

Press Esc to exit full screen

Best Practices

1. Be Authentic

2. Sell Yourself

3. Be Concise

4. Show Enthusiasm

You're going to be strategic about what
you emphasize and how you present things.

You should never lie
in a job interview



Interviewers are good at sniffing out
blatant dishonesty, and lies are likely

**Interviewers are more likely to connect
with you and like you if they see you as
a real and authentic human being**



**personality and values during the
interview.**

The preparation that we recommend and our approaches to the key questions **focus on preparing authentic answers that highlight your greatest strengths and accomplishments.**

A big part of this is learning to tell good, interesting, relevant stories about your experience.

A big part of this is learning to tell good, interesting, relevant stories





Common Mistakes

1. Lack of Professionalism

2. Lack of Preparation

3. Lack of Content

4. Negativity

A failure in this area can knock you out of the running before you even



**"Fine" is not enough to get hired
in a competitive market**

**Other big interview users are going in
trained and ready, and they're going**



they're less intimidating
than a face-to-face meeting.

The Phone
Interview

The One-on-One
In-Person Interview

The Video Interview

The Panel Interview

The Group Interview



Benefits of the phone interview:

You don't have to worry about
your appearance

You can keep your notes
nearby for reference

For many, that really helps with nerves.





Challenges of the phone interview

1. It is difficult to connect without nonverbal cues

You have only your voice and your words

2. It is difficult to read your interviewer

You won't be able to see how he or she is responding to what you say.



NEVER blow off preparation
for a phone interview

easier than an in-person meeting.





We've got lessons and sample answers for
all of these commonly-asked questions.

The One-on-One In-Person Interview

1. The duration will be about 20-45 minutes
2. The majority of the interview will be Q&A



Practice is the key to get comfortable
with both your talking points and the

Nonverbal Bad Habits to Avoid

1. Talking fast
2. Slouching
3. “Uhms” and “Uhs”



Benefits of the video interview

It provides the convenience
of the phone interview

+

The visual element of the
one-on-one interview

If you have a video interview coming up,
you want to prepare in much the same way



Panel Interview Tip:

Find out as much information as you can about the panel members

members in advance.



Why The Group Interview?

1. Multiple job openings in a structured program
2. It allows hiring managers to observe candidates interacting with each other

A group format allows the hiring managers to observe candidates interacting

Group Interview Tip:

Focus on being yourself...
but yourself at your best



Oftentimes you have to interview with the external recruiter before you can move

External
Recruiter

Internal Recruiter
or HR Rep

The Hiring Manager

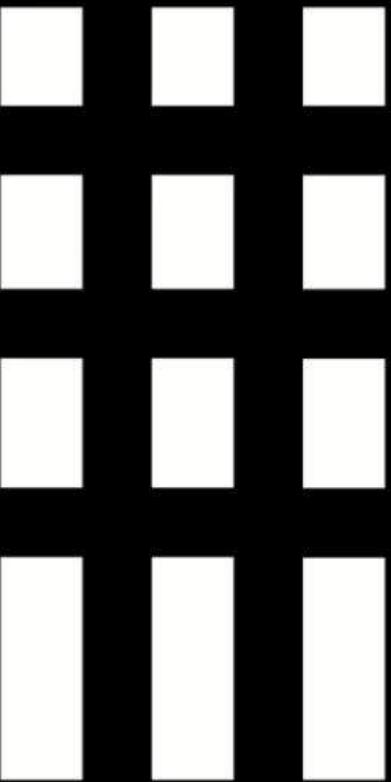
Senior Level
Management

Direct Report

**Bottom line, he wants to get paid.
So he wants you to do well.**



**Bottom line, he wants to get paid,
so he wants you to do well.**



Their Goal: Find out if you are a close enough fit for him to send you through to meet with the hiring managers

Find out if this candidate is a close enough fit that I should send them

The Hiring Manager

1. Will be your boss if you take the position
2. The primary decision-maker on who gets hired



So, the goal of the hiring manager is to hire someone who can make her life easier.

The Hiring Manager will be more likely to ask specific questions about technical skills or experience with specific day-to-day responsibilities.



The hiring manager is more likely to ask specific questions about technical skills

**Are you trustworthy
and dependable?**

**Will you go above and beyond
the job description?**

**Will you stick around and perform
if you get hired and trained?**

**Will you stick around and perform if she
takes the time to hire and train you?**



Prepare for an interview with senior management **the same way you would prepare for an interview with the hiring manager.**



for your interview with the hiring manager.

Is this someone who
would be a good boss?

Is there any obvious
personality conflict here?

What is your management
style? How would you
approach leading the team?



What is her management style?

Additional Interviewers

Potential Peers

Managers from teams you
would be working closely with

Someone who held the
position in the past



closely with, maybe someone who held the
position in the past and



Can I get along
with this
person?

They're thinking, "Can I get along with
this person?"



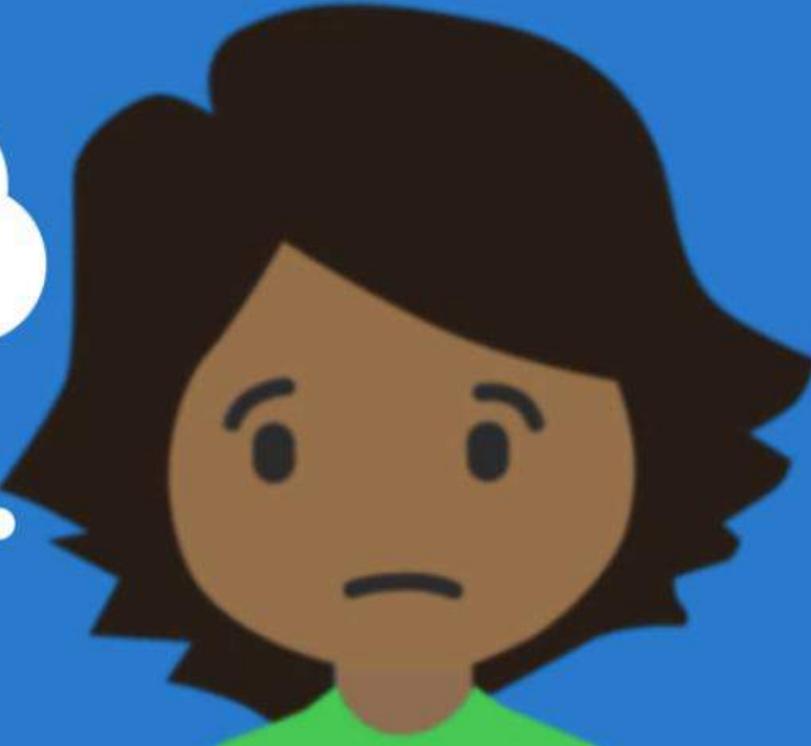
Can I count on
them to deliver what
I need in my job?

Can I count on them to deliver what I need
to succeed in my job?"

That's really what it comes down to with
every single one of these interviewers.
Will this person help me do my job better?
Will this person make my work life easier?



That's really what it comes down to with
every single one of these interviewers.



wondering whether to answer the question
or risk awkwardness by declining?



wondering whether to answer the question
or risk awkwardness by declining?

Interviewers should only be asking questions related to your ability to do the job.

Remember, interviewers should only be asking questions related to your ability



There are federal and state laws that prohibit employers from discriminating against candidates on the basis of certain qualities that have nothing to do with your ability to do the job.

from discriminating against candidates on the basis of certain qualities that have



Interviewers should never probe into your exact age



They should not be probing into your exact age, though it can be hard to preserve

How to Answer Inappropriate Questions



with an inappropriate question.

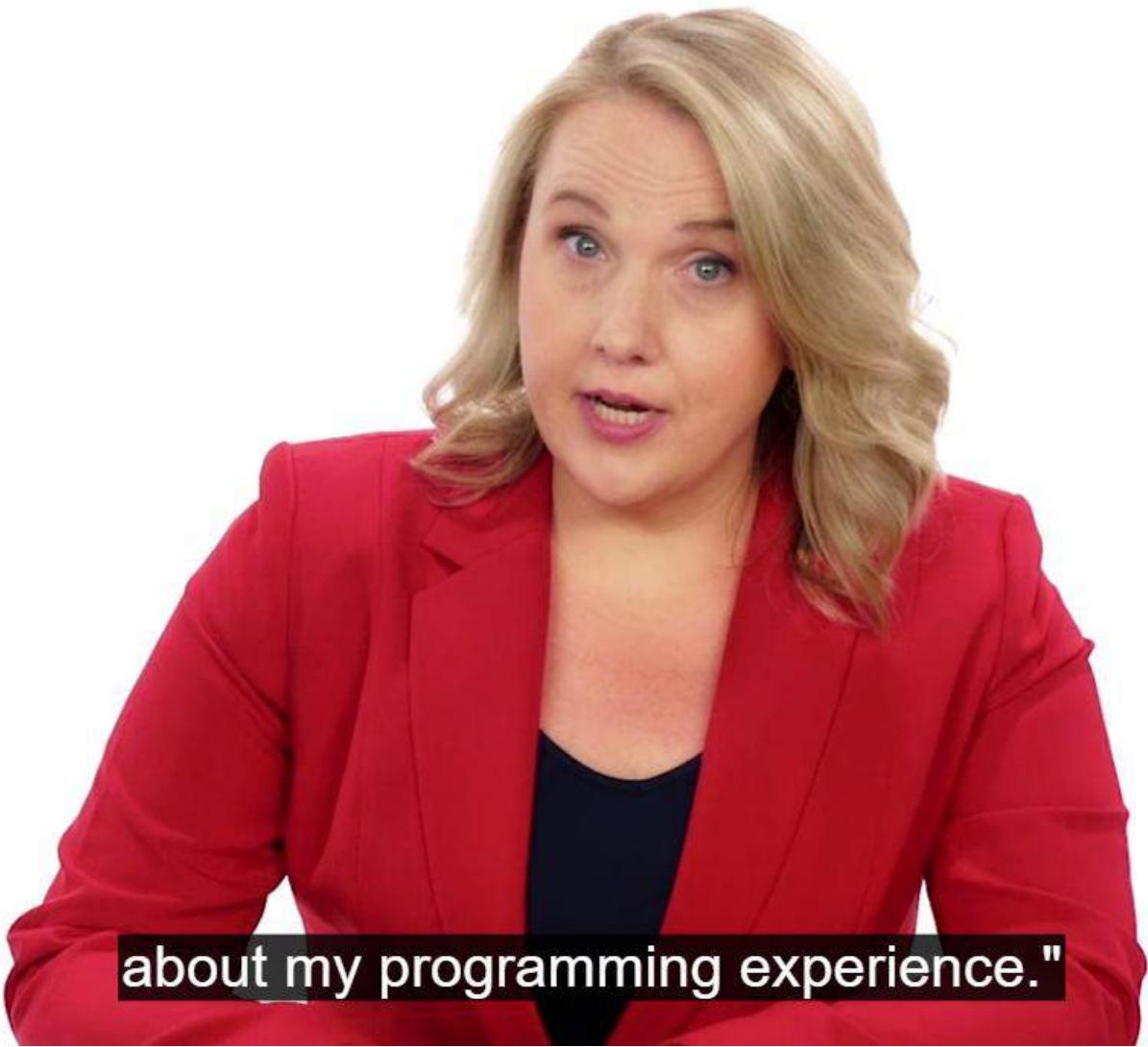
Just because one interviewer is shady doesn't mean that the whole organization is corrupt.



is corrupt, but perk up your ears if you're getting a bad feeling.



**"I don't think that's too relevant,
but I would love to tell you more**



about my programming experience."



You want to dress just a little
bit more formally than the
company's basic dress code



Dress like an employee would dress on a
day that we're making a big internal

Personal style is very subjective and it's better to keep it fairly neutral



Hopefully, this goes without saying,
but good grooming is key.

**Make sure your hair and nails
are clean and groomed**

**Make sure your clothing is
clean and wrinkle free**



Iron that shirt.



Dark colored business suit paired with a white shirt

For more conservative environments, you'll want to wear a tie

**For more informal work environments,
a suit may make you stand**



A professional-looking skirt suit or pantsuit is a good standard

For your hair, an updo or a polished ponytail both are really good bets.

Don't overload on jewelry

Select a shirt that coordinates with the suit, looks polished, and makes you feel good and confident

Avoid open toes, bright colors, big stiletto heels, and anything too trendy

Make sure that your skirt is at least knee length

For your hair, keep it simple.

The goal is to avoid being discriminated against based on appearance or personal style.



The goal is to avoid being discriminated against based on appearance

The most important accessory
will be your briefcase or portfolio



The most important accessory will be your
briefcase or portfolio.



When in doubt about what to wear, choose the option that you feel best in.

It can be worth it to splurge on something that makes you stand just a little taller



It's not just what you say that matters.

**Your nonverbal communications
say a lot about you before you
answer a single question.**

**Your non-verbal communications say a lot
about you before you answer**



Forms of Nonverbal Communication

- Eye Contact
- Body Language
- The quality & tone of your voice
- How you move



All of these little things work together
to form an immediate impression.



People are much more likely to rely
on their **first impression** as the truth

impression as the truth even after they've
spent time with the person.



65% of your daily communication
happens through nonverbal means



through nonverbal means.



