

salesforce

Trailblazer Mentorship

Career Resources

Jan 2020



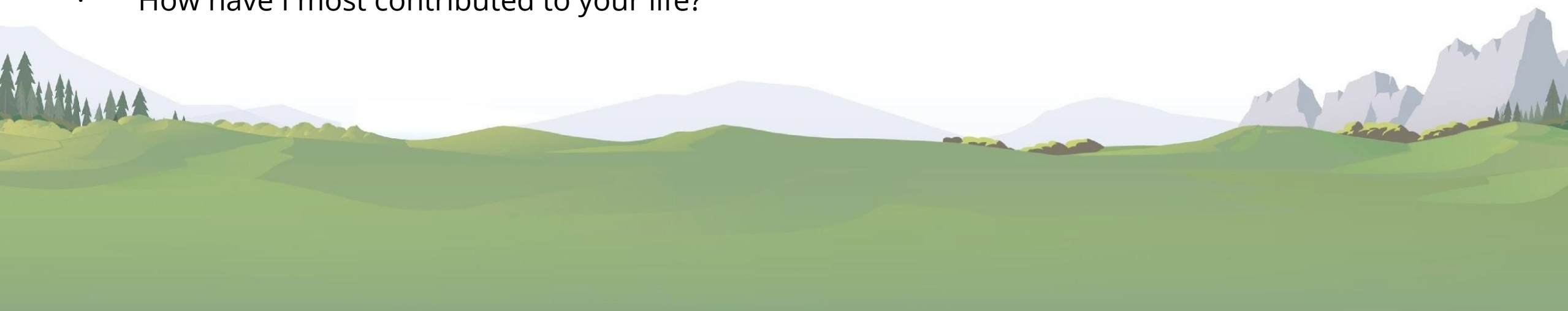
Self-Reflection Exercise



Example exercise to consider your strengths, unique story and passions

Briefly answer the following questions:

- What am I doing or talking about when you experience me MOST energized and happy?
- When you experience me at my best, the exact thing I am doing is_____.
- What do you see as a special skill I am gifted with?
- What are your three favorite qualities you see in me?
- What reliably shows up in the room when I do?
- How have I most contributed to your life?



Resume

salesforce

A resume is a 1-3 page document that sums up your qualifications for a job you are interested in. A well written resume is a great tool to show potential employers who you are and what skills and experience you have.

When creating a resume you should:

- Format it in a logical structure
- Customize your resume for each position you apply for
- Include your education and list GPA if higher than 3.5
- Highlight your achievements
- Note your accomplishments
- Use action and power words
- List technical/software skills
- Include keywords from the job description



Resume Do's and Don'ts

Guidelines for Building a Successful Resume

Do...

- Highlight your achievements
- Customize your resume for every position you apply to
- Proofread it and have someone review it for no grammar or spelling errors
- Keep it updated
- Send your resume in PDF format

Don't...

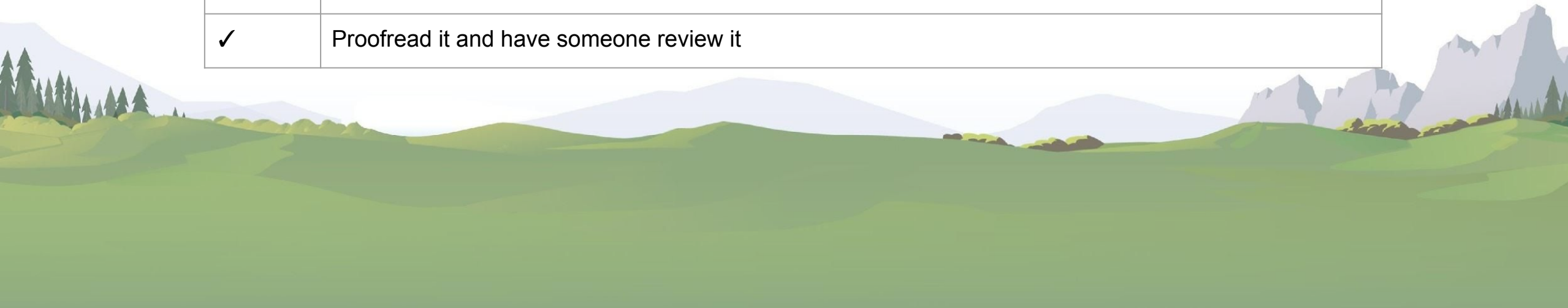
- Misrepresent your education or job experience
- Get too personal
- Worry about using exact dates
- List past salary information
- Use your company phone or email address
- Copy a job description's exact wording



Resume Checklist



✓	Format your resume (chronological, functional, hybrid)
✓	Include your contact information
✓	Include a summary or objective below your contact information
✓	Include work experience and education
✓	Highlight your achievements and accomplishments
✓	Customize your resume based on the job you are applying for
✓	Include key words from the job description
✓	List technical and software skills, tools, and certifications
✓	Proofread it and have someone review it



Resume



Chronological Format

There are a variety of resume formats, but chronological format is the most recognizable and traditional. It's preferred by most recruiters and hiring managers because it requires less guesswork than other resume formats. In a chronological resume, your experience is laid out in a manner that's familiar and easy to understand.

