekend cookout or a night club
(even a nice one) Won't Cut it.**

I want to know what you'll look like when I take you to see a client.



Show me that you **understand** this.



50
YOU DON'T
KNOW WHAT
YOU WANT
TO DO.

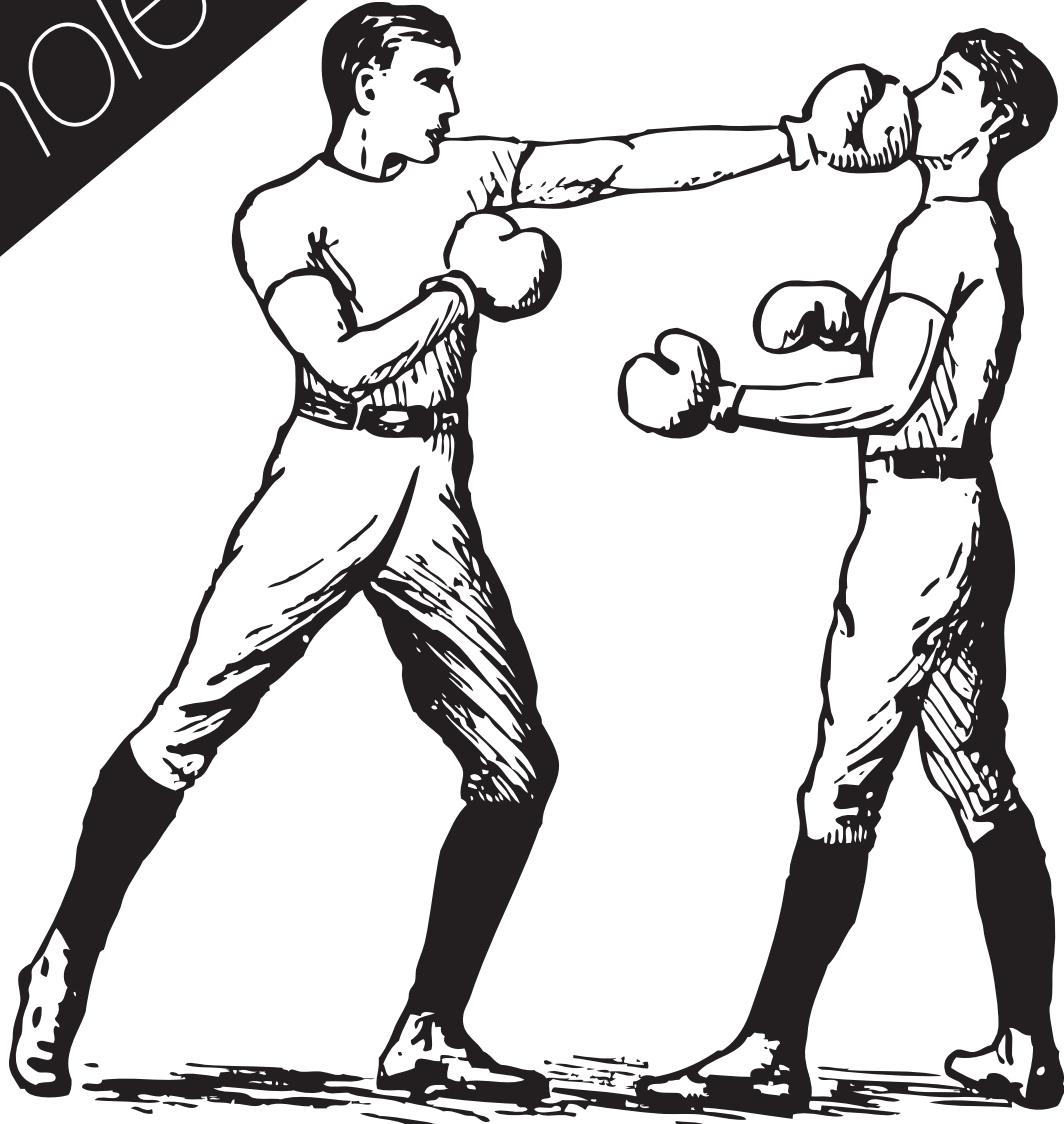
Really?