Nonverbal Communication

Making Eye Contact

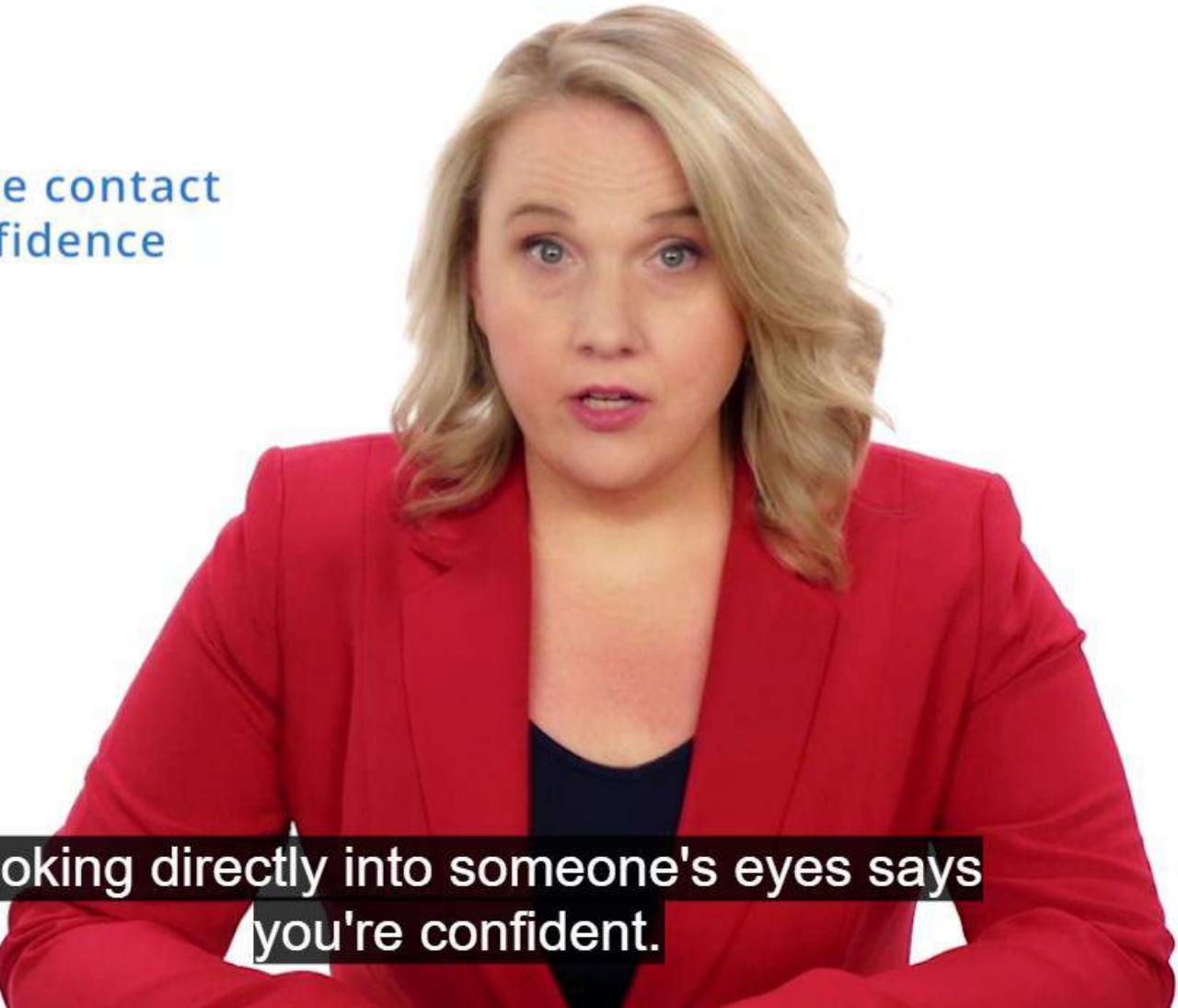
Communicating With Body Language

Finding Your Voice

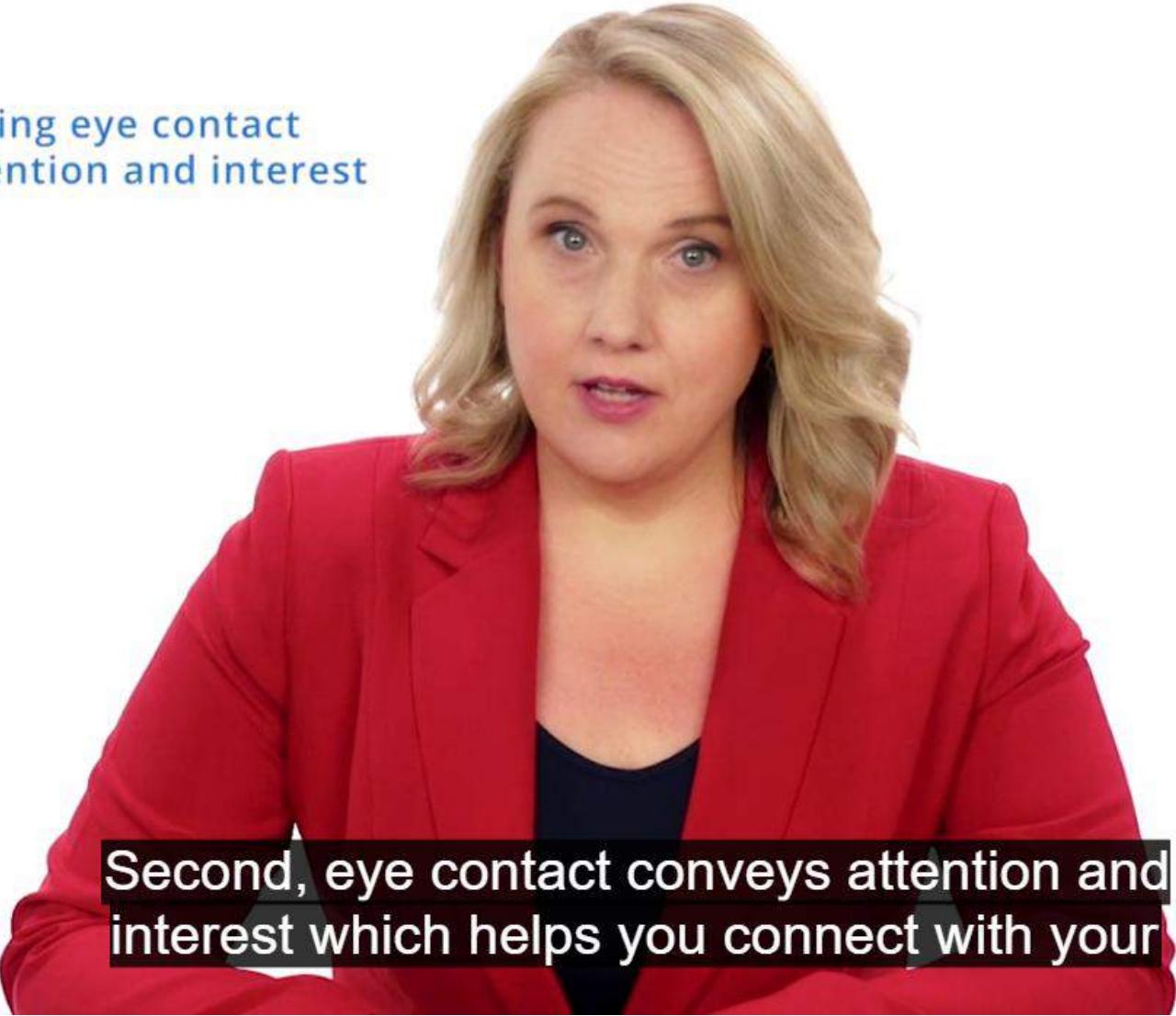
Eliminating Vocal Fillers

However, many job seekers struggle with making natural confident eye contact

Maintaining eye contact
conveys confidence

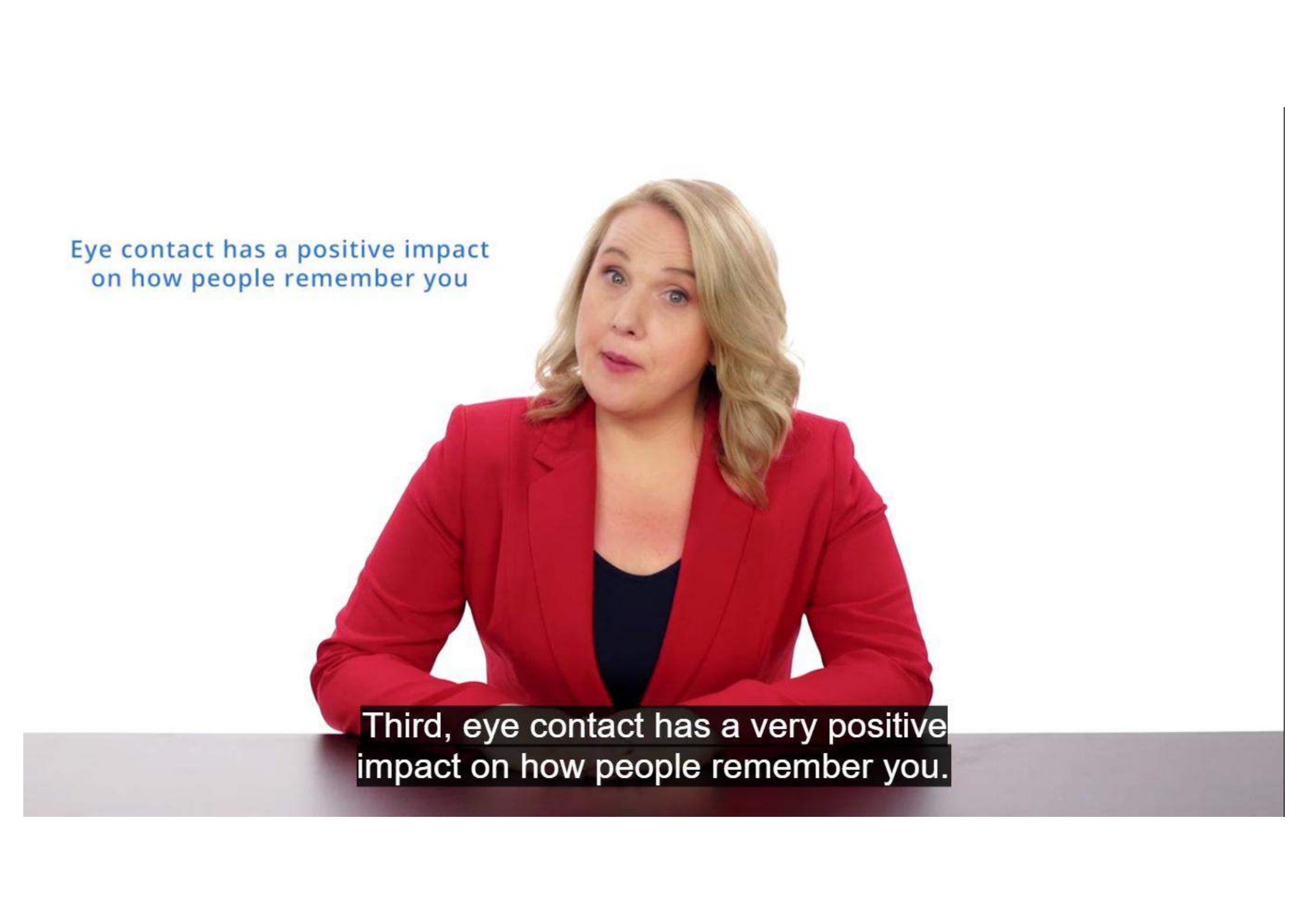


Looking directly into someone's eyes says
you're confident.