Items to include:

- Contact information
- Summary of qualifications
- Work experience
- Education
- Key skills
- Awards



Resume

Action statements for resume should be accomplishment oriented

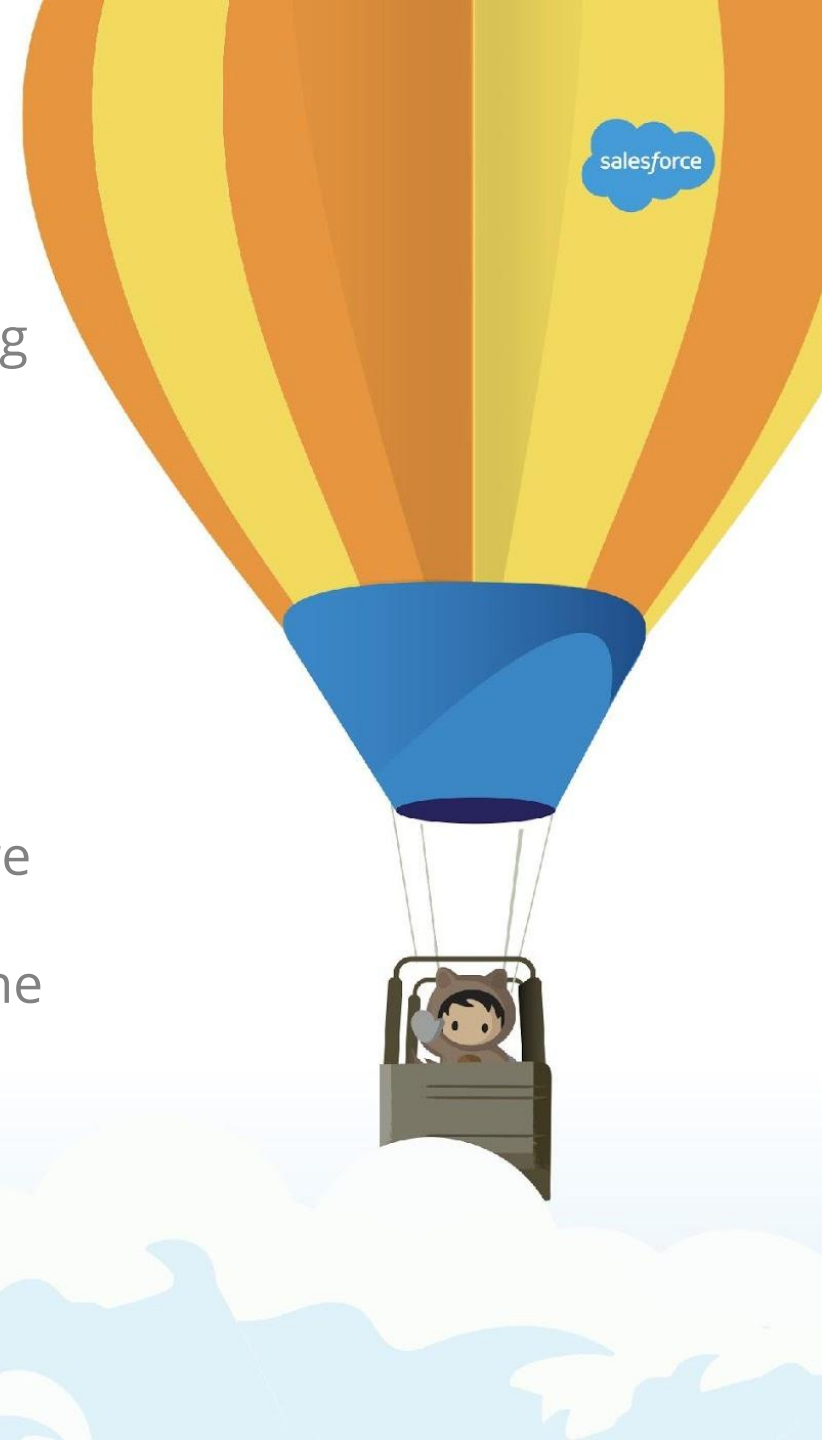
Passive	Active	Accomplishment - Oriented
Duties included teaching art lessons	Prepared and displayed creative art activities.	Prepared creative art activities, increased students' interest and abilities, awarded four blue ribbons at District Art Show
Customer Service	Provided customer service for bank services	Provided customer service through resolution of problems, explanation of bank services and policies, and knowledge of financial planning, resulting in greater customer satisfaction
Responsible for clerical duties	Assisted supervisor with clerical/office procedures to save time	Successfully developed and implemented systems to streamline office procedures, increasing productivity
Department Manager	Managed department and recruited participants	Staffed and managed a 20-to 30-person department that recruited participants for marketing research studies. Cut costs by one-third in less than six months
Responsible for counseling adolescents	Counseled adolescents on career, and alcohol and drug abuse	Acquired considerable counseling experience through 300 hours of one-on-one counseling sessions with adolescents in the areas of career assessment, alcohol/drug abuse