NEITHER
DOES
MOST OF
AMERICA.

**BUT WHEN YOU TELL ME THAT,
YOU'RE BASICALLY SAYING,
"PLEASE INVEST LOADS OF
TIME AND MONEY INTO ME,
AND MAYBE IT WILL HELP
ME FIGURE OUT THAT I WANT
TO DO SOMETHING ELSE."**

Convince me
that you've wanted to work
here your whole life.



+ PROFILE

John Doe Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

+ EDUCATION

- 2001 - 2003 Your College Lorem State, Ipsum City

Lore ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

- 2001 - 2003 Your University Lorem State, Ipsum City

Lore ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

+ EXPERIENCE

- 2004 - 2006 Your Company Lorem State, Ipsum City

Lore ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

- 2007 - 2010 Your Company Lorem State, Ipsum City

Lore ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

YOUR RESUME SHOULD
REINFORCE IT!

**YOUR FOLLOW-UP
NOTE SHOULD
HAMMER THE
POINT HOME.**



KEEP YOUR
TALKING
POINTS TO
THE JOB
YOU
APPLIED
FOR.

I'm not looking for a jack-of-all-trades. (If I were, the job posting would have said so.)



Because I'm not
really into candidates
who won't throw
themselves **100%**
into the opportunity
at hand.





**YOU DON'T GET
SOCIAL MEDIA
(BUT THINK YOU DO).**



I DON'T EXPECT
YOU TO BE AN
EXPERT IN
ANYTHING
JUST GETTING
OUT OF
SCHOOL, BUT
YOUR RESUME
CLAIMS SOCIAL
MEDIA EXPERTISE.



Dumb Tweeter

@dumbtweeter

Follow



Your eight tweets in the last six months
are not signs of immersion. (And your
regular use of #fuckinA isn't effective.)

14
RETWEETS

3
FAVORITES



1:47 PM - 12 Jul 09 via TweetDeck · Embed this Tweet



YOUR BLANK
PINTEREST
PAGE IS
LESS THAN
COMPELLING.

**Spelling Tumblr
with an “e”
says something –
but not the
right thing.**



Dabble in social while at school for sure.



Tell me
you have
**exposure
to social
networks.**





Just don't try to
impress me with
“EXPERTISE”
THAT DOES NOT
EXIST YET.

~~you didn't
burn proofed~~

the deep blue sea
was slow to
break, the wrong
#

If you can't eliminate
bad grammar or
misspellings from your
resume or cover letter,
how can I expect you
to write an error-free
report for a client?



AND HOW DO
YOU THINK MY
CLIENTS FEEL
WHEN THEY GET
EMAIL THAT'S
FULL OF MISTAKES?



The screenshot shows a LinkedIn profile for Mark O'Toole. At the top, there's a photo of a man with short brown hair, wearing a dark suit jacket over a light-colored shirt. Below the photo, his name 'Mark O'Toole' is displayed in bold black text, followed by 'PR, social media & marketing'. A subtext 'Greater Boston Area | Public Relations and Communications' is shown. Under 'Current', it lists 'HB | Hart-Boillot, TravMedia & Food4Media'. Under 'Previous', it lists 'The Castle Group, NECN, Comcast Spotlight'. Under 'Education', it lists 'Emerson College'. To the right, a blue button says 'Send a message' with a dropdown arrow. Further right, a white box displays '500+' connections and a 'Contact Info' link. At the bottom of the profile section, a URL 'www.linkedin.com/in/markotoole/' is visible. Below the profile, there's an 'Activity' section showing a recent connection to 'Gainsboro Keith, Principal, Elevate Communications' two days ago. There's also a news feed item from 'Mark O'Toole' about 'HB Agency Expands Its Global Reach With Two New IPREX Partners'.