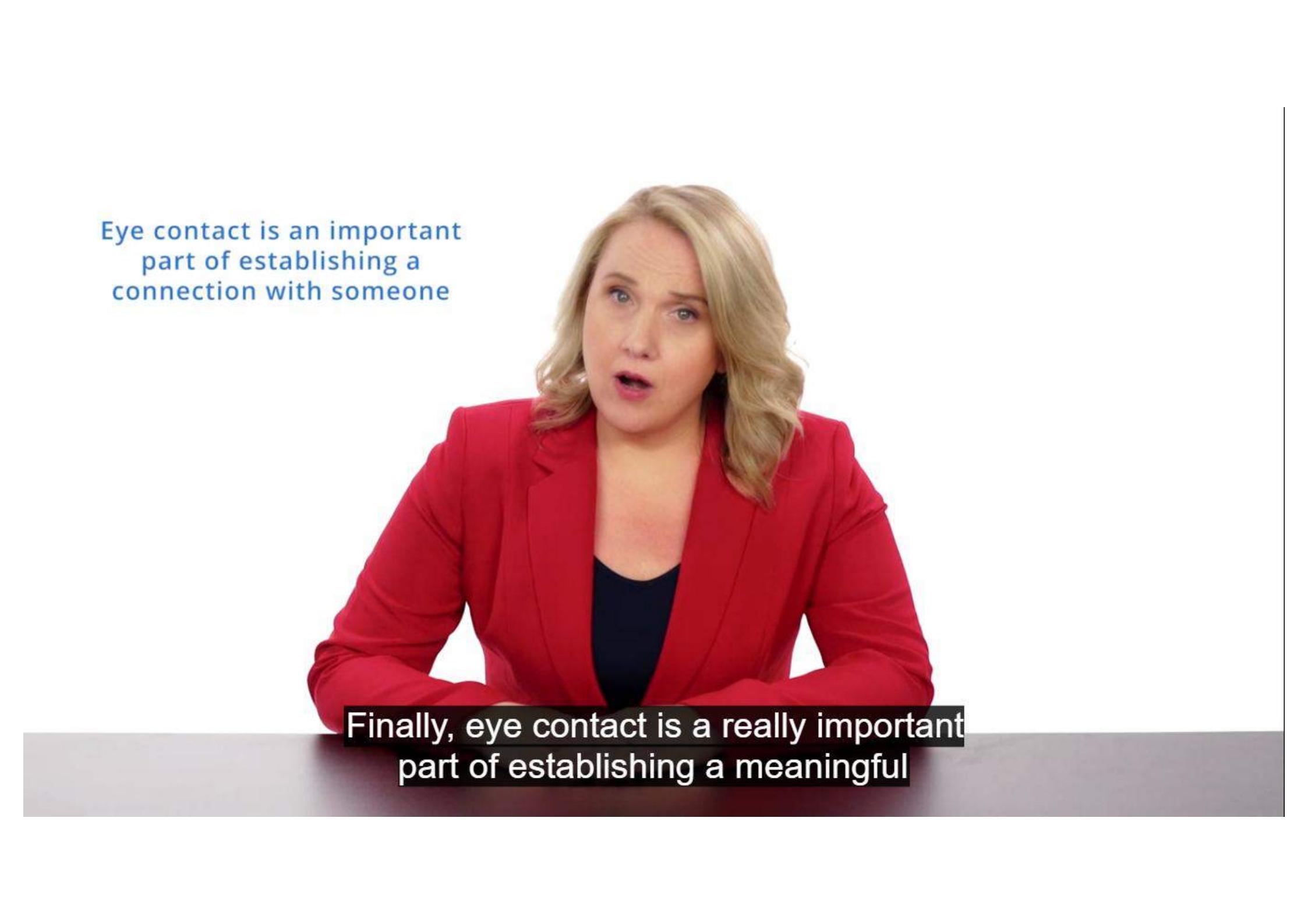
Maintaining eye contact
conveys attention and interest

Second, eye contact conveys attention and
interest which helps you connect with your



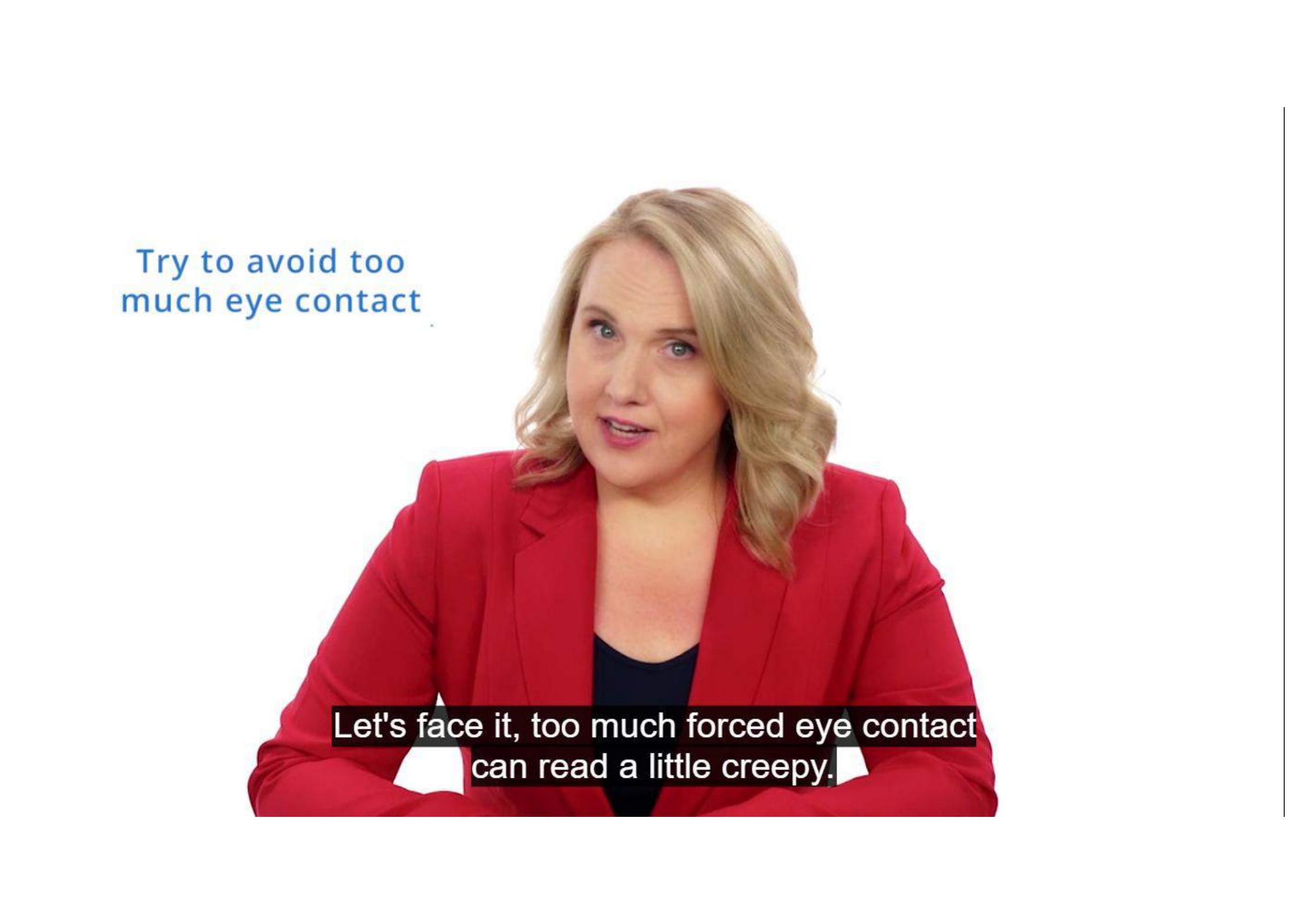
Eye contact has a positive impact
on how people remember you

Third, eye contact has a very positive
impact on how people remember you.



Eye contact is an important part of establishing a connection with someone

Finally, eye contact is a really important part of establishing a meaningful



Try to avoid too
much eye contact

Let's face it, too much forced eye contact
can read a little creepy.



Body language can sabotage or distract from all of the wonderful things you may

Nonverbal Communication

Making Eye Contact

Communicating With Body Language

Finding Your Voice

Eliminating Vocal Fillers

Keep your gestures **confident,**
strong and controlled

Keep the gestures confident, strong,
and controlled.



Nonverbal Communication

Making
Eye Contact

Communicating With
Body Language

Finding Your Voice

Eliminating
Vocal Fillers

Don't be a
low talker

So don't be a low talker,
don't be a closed talker,

Don't be a
close talker



So don't be a low talker,
don't be a closed talker,

Nonverbal Communication

Making
Eye Contact

Communicating With
Body Language

Finding Your Voice

Eliminating
Vocal Fillers

Don't be an
overly loud
talker



and don't be an overly loud talker either.

Nonverbal Communication

Making
Eye Contact

Communicating With
Body Language

Finding Your Voice

Eliminating
Vocal Fillers

-A pause can make you seem more thoughtful-

In fact, a pause can make you seem more thoughtful like you're taking care

Many candidates don't take the time to truly examine the job description



However many candidates don't take the time to truly examine the job description.

What is a Job Description?

- A written description of the qualifications, duties, and responsibilities of a position



and responsibilities of a particular position.

If you're preparing for a interview and don't have a detailed job description, you're at a bit of a **disadvantage** but all is not lost.

1. Work your network to see if you can find out anything more about the position
2. Try searching for job descriptions for similar roles at similar companies

You can also try searching for job descriptions for similar roles



Step 1: Identify Competencies

Step 2: Identify Themes

Step 3: Identify Your Selling Points

Step 4: Identify Gaps or Issues

Step 5: Anticipate Questions

Example Position

Vice President of Marketing

The Vice President of Marketing will play a central role in developing and marketing all ticket promotion programs

Responsibilities

- Lead in implementing creative cross-departmental marketing initiatives to drive ticket sales
- Manage and track the marketing budget
- Serve as the key day-to-day contact with other departments
- Create and present daily reports on ticket sales to senior management.
- Oversee outreach to team operations

Qualifications

- Bachelor's degree in Marketing or Advertising (MBA is a plus)
- Minimum of seven years experience in sports or entertainment marketing
- Demonstrated experience in maximizing ticket sales through creative promotion programs
- Knowledge of budget management, creative development, and event planning
- Must be motivated, committed and highly efficient at multitasking

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One Last Tip

The most important things in each section **are going to be listed first.**

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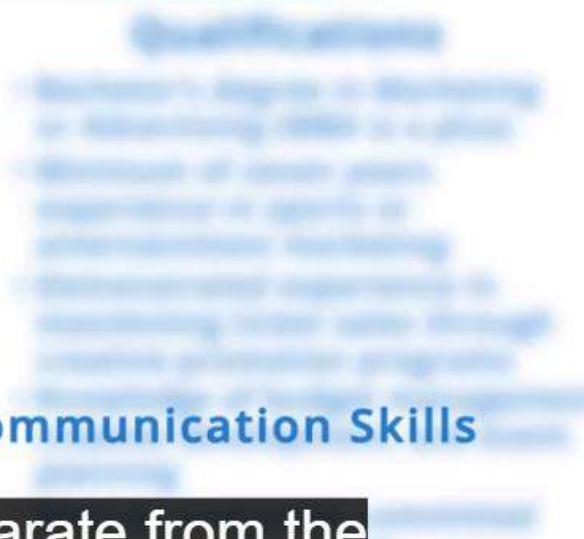
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Communication Skills

That's important and separate from the other themes we talked about.

What does John T. bring to the table?



8 years of experience
in marketing for major
entertainment companies

Well, John has eight years of experience
in marketing

What does John T. bring to the table?

John T. had a promotion last year that he can talk about

John T. has relationship building and communication skills

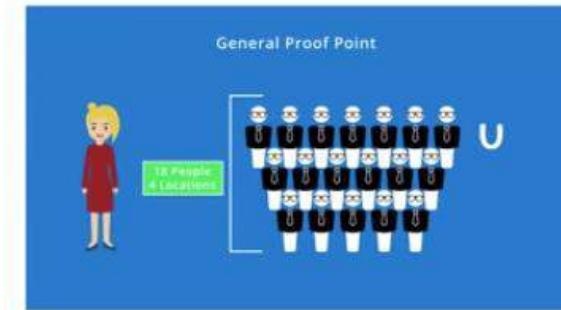


John T. also has relationship building and communication skills.

What does John T.
bring to the table?

*John T.'s Monthly
Presentation*





**"Talking About
Strengths"**

**Our lesson on talking about strengths will
help you articulate those selling points**

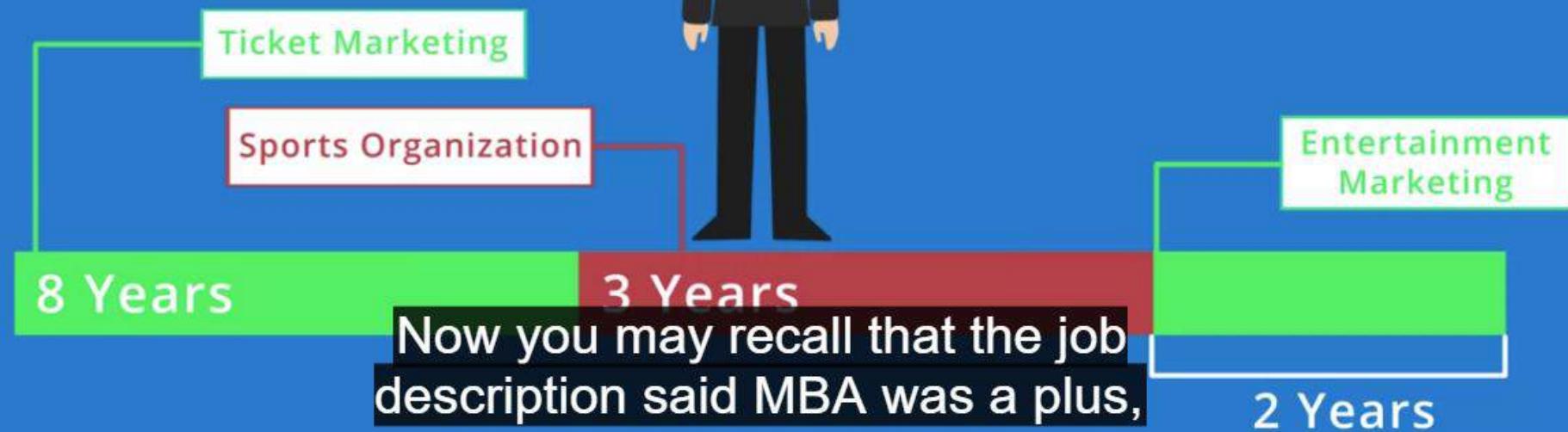
It's important to go through the process of **honestly, candidly identifying your weaknesses or what could be perceived as weaknesses by others.**

weaknesses or what could be perceived as weaknesses by others.