Cover Letters

A cover letter is sent with a job application and resume explaining your credentials and interest in the open position.

When writing a cover letter, you should:

- Include a Greeting -- address the hiring manager by name
- State the role and how you found it
- Highlight your skills and experience that match the role you're applying for
- Include your contact information (name, email address, phone number, etc.)
- Close with a thank you followed by your name



Cover Letters



Greeting: Address the cover letter to a specific person by name and title. If you don't have this information, you can address it to the supervisor, head of the department, or manager.

ex: Dear Mrs. Williams or Dear Operations Supervisor

Role: Name the specific position or type of work you're applying for. Be sure to include how you heard about the job and the company.

Highlight your skills: Explain why you're interested in this position and employer. Highlight how your skills and experience are a fit for this role.

Cover Letters



Contact Information: Include your name, phone number and email address.

Closing: Close the letter with a simple greeting and your name.

ex: Thank you, Morgan or Sincerely, Stacey

Interviews



A job interview is a conversation between a job applicant and a representative of an employer which is conducted to assess whether the applicant should be hired.

The employer wants to:

- Verify what they know about you
- Learn more about you
- Talk about your skills and work experience
- Discuss the job that you're interviewing for

Generally, your first correspondence about the role will be a phone interview with the recruiter. You can assume the recruiter is interested in you based on your resume. The interview will last about 15-30 minutes.



Interviews

Prepare

salesforce



Research the Role

Learn the important things about the Role. Gather all the information you can, such as the hiring manager, the reason the role became available, and what qualification are required.



Research the Company

Learn the important things about the company. Visit their website, talk to others who work there, and, be aware of current events that affect the company.



Know your Resume

Study and know everything on your resume. Be able to talk through each role and task. Print it and bring several copies to the interview.



Practice Questions

There are a list of commonly asked interview questions on the next few slides. Review them and practice answering them. Work with your mentor to review your answers.



Put It All Together

Now that you're prepared for the interview, put it all together and practice with a friend, colleague, mentor, etc.

Interviews

Do's and Don'ts



Do's

- Dress appropriately for the industry
- Arrive early (at least 15 minutes)
- Smile, give a firm handshake, and maintain good eye contact
- Bring your resume, and pen and paper to take notes
- Respond to questions with examples
- Ask for clarification if you're unclear about a question
- Prepare questions for the interviewer
- Be honest and be yourself

Don'ts

- Mistreat the support staff -- receptionist, front doormen, etc.
- Make negative comments about your previous employer
- Give the impression you're desperate
- Act like you're only interested in the job because of the salary
- Talk about salary unless it is brought up
- Treat the interview casually
- Smoke before the interview
- Wear too much perfume or cologne



Interview Questions



You can't anticipate every interview question, but there are common, general questions that will be asked.

Basic Interview Questions

- What can you tell me about yourself?
- Why do you want this job?
- What are your strengths?
- What are your weakness?
- Where do you see yourself in 5 years?
- What is your biggest accomplishment?
- Why should we hire you?
- Why are you leaving your current position?
- Why should we hire you over any other candidate?
- Do you have any questions for me?



Interview Questions



Behavioral Interview Questions

- Tell me about a time you did not meet a deadline? What was the impact?
- Give me an example of a time you did something wrong? How did you handle it?
- Tell me about a time you had to deal with a difficult person?
- What is your greatest failure and how did you deal with it?
- Have you ever been on a team where someone did not pull their weight? What did you do?
- If a supervisor asked you to do something you did not agree with, what would you do?
- What assignment was too difficult for you and how did you handle it?



Job Posting

salesforce

A job posting is an advertisement created by an employer that alerts the public of an immediate or future job.