YOU DON'T HAVE A LINKEDIN PROFILE

LinkedIn



LINKEDIN IS THE PLACE TO
SHOWCASE
YOUR PROFESSIONAL
SKILLS, EVEN IF THEY
ARE NASCENT





SET IT UP RIGHT
(there are lots of tips online
to help) and give it some love.



DO AN INTERNSHIP

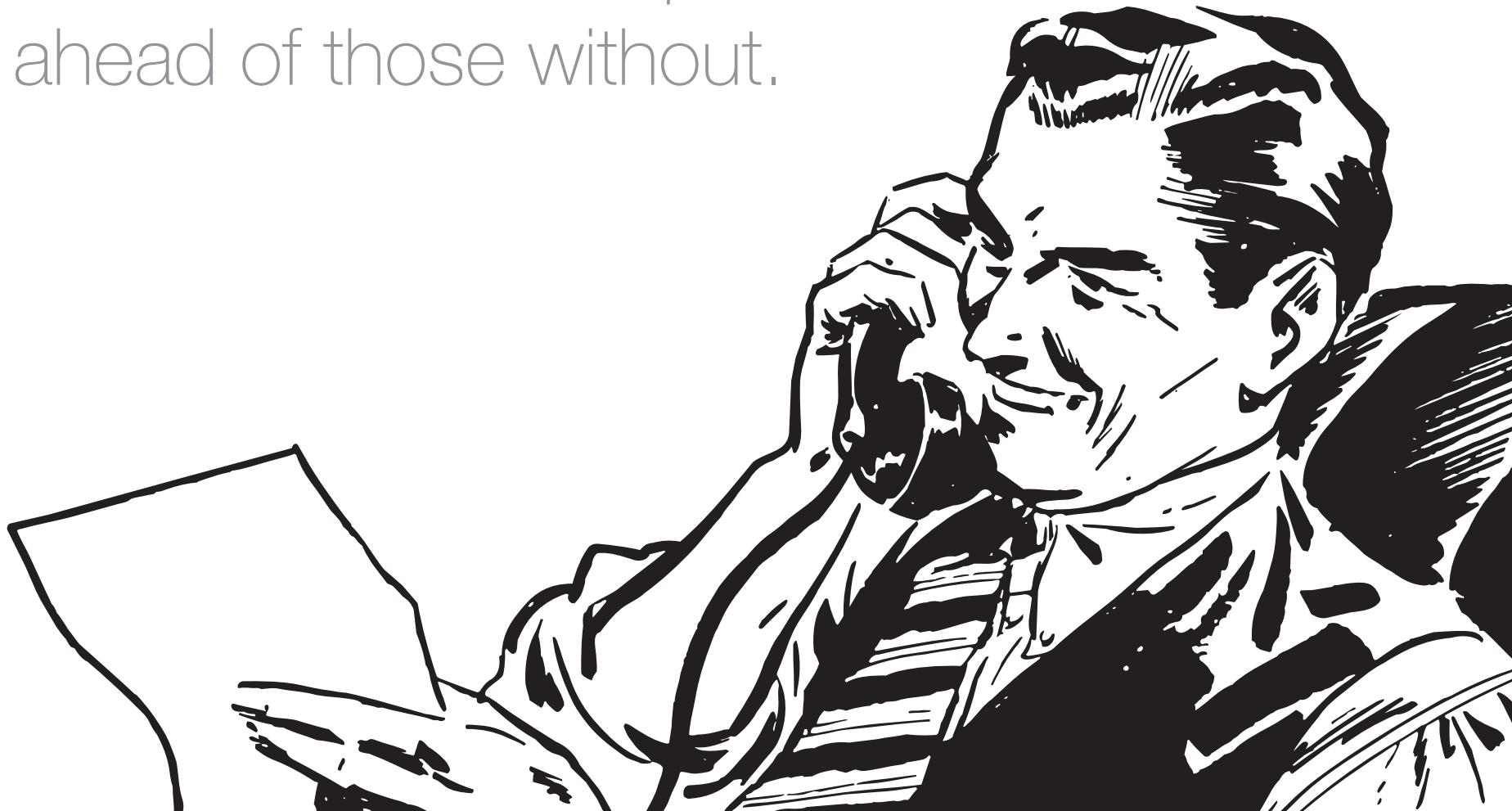
(or two or three).