Identifying John T's weaknesses

John doesn't have a ton of experience with budget management

John does not have an MBA



Interview Core Questions

- Tell me about yourself
- Why are you looking for a new opportunity



And so on.

John T.



Based on the job description, what are some of the questions that he is likely to get in his interview?

Based on what you remember about the job description, what do you think are some

Tell me about one of your successful ticket promotion campaigns

First, "Tell me about one of your successful ticket promotion campaigns."

Share an example of your leadership skills

Another question, "Share an example of your leadership skills."

Just about every interviewer will ask you
some variation of "Tell me about yourself.

Walk me through your resume
Tell me more about you

like walk me through your resume
and tell me more about you?

Answering this question well is one
of the most effective things you
can do in the entire interview

in the entire interview.

You want to sound natural and spontaneous while also covering the points that you want to communicate to make the best possible impression

You want to sound natural and spontaneous while also covering the points that you

Recommended

- Awesome Point about me #1
- Awesome Point about me #2
- Awesome Point about me #3
- Awesome Point about me #4



Scripted answers tend to sound stiff
and artificial, interviewers don't feel

Not Recommended

business, but I was thinking
about getting rid of the importing
and just focusing on the
exporting. That is what brings me
, to talk with you. Well some people c
I work as an architect. Oh yes
Photo: iStockphoto.com/David_Schoenborn

Once you know your key speaking points,
you'll have room to be flexible and deliver
differently in every single interview

and deliver it differently
in every single interview.



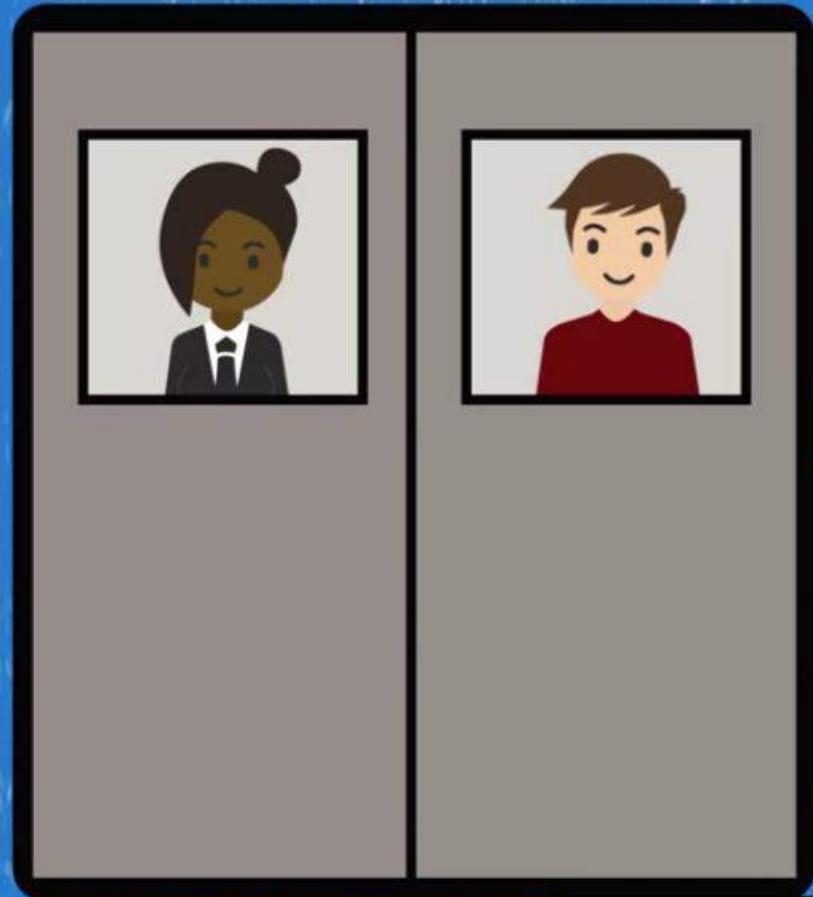
Our Proven 3-Step Approach

Step 1: Who
You Are

Step 2: Why
You're Qualified

Step 3: Why
You're Here

Step one, who you are.

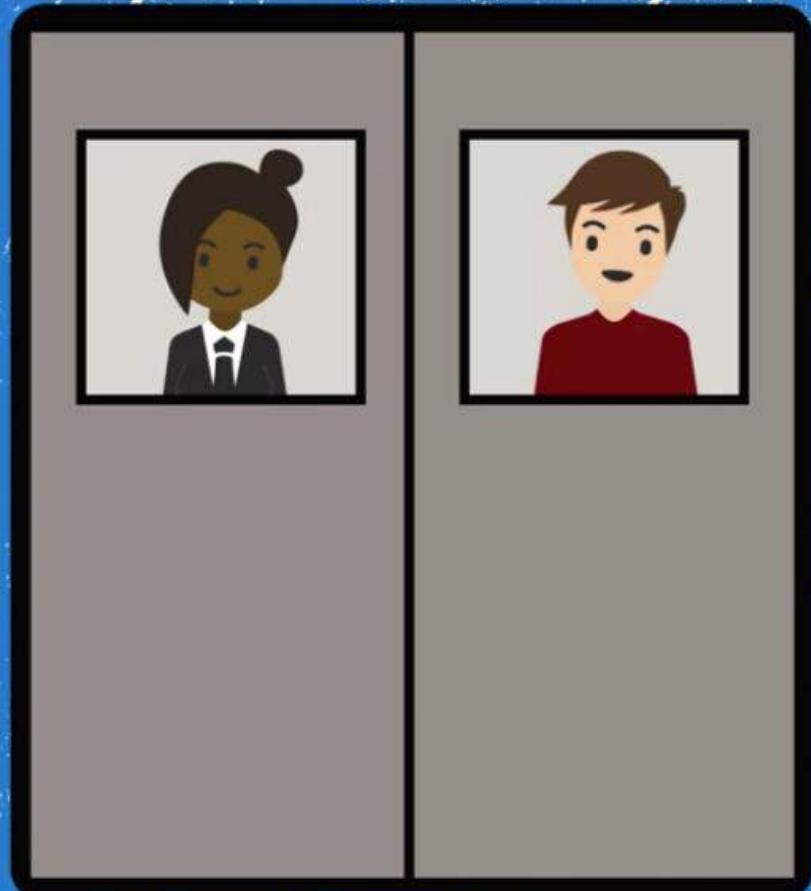


Who You Are

Step One

I'm a recent Columbia
MBA graduate with
a strong background
in the pharmaceutical
industry

in the pharmaceutical industry.

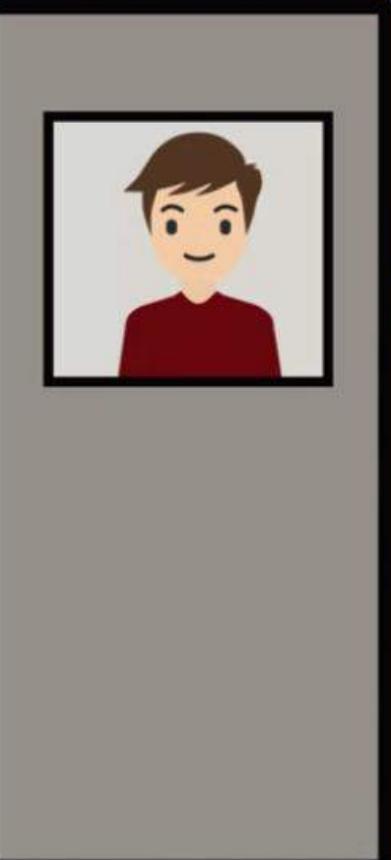
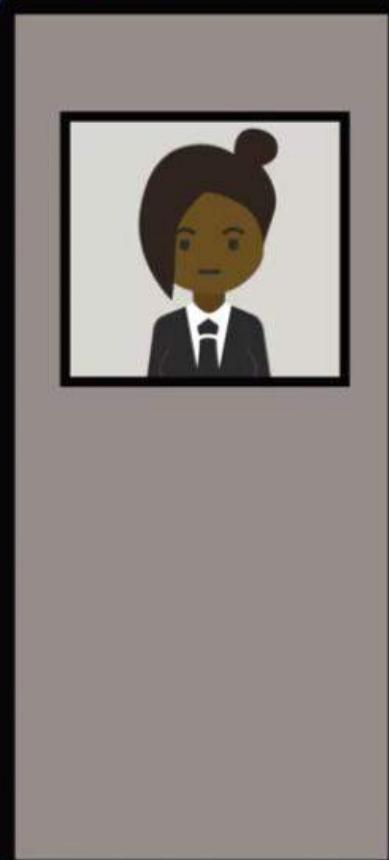


Who You Are

Step One

I'm an experienced HR executive who has managed all aspects of the HR function from recruiting to training to benefits.

from recruiting to training to benefits.



Who You Are

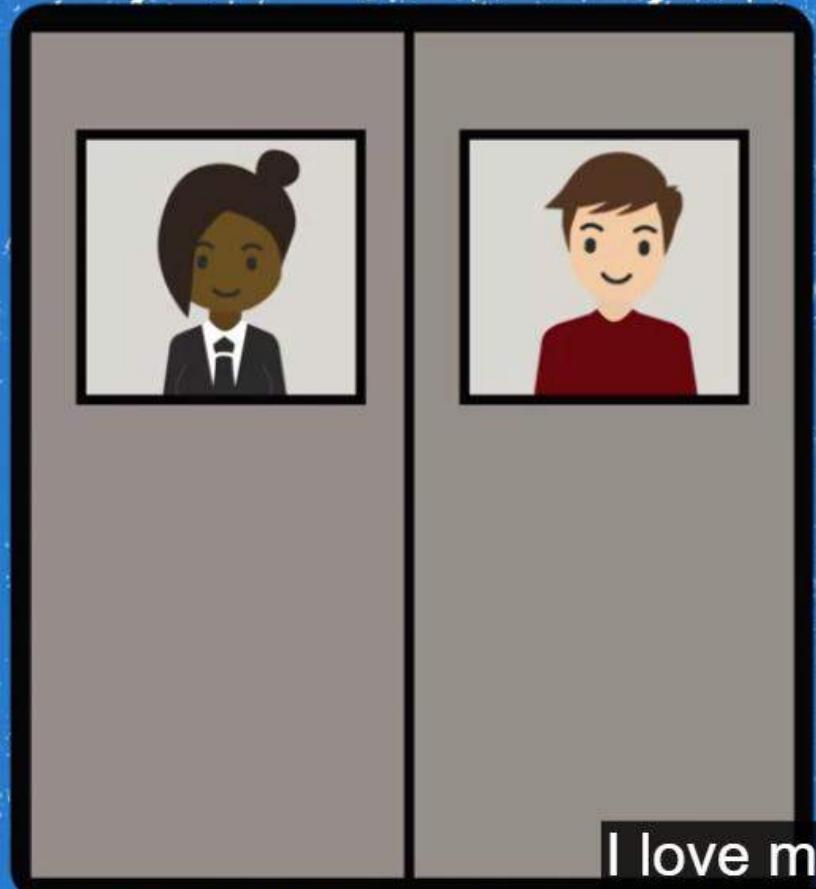
Step One

Well, I grew up in Cincinnati. As a child, I originally wanted to be a fireman, but later became quite interested in dinosaurs. I excelled in the sciences from early on, placing first in my fourth-grade science fair. You know, funny story about that...

Okay.

Focus on 2-5 points that you'd like to make. The goal is to keep it under two minutes total

The goal is to keep the whole answer under two minutes total.



I love managing teams and solving customer problems.

Why You're Qualified

Step Two

I spent the last six years developing my skills as a customer service manager for Megacompany, Inc, where I won several performance awards and I've been promoted twice. I love managing teams and solving customer problems.

— The emphasis is on
relevant experience and
proof of performance —



Well, the emphasis is on relevant
experience and not just that that,

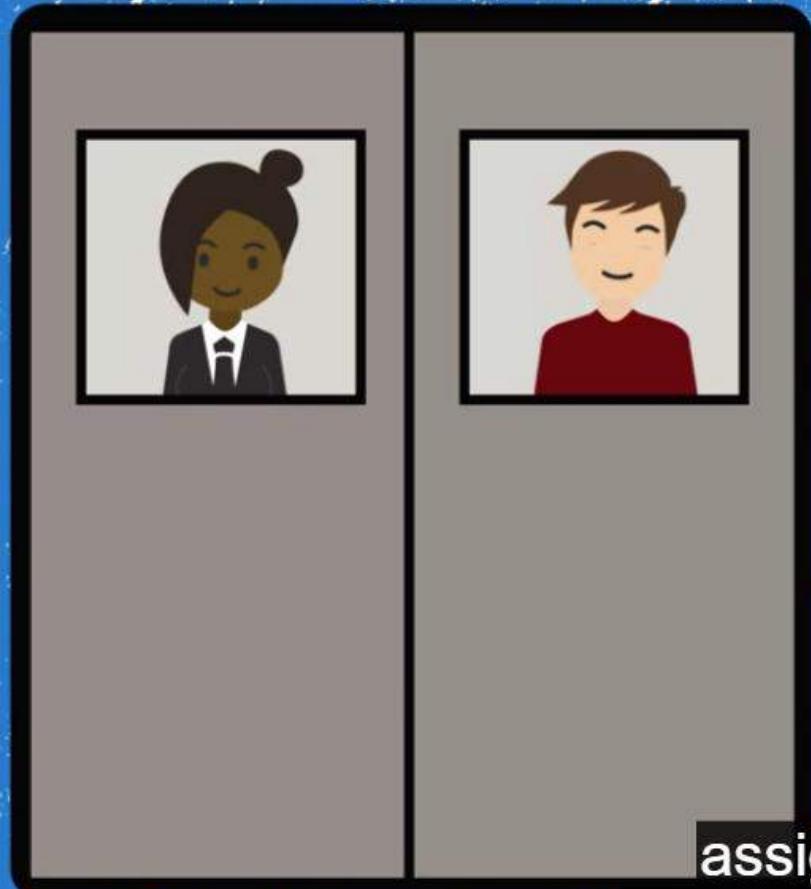
When asked about what you did somewhere, you're not just going to rattle off the duties that any human would have done in the position

duties that any human would have done in the position.