Where to find jobs:

- [Indeed](#)
- [CareerBuilder](#)
- [LinkedIn](#)
- [Glassdoor](#)
- [Monster](#)
- [Google Search](#)
- [Company Website](#) (search the company you want to work at)



Job Description



- Summarizes essential responsibilities, activities, qualifications and skills for a role
- Describes the type of work performed
- Includes job title, job summary, responsibilities and duties, and qualifications and skills

Business Analyst job summary

A great job description starts with a compelling summary of the position and its role within your company. Your summary should provide an overview of your company and expectations for the position. Outline the types of activities and responsibilities required for the job so job seekers can determine if they are qualified, or if the job is a good fit.

Example of a Business Analyst job summary

We are searching for an experienced Business Analyst who can gather important company data and compile it into reports shareholders and departmental managers can use. We need someone who can take charge of a project and deliver results that will make the organization more profitable. Our ideal candidate has the ability to work on multiple projects simultaneously and translate business data into digestible information that improves corporate processes.

Business Analyst responsibilities and duties

The responsibilities and duties section is the most important part of the job description. Here you should outline the functions this position will perform on a regular basis, how the job functions within the organization and who the job reports to.

Dissecting Job Descriptions



- Dissect job descriptions based on these guiding questions --
 1. What are the main position goals and expectations, and any established timelines?
 2. What experience/skills do I have that relates?
 3. What skills are required? Which are plusses?
 4. Why am I interested and excited about the role, project, company, technology stack/s, etc.?
 5. What questions should I ask the recruiter/hiring manager about the role?
 6. What important company details — company mission, culture and any benefits it provides to employees are shared?



Job Search and Social Media



- ❑ “70% of employer use social networking sites to research job candidates” (2018 CareerBuilder survey)
- ❑ Employers use social media to verify facts on resumes, check out knowledge and attitudes expressed publicly, and evaluate communication skills
- ❑ Pay attention to your social media:
 - ❑ Make yourself find-able
 - ❑ Monitor your online reputation
 - ❑ Connect with your target employers
 - ❑ Expand network
 - ❑ Establish “brand”



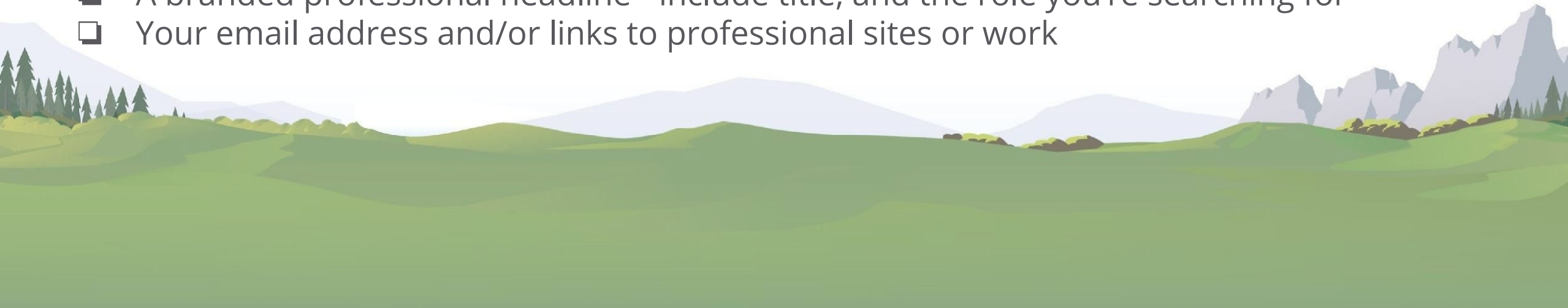
LinkedIn Profile



Having a LinkedIn profile is important because it's a great way to network and connect with hiring managers and recruiters. It's an effective way to tell people who you are and what you do by displaying a general history of your professional experiences and achievements. Be active on LinkedIn—search profiles and jobs you find intriguing, and get connected with people.

Items to include on your profile:

- ☐ A professional looking photo
- ☐ A professional name - do not use a social media or any fake/fun name
- ☐ A branded professional headline - include title, and the role you're searching for
- ☐ Your email address and/or links to professional sites or work



Suggested Trailhead Projects

Trailhead is the fun way to learn Salesforce



- [Build an App to Track Your Trailblazer Journey](#)
- [Create Reports and Dashboards for Sales and Marketing Managers](#)
- [Set Up a Community](#)
- [Build a Lemonade Stand App](#)



Resources for Mentoring Relationship

Mentee can refer to these resources throughout the relationship



- [Trailhead Career Development](#)
- [Trailhead Resume Writing Strategies](#)
- [Trailhead Give and Receive Feedback](#)
- [Career Tips for Trailblazers](#)
- [7 Secrets to a Successful Job Interview](#)



thank you