WHILE THIS IS MORE FOR THOSE
STILL IN SCHOOL THAN THOSE
JUST OUT, NOTHING MAKES YOU
MORE ATTRACTIVE TO ME THAN
KNOWING YOU'VE BEEN EXPOSED
TO A SIMILAR WORK ENVIRONMENT.



Internships also help you ***decide if my job represents the right structure*** for you – saving us both time and agony if it turns out you just don't like what we do.

I get ***50-100 resumes*** each
semester from new graduates.
Those with internships sit well
ahead of those without.



PROFESSIONAL COURTESY!
YOU LACKED





You were **TWO MINUTES LATE.**



You **LOOKED AWAY** when you shook my hand

I INTRODUCED
YOU TO MY
COLLEAGUE
AND YOU **DIDN'T**
EVEN ASK HER
WHAT SHE DOES.

WHY WOULD I WANT
TO EXPOSE YOU
TO MY CLIENTS?

WHY?

YOU AND YOUR
FAMILY HAVE INVESTED
VAST AMOUNTS OF
**TIME AND
MONEY INTO
GETTING
YOUR DIPLOMA.**





GOOD

IT'S A SMALL BIT OF EXTRA EFFORT TO MAKE SURE YOU DON'T RUIN YOUR CHANCES IN THE INTERVIEW.

JOB

Now
HIRING

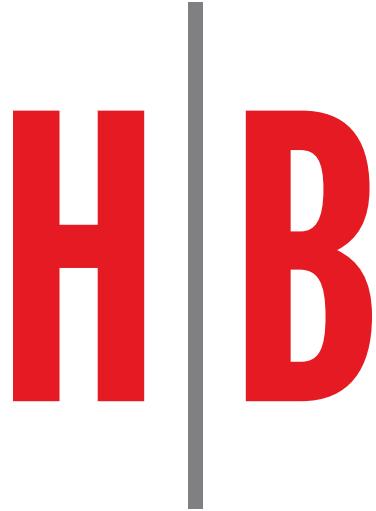
I WILL HIRE SOMEONE – I JUST WON'T HIRE YOU.

Job hunting is like a job unto itself.

You will get it right, but you need to work at it.

1. Make a right-sized resume – it's a door-opener only, not your one and only chance to get an interview.
2. Interview prep makes you look like a rock star during our conversation.
3. Ask really good questions in the interview. It matters.
4. Use your promptly sent thank you note to reveal even more awesome stuff about why you make sense for this job.
5. Dress up – it will make you feel better during our meeting.
6. Stay focused.
7. Social media is mainstream but don't overplay it until you know where it fits, or doesn't fit, in the job.
8. No typos!
9. LinkedIn matters – you become searchable, findable and professional.
10. Internships set you apart (and give you great stuff for bullet #1).
11. Practice hand-shaking at home!





Mark O'Toole is managing director of PR & content at HB agency, a B2B marketing and communications firm with global clients in clean tech, medical tech and high tech. Despite the very true observations in the article above, Mark has hired countless talented PR pros over the last 15 years. Reach Mark at motoole@hbagency.com or on Twitter [@markrotoole](#).

Design and layout courtesy of HB's Matt Gustavsen & Christine Tesseo.

To learn more about HB's branding, marketing and public relations expertise, please visit www.hbagency.com.