When asked about what you did somewhere, you're not just going to rattle off the duties that any human would have done in the position

You're going to focus on what you did that was above and beyond. Accomplishments, competencies, all of it tailored to what's relevant for the job description

that was above and beyond.
Accomplishments, competencies,



Why You're Here

Step Three

Although I love my current role, I feel I'm now ready for a more challenging assignment and this position really excites me.

assignment and this position really excites me.

Elevator Pitch

Step One

Step Two

Step Three



together into a polished,
powerful elevator pitch.

They want to know that you are excited about this position and this company in particular. It's the perfect next step for you in your career.

That you see it as the perfect next step for you and your career.

Two Key Components

Why are you interested in working for this organization?

Why is this particular position appealing?

And second, why is this particular position appealing?

Company's Mission

Company's Values

WWW.CORPORATE.COM

and recent activities.

Press Releases

Media Coverage

COMPANY PRESS

and references to recent
positive media coverage and awards.



The company will put out a press release when they really want the world to know about something

release when they really want
the world to know about something.

Why are you interested
in this role?



for the specifics of the position.

Remember

Example Position

Vice President of Marketing

The Vice President of Marketing will play a central role in developing and marketing all ticket promotion programs

Responsibilities	Qualifications
<ul style="list-style-type: none">Lead in implementing creative cross-departmental marketing initiatives to drive ticket salesManage and track the marketing budgetServe as the key day-to-day contact with other departmentsCreate and present daily reports on ticket sales to senior management.Oversee outreach to team operations	<ul style="list-style-type: none">Bachelor's degree in Marketing or Advertising (MBA is a plus)Minimum of seven years experience in sports or entertainment marketingDemonstrated experience in maximizing ticket sales through creative promotion programsKnowledge of budget management, creative development, and event planningMust be motivated, committed and highly efficient at multitasking

Lesson: Analyzing the Job Description

remember, it's all about analyzing the job description, and there's

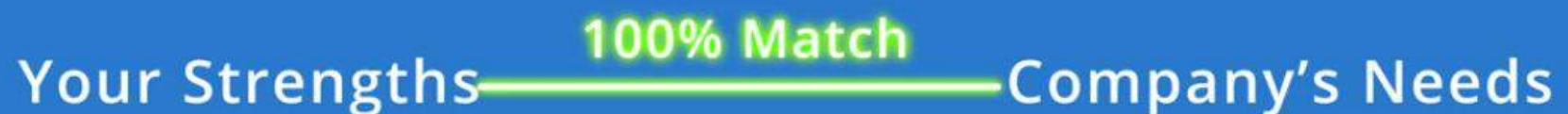
While many candidates spend time thinking about how to answer the weakness question, most don't prepare well for the strengths question

most don't prepare well for the strengths question and it's a big mistake.

**Interviewers want to know what sets
you apart from the competition**

**After all, interviewers want to know what
sets you apart from the competition.**

Interviewers want to know what sets
you apart from the competition



They want to feel confident that you have
what it takes to do the job well and

A lot of job seekers just don't spend enough time analyzing their strengths and thinking about what makes them different.

Well, a lot of job seekers just don't spend enough time analyzing their

How do you choose which strengths to talk about?

We'll get to that in just a moment but first, how do you choose which strengths

Make a list of **AT LEAST 5**
of your greatest strengths

Make a list of at least five of your
greatest strengths focusing

Make a list of **AT LEAST 5**
of your greatest **strengths**

Professional Strengths

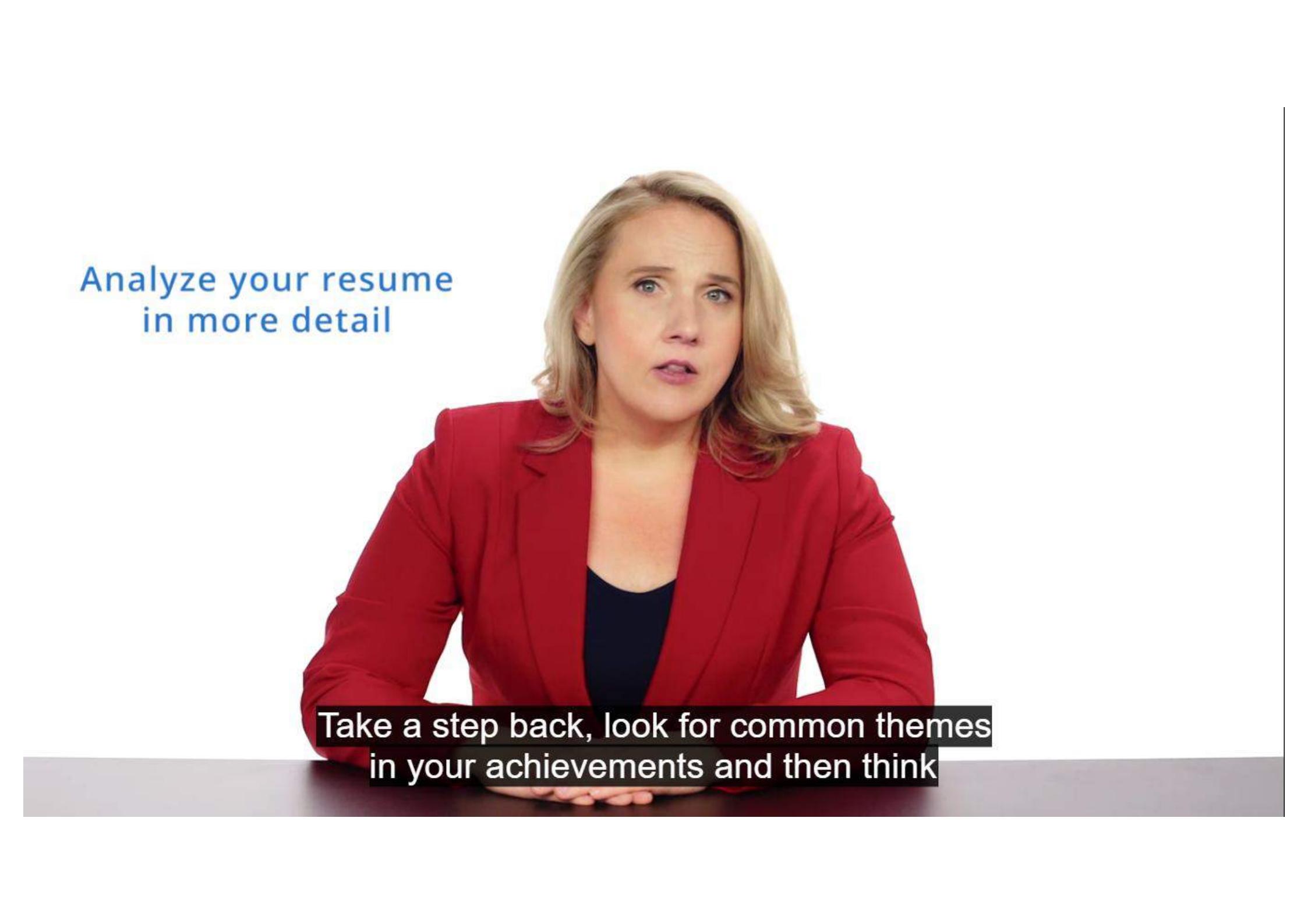
Classic Personality Strengths	Hands-on Expertise	Softer Skill Sets
Creativity	Programming Language	Leadership
Persistence	Successful Budget Management Track Record	Problem Solving
Attention to Detail	Stellar Sales Results	Resourcefulness

They can be softer skills like leadership,
problem-solving, or resourcefulness.



Go back to your
performance reviews

**Think about some of the most memorable
compliments that you've received.**



Analyze your resume
in more detail

Take a step back, look for common themes
in your achievements and then think



Write a brief proof point
for each strength

Proof Point

- A single example that shows the strength in action
- A general, but still detailed, overview of how you've displayed that strength over time

more general but still detailed overview
of how you've displayed that

General Proof Point



Most Effective
Manager Award



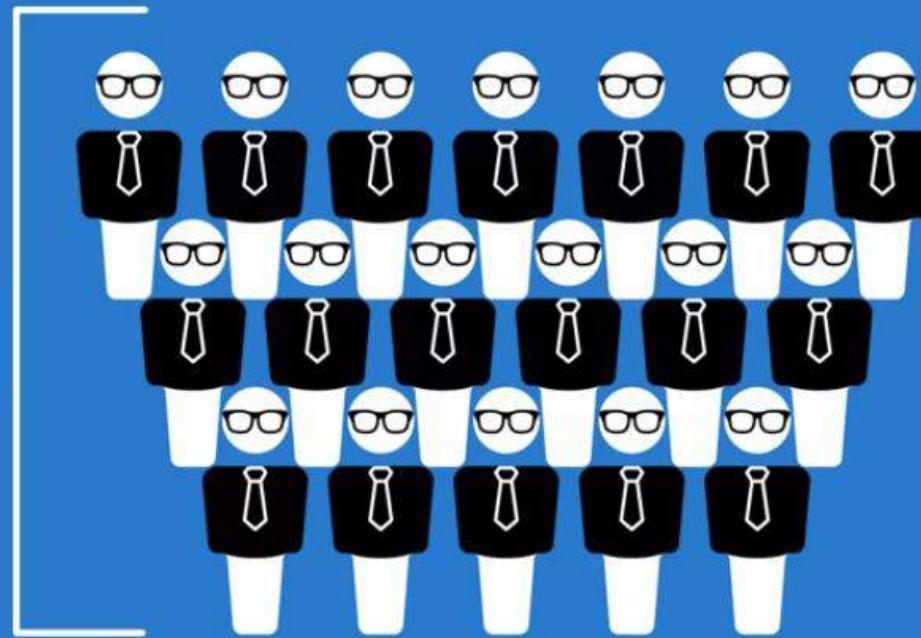
People Management

I've been consistently promoted to manage
larger teams and currently,

General Proof Point

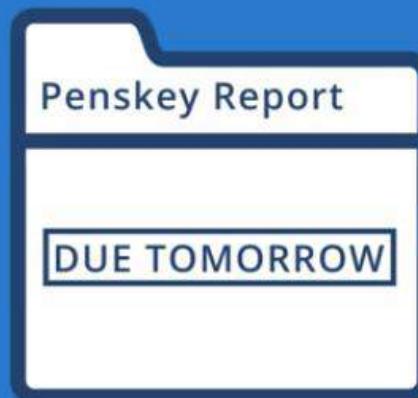


18 People
4 Locations



I have 18 people in four locations
reporting into me and I've had zero

Specific Proof Point



Project Completion

had to receive the report on time."

In any one answer, you'll only have time
to discuss **three strengths maximum**

You still want to keep your overall answer
to less than two minutes and you'll have

In any one answer, you'll only have time
to discuss **three strengths maximum**

2 Minutes

You still want to keep your overall answer
to less than two minutes and you'll have

In any one answer, you'll only have time
to discuss **three strengths maximum**

2 Minutes three strengths

So decide, which of the three
strengths are most compelling.

Common Mistakes to Avoid:

Don't choose a generic strength unless
you have a great, specific proof point.

specific proof point.

Common Mistakes to Avoid:

You'll want to avoid "weak praise."

Example:

**"I'm pleasant to work with and
get along with everybody."**

The classic example which I've heard many
times from coaching clients is,

Common Mistakes to Avoid:

Don't talk about irrelevant strengths

Finally, don't pick irrelevant strengths.

Once you have your list of strengths and proof points, you want to be prepared to communicate them effectively.

Practice!

That means practice, of course.

You should walk into every interview with a clear goal: **to communicate your greatest and most relevant strengths to the interviewer.**

and most relevant strengths to the interviewer because that's how you make it

Where do you talk about your strengths if they don't ask a strengths question?

You can underline your strengths in your answers to behavioral questions.

You can underline your strengths in your answers to behavioral questions.

Behavioral Example

Strength

Behavioral Example ————— Strength

Behavioral Example ————— Strength

of your greatest strengths.

**Practice will help you get more comfortable
with “bragging” about yourself**

**yourself, something that can feel really
uncomfortable until you get a feel for it.**



We want to make sure you're asking questions
that present you **as someone who's capable**
and intelligent, someone that they're going to
remember and want to hire after the interview.

who's capable and intelligent,
someone that they're going to remember

So what questions do
you have for me?





You should have at least three questions prepared in advance for every interview.

And you should also be listening closely during the interview to identify additional questions

in things that your interviewer mentions during the interview.



NEVER ask these questions:

Is there anything about my background
that you have concerns about?

Is there any reason, based on what
you know about me now, why you
wouldn't offer me the job?

"Is there any reason based on
what you know about me now



In most companies, HR has trained managers and told them not to give feedback to candidates in interviews.

Also, in most companies, HR has trained managers and told them not to give

Interview Timeline

First Impression



Yes, first impressions are critical, but last impressions are also very important.

Interview Timeline

Final Impression

What are you
most passionate
about?

What is your
proudest
accomplishment?

What are your
long term career
goals?

What questions
do you have
for me?

Yes, first impressions are critical, but
last impressions are also very important.

4 Smart Questions to Ask



let's get to those four smart
questions that I promised you.



Question #1

What qualities do you think are most important for someone to excel in this position?

Number one, what qualities do you think are most important for someone to excel



The act of asking this question shows that you are someone who is driven to excel. You want to know what it takes to succeed in this position

driven to excel.



Question #2

**What are the most important priorities
for the company / department / team
right now?**

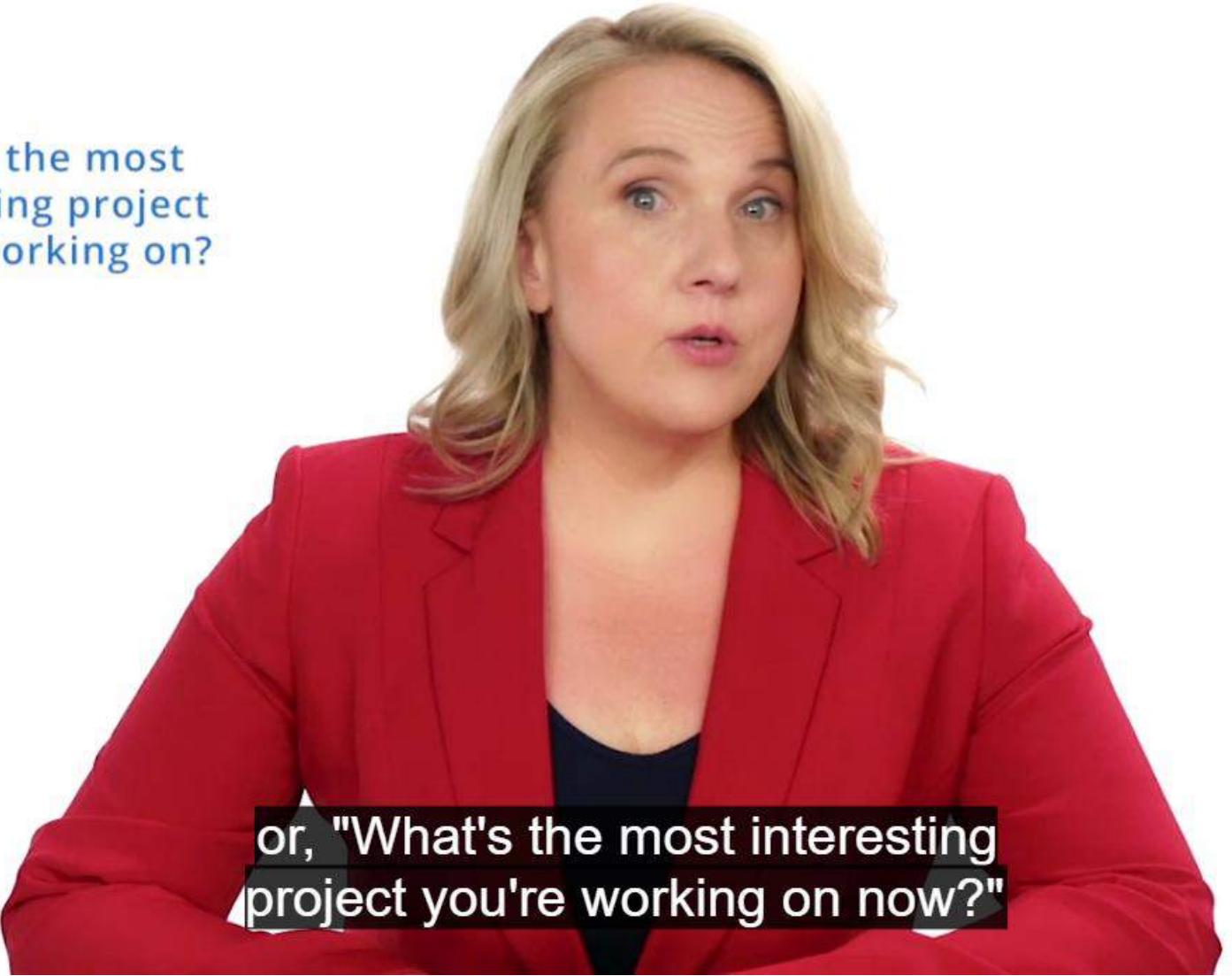
**This question shows that you're excited
and interested to know more about**



Question 3

What do you personally like most about working for this company?

This question shows your interest and what it's like to be part of the team.



What's the most
interesting project
you're working on?

or, "What's the most interesting
project you're working on now?"



Question 4

Can you tell me more about
a typical day on the job?

**Question four, can you tell me more
about a typical day on the job?**



You want to know as much as possible about exactly what they're looking for

This will help you better understand your fit and better communicate it to the interviewer.

This will help you better understand
your fit and better communicate it

You have to be prepared to show your accomplishments in the best possible light.

That means crafting stories that show you at your best, that prove you're qualified for this job, and demonstrate you would be a pleasure to work with.

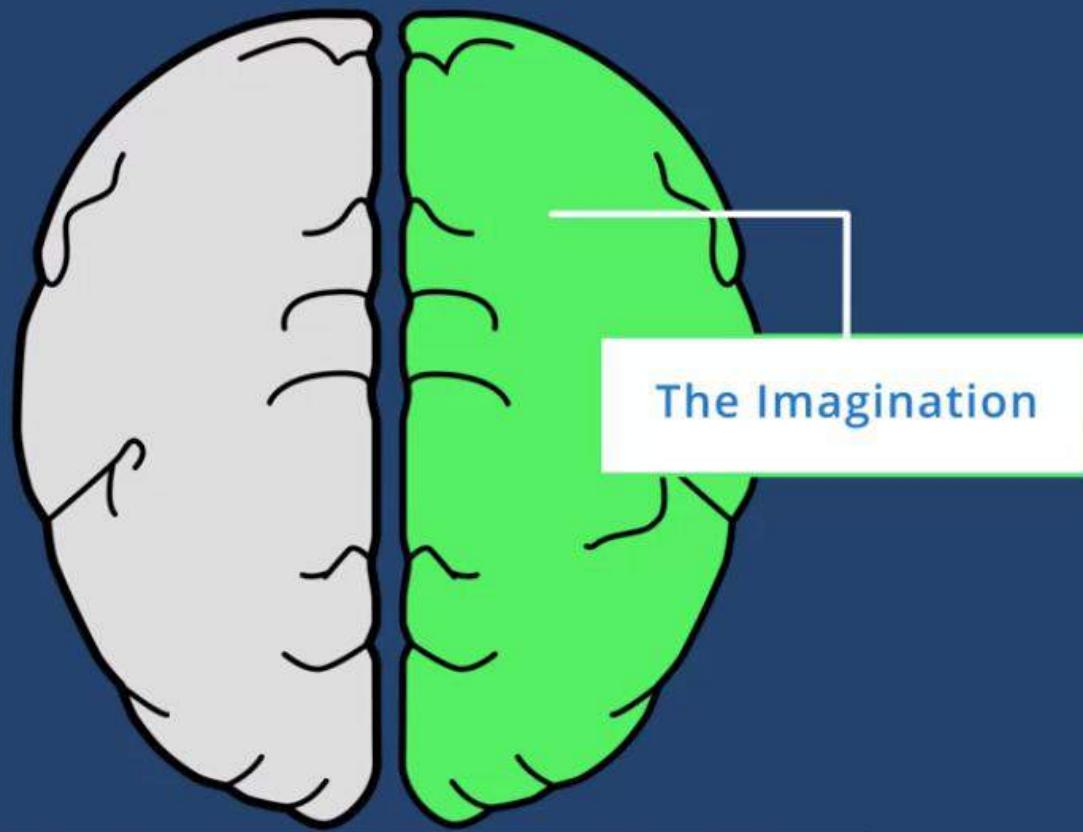
That means crafting stories.

Why Storytelling?

We're much more likely to become engaged with information in the form of a story.

People are also **much more likely to respond to and remember information when it's presented in the form of a story.**

People are also much more likely to respond to and remember information when



And that makes a listener feel like a participant in the narrative.



S.T.A.R. stands for situation, task,
approach, and results.

The S.T.A.R. Approach

Situation
Task

Approach

Results

People come back time and time again telling me about how much more confident they felt and how much better they performed once they had those STAR stories.

they felt and how much better they performed once they

Press Esc to exit full screen

The first step in developing these brilliant STAR interview stories **is** to figure out what experiences from your past are going to make the best stories.

interview stories is to figure out what experiences from your past are going



out there, you'll get overwhelmed quickly.

Focus on your best stories first as
these can typically be used for a
variety of different questions.

Instead, focus first on your best stories,
as these can typically be used for a

Greatest Hits

Track List

1. Leadership
2. Communication
3. Problem-solving
4. Details

problem-solving, and attention to detail.

Situation Task

- Draws in the interviewer
- Provides a foundation for your story



What were you trying to achieve and why?

Here's where we describe the actions that you took to **complete the task, solve the problem, address the issue, improve the situation.**

**solve the problem, address the issue,
improve the situation.**

Mention Tangible Results

- Revenue Generated
- Costs Reduced
- Time Saved
- Promotion Earned
- Client Won
- Client Saved



promotion earned, client won,
client saved.



Experience
Gained

Even if you can't quantify it,
you can talk about experience gained,



Skills
Learned

skills learned, relationships improved.

A woman with blonde hair, wearing a bright red blazer over a dark top, is speaking directly to the camera. She has her eyes closed and is slightly leaning forward, suggesting she is in the middle of a conversation or presentation.

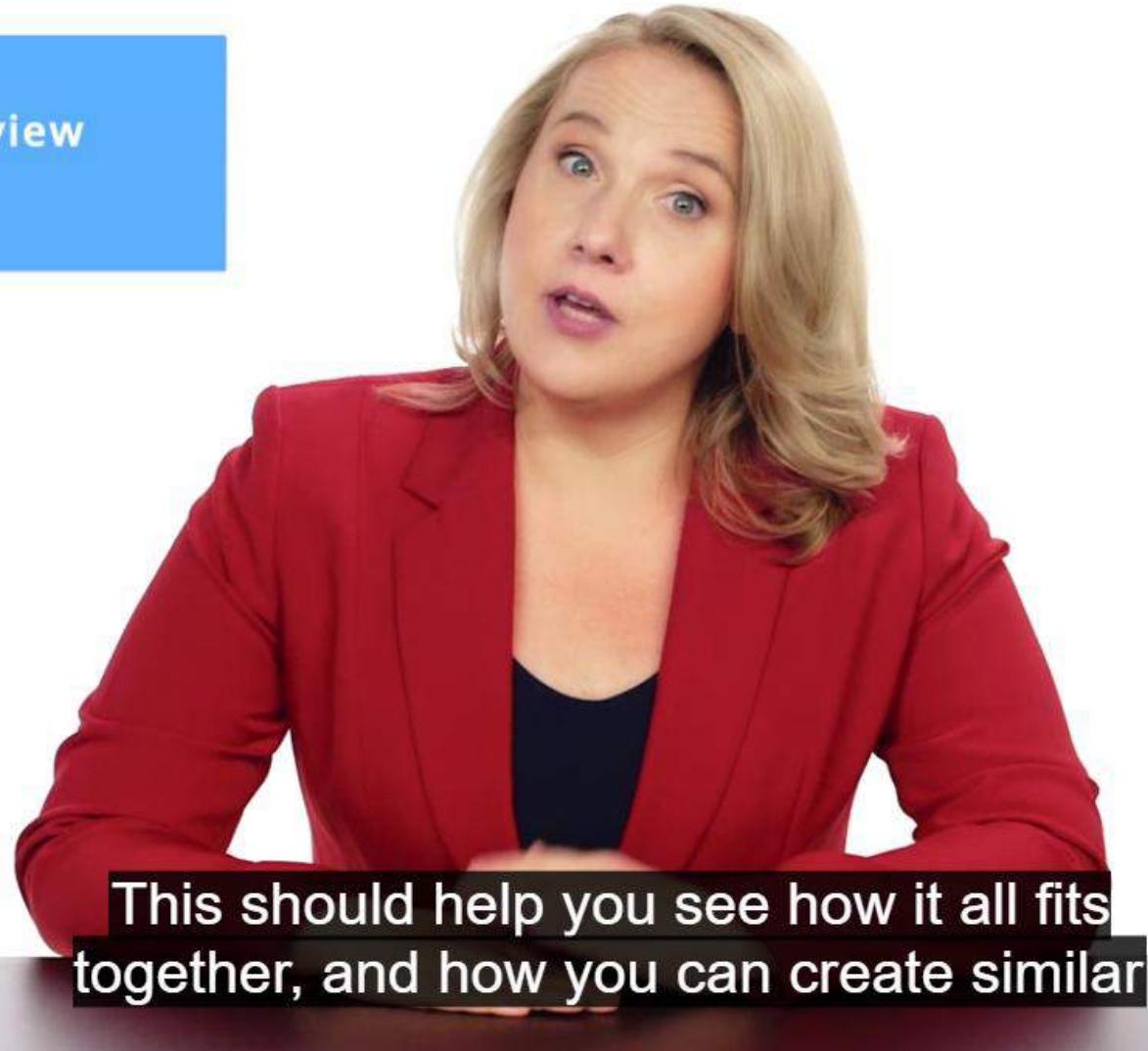
Relationships
Improved

skills learned, relationships improved.

The next step is to define which were demonstrated in each example. This will help you categorize your stories and know when to use which examples.

This will help you categorize your stories and know when to use which examples.

Sample Interview Story



This should help you see how it all fits together, and how you can create similar



2.00 M

The company's
biggest corporate
account

Sample Answer

Situation / Task

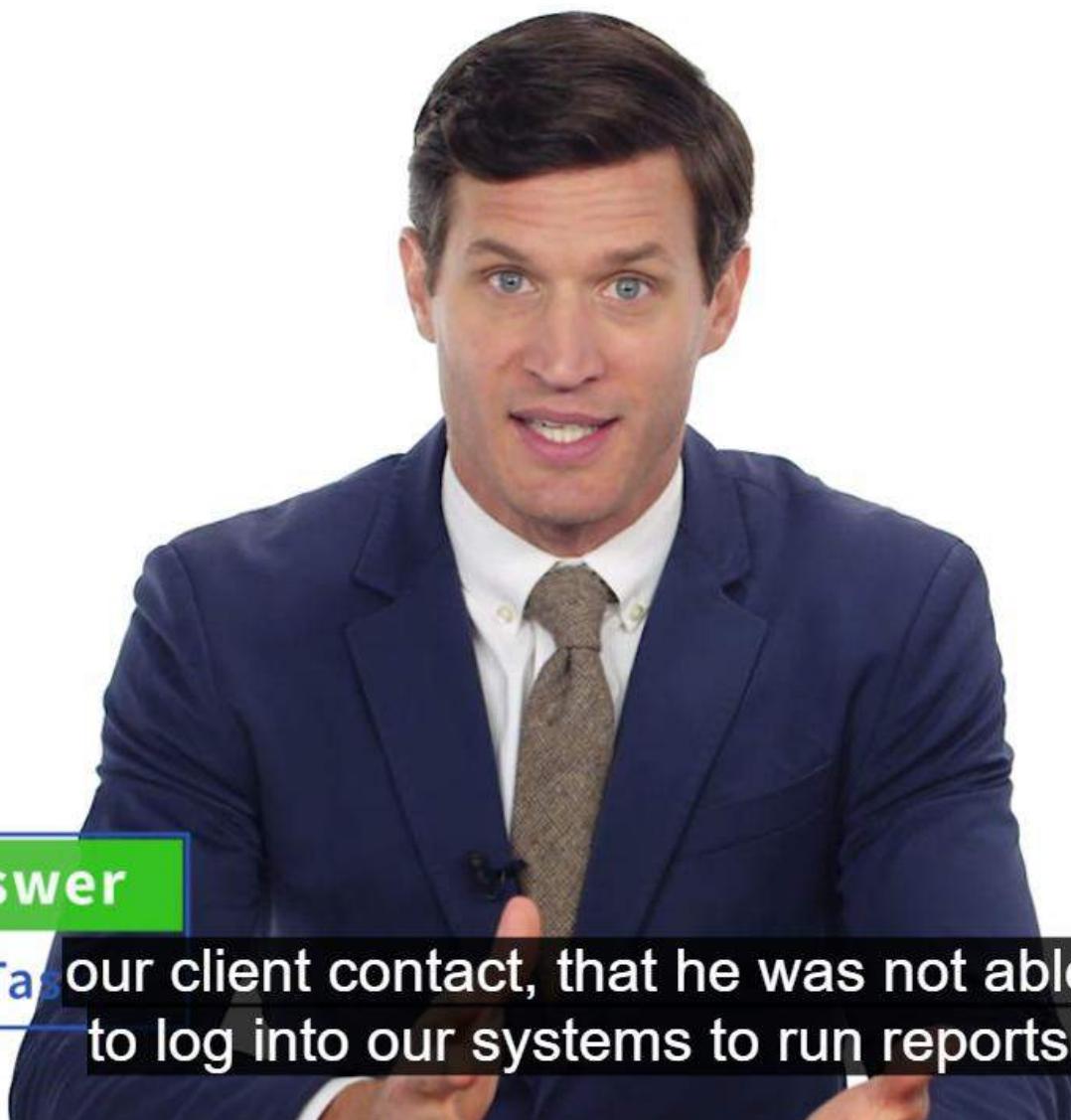
two million in revenue this year.



Sample Answer

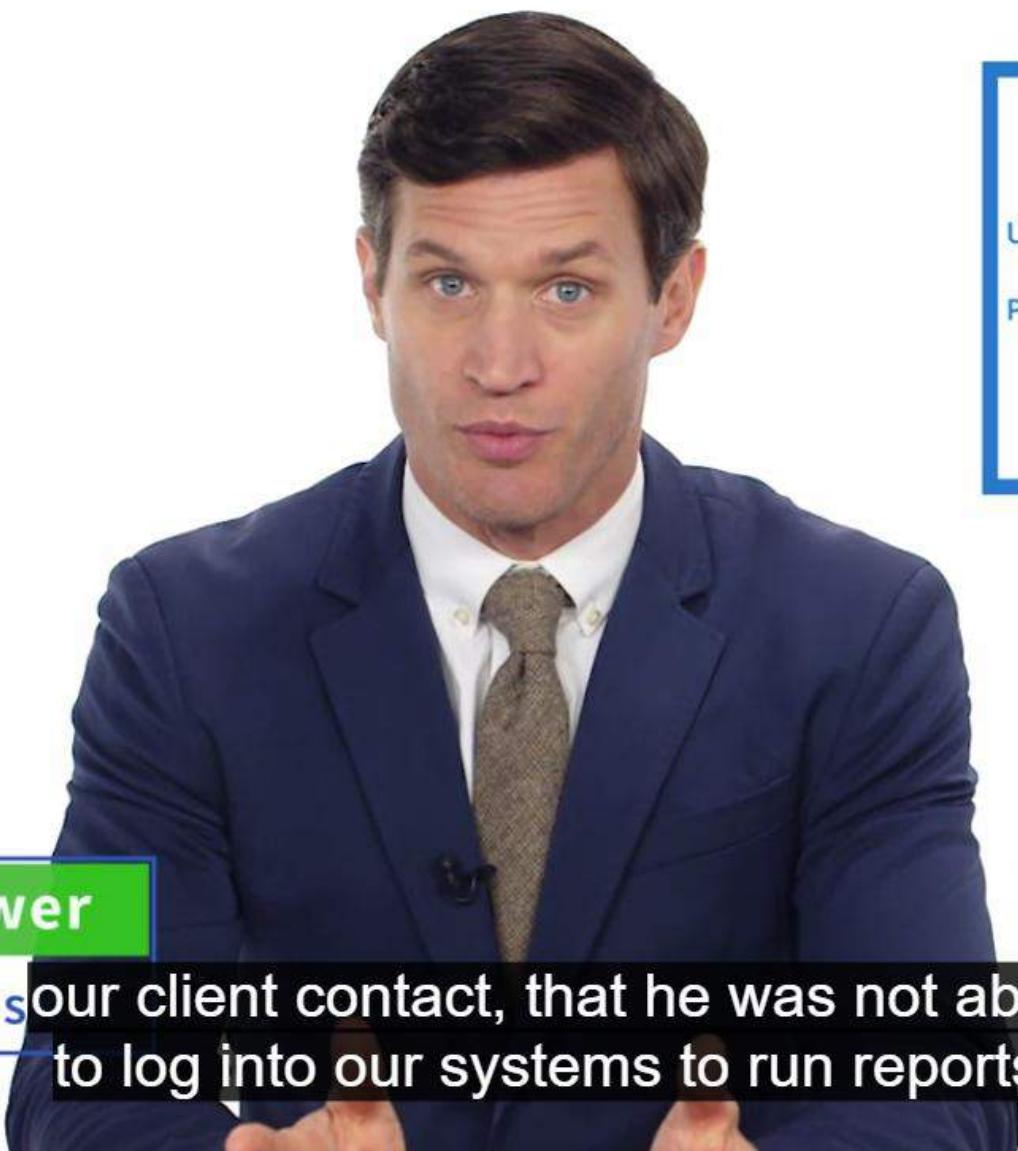
Situation / Task

Recently, my boss was traveling,
and I got a frantic call from Ray,



Sample Answer

Situation / Task our client contact, that he was not able to log into our systems to run reports



Sample Answer

Situation / Task: our client contact, that he was not able to log into our systems to run reports



Sample Answer

Situation / Task Now, this was a Friday at 3:00 p.m.,
and my boss was on a plane to London.

Why we like this answer

and I knew I had to figure out a way to
help him or things could get ugly.

Approach

♪ [music] ♪



**Why we like
this answer**

♪ [music] ♪

Sample Answer

Results

customer service skills.



To: thebestguyever@biginterview.com

From: Ray

CC: Boss, CEO

You're the best!

You saved the day for me with your persistence and excellent customer service skills.

-Ray

This story presents this candidate as someone
who's a strong fit for a job that requires
customer service, communication, problem
solving, quick thinking, being proactive

that requires customer service,
communication, problem-solving,

A great interview story is going to showcase
your strengths, a little bit of your personality,
and also help you establish rapport with
the interviewer.

a little bit of your personality,
and also help you establish rapport

Interviewers love this question because it makes them feel like they're being thorough and "hard hitting."

Interviewers still love this question because it makes them feel like they're

The Two Important Parts of a Good Weakness Answer

1. Briefly describe a real weakness that wouldn't be a major handicap on the job.
2. How you are already working on improving your weakness

Critical Component

Part two is a critical component.



How to choose a “good” weakness

Be Authentic

Pick a Relevant
Weakness

Pick a Fixable
Weakness

Describe your
weakness concisely
and neutrally

Don't select a weakness just because it sounds good. You will make a better impression with sincerity.

That doesn't mean you have to share a weakness that makes you look bad.

Be aware of the job requirements and don't cite a weakness related to any of the required skills or desired qualities.

Be aware of the job requirements and
don't cite a weakness related to any

Fixable Weakness

I get nervous when speaking
in front of large groups.

For example, fixable is "I get nervous
when speaking in front of large groups."

Harder to Fix Weakness

I am very shy and often have trouble speaking up in meetings.

Harder to fix, "I'm very shy and often have trouble speaking up in meetings."



**Part 2: Demonstrate that you
are working on your weakness**

**Demonstrate that you are
working on your weakness.**



Describe how you have
already taken steps to improve
in your area of weakness.

In the second part of your answer, you
need to describe how you have already

Here's Why:

A great candidate is always looking
for ways to learn and grow

One, a great candidate is always
looking for ways to learn and grow.

Here's Why:

A great candidate is always looking
for ways to learn and grow

A fabulous candidate then
takes the initiative to improve

Use your answer to demonstrate your
motivation to be the best at what you do.

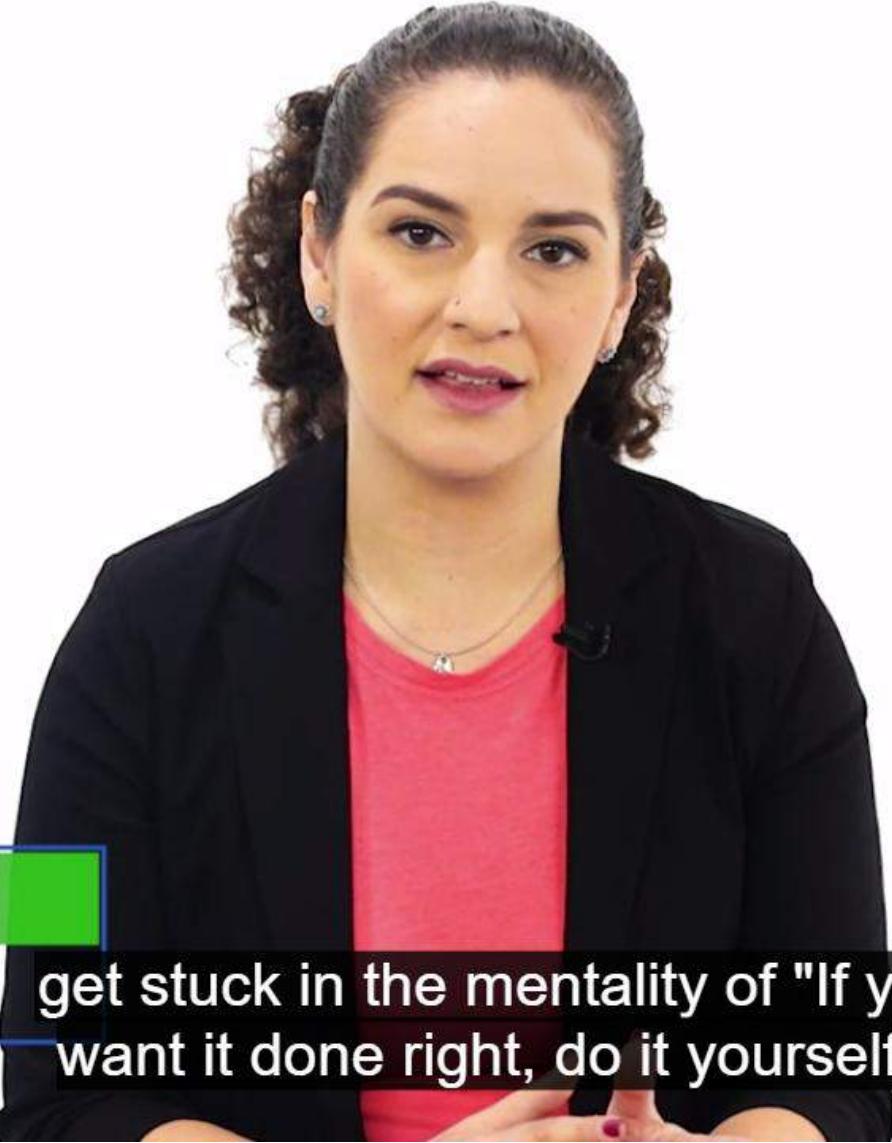


- [Woman] I think, one area I could work on is my delegation skills.



Example 1

Delegation I'm always so concerned about everything being done right and on time that I can



Example 1

Delegation

get stuck in the mentality of "If you want it done right, do it yourself."



Example 1

Delegation

Unfortunately, that's not always possible
and I've realized that I can slow things

**"Unfortunately, that's not
always possible and I've
realized that I can slow things
down if I am too controlling."**



**Please note that the last sentence in the
first paragraph is important because it**

Example 3: Public Speaking

♪ [music] ♪



Here are the mistakes that candidates typically make

What not to do

Turn a negative into a positive

Refusing to answer the question

Revealing a weakness that raises red flags

I'm too much
of a perfectionist.

I work too hard
sometimes

I care too much
about my work





What are your
long-term career goals?

What are you looking for
in your next position?

Or, "What are you looking
for in your next position?"

It's hard for anyone to predict exactly what might happen in 5 years.

Some people ask about 10 years, 15 years, even further into the future.

And by the way, some interviewers ask about 10 years, 15 years,

To know if you're a good fit, the hiring manager needs to know **where** you see yourself headed and how you feel this position is going to help get you there.

To know if you're a good fit,
the hiring manager needs to know where you



A good hire is a
motivated hire

A good hire is a motivated hire
and this is true in every industry



You need to be able
to speak about:

Where you see
yourself going

You need to be able to speak about
where you see yourself going,



You need to be able
to speak about:

| Your vision for
your career

what your vision for your career is,
and how you see this



next chapter shaping up.

You need to be able
to speak about:

How you see this
next chapter

**The biggest factor here is to stress
your interest in a long-term
career at this company.**

**In most cases, the biggest factor here
is to stress your interest in a long-term**

An interviewer, if they're doing their job, needs to verify whether these short job tenures could be a red flag

needs to verify whether these
short job tenures could be a red flag

You want to go somewhere where you can stick around, where you can learn, where you can grow.

where you can grow, and where all the time and money that they invested in training

You also need to demonstrate that you are really excited about this job as the next step in your career. Talk about why this makes sense as the next challenge for you to take on

as the next step in your career.

Mistakes to Avoid

- Don't overthink it



5 Years Later

You failed



Listen, nobody is going to give you a call
in five years to verify your accuracy.

Mistakes to Avoid

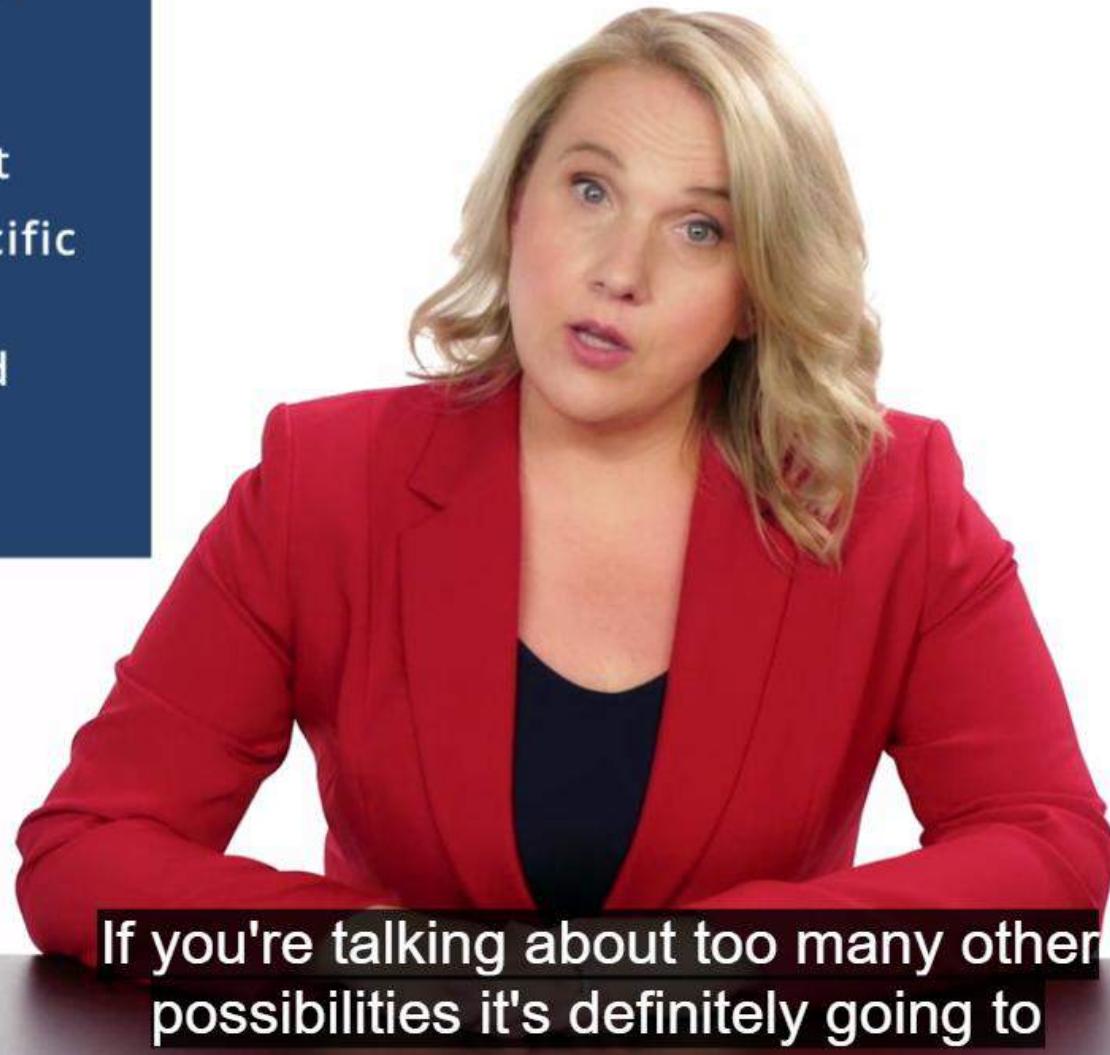
- Don't overthink it
- Don't be too specific



and a salary of \$150k plus options."

Mistakes to Avoid

- Don't overthink it
- Don't be too specific
- Don't sound flakey / scattered



If you're talking about too many other possibilities it's definitely going to

Bottom Line:
Don't raise red flags



I'm thinking about law school or starting
my own business or clown college."

Example Answer

My goal right now is to find a position at a company where I can grow and take on new challenges over time. Ultimately, I'd like to assume more management responsibilities and maybe get involved in product strategy, as well. But most importantly, I want to work for an organization where I can build a career.



and take on new challenges over time.



Long-term
goals



Interest in the position

It shows that the candidate has long-term goals, has a lot of interest



Desire for
long-term career

in the position, and the desire
for a long-term career



Why do interviewers ask job candidates the salary question?

They want to know if they can afford you before they invest time and resources courting you to come to work for them.

resources courting you to come work for them.



What are you
looking to make?



One, what are you looking to make?

What are you
making now?



And two, what are you making now?



Your Mission: should you choose to accept it

Expect these salary interview questions
and have plans in place to address
them before going into the interview.

before going into the interview.





How to answer questions
about your
salary requirements?

It seems like an innocent enough question.



Be aware that candidly stating your salary expectations too early in the process can lead to problems.

Be aware that candidly stating your salary expectations too early in the process can



Press Esc to exit full screen

Why to avoid early salary questions

Problem 1: You haven't sold yourself

Problem 2: You might sell yourself short

Problem 3: Too high? Goodbye

Problem 4: Too low? Too bad

They're still feeling you out and doing comparison-shopping between you and



Before you answer any salary question, it's important to know the going rate for jobs in your field and in your job market.

So first things first before you answer any salary question,

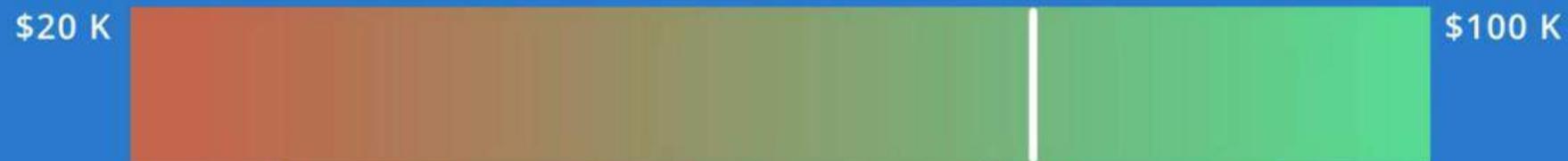




Do your research to understand the market
salary range for the position,

Your Goal:

Arrive at a reasonable salary range that seems fair **based on market value and your current or most recent salary.**



on market value and your current or most recent salary.



Best case
scenario

Worst case
scenario

And worst-case scenarios,
what salary offer would you



When asked “What are your salary expectations for this job?”

I'm more interested in finding a position that's a good fit for my skills and interests.
I'm confident that you're offering a salary that's competitive in the market.



a position that's a good fit for my skills and interests, I'm confident that you're

When asked for a specific number

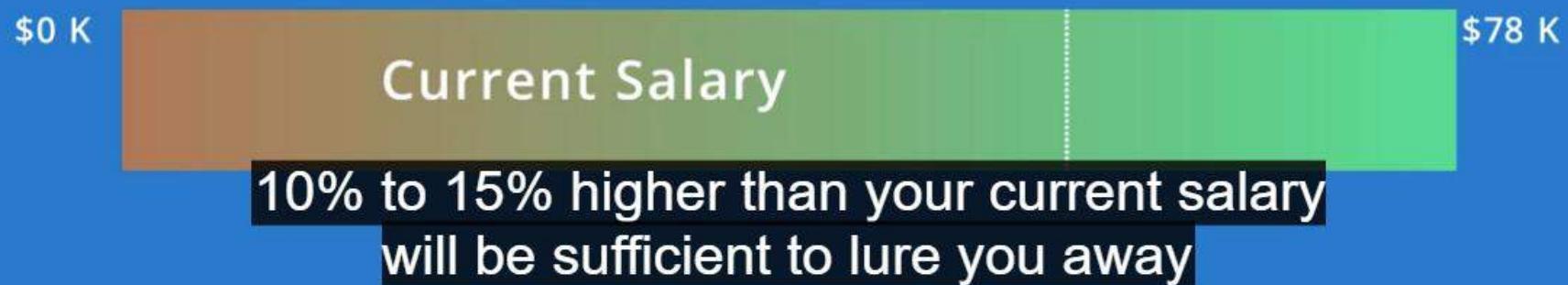
Well, according to my research and past experience, my understanding is that 75-90K per year is typical based on the role and requirements.



past experience, my understanding is that
75K to 90K per year is typical based

When asked “What are you making now?”

For the most part, interviewers ask this question believing that offering a salary **10 to 15 percent higher than your current salary** will be sufficient to lure you away from your current position.





If you're making...

Too Much

The interviewer may feel they can't afford you or you are overqualified.

A low salary

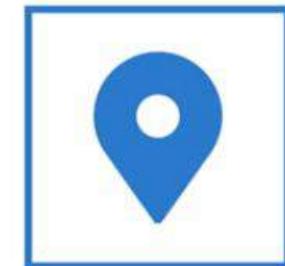
You risk the interviewer thinking something is wrong with you

perception that there's something wrong with them for that reason.



Bonus Incentives

Flexibility



location, learning opportunities.

Since this position is not exactly the same as my current job, I think it makes more sense to talk about a fair salary based on the responsibilities and requirements for this job.



responsibilities and requirements for this job. I'm very excited about the position."



Negotiation Tips

Keep things positive

Make a fair counter-offer

Be willing to walk away

Negotiate for other benefits



If you're not desperate, it may be better
in the long run to wait for the right offer,
rather than simply taking the opportunity
that's available right now.

for the right offer rather than simply
taking the opportunity that's



Additional Benefits

Performance Bonuses

▲ Future Pay Raises ▲

▼ Company Stock ▲

 Health Benefits 

Signing Bonuses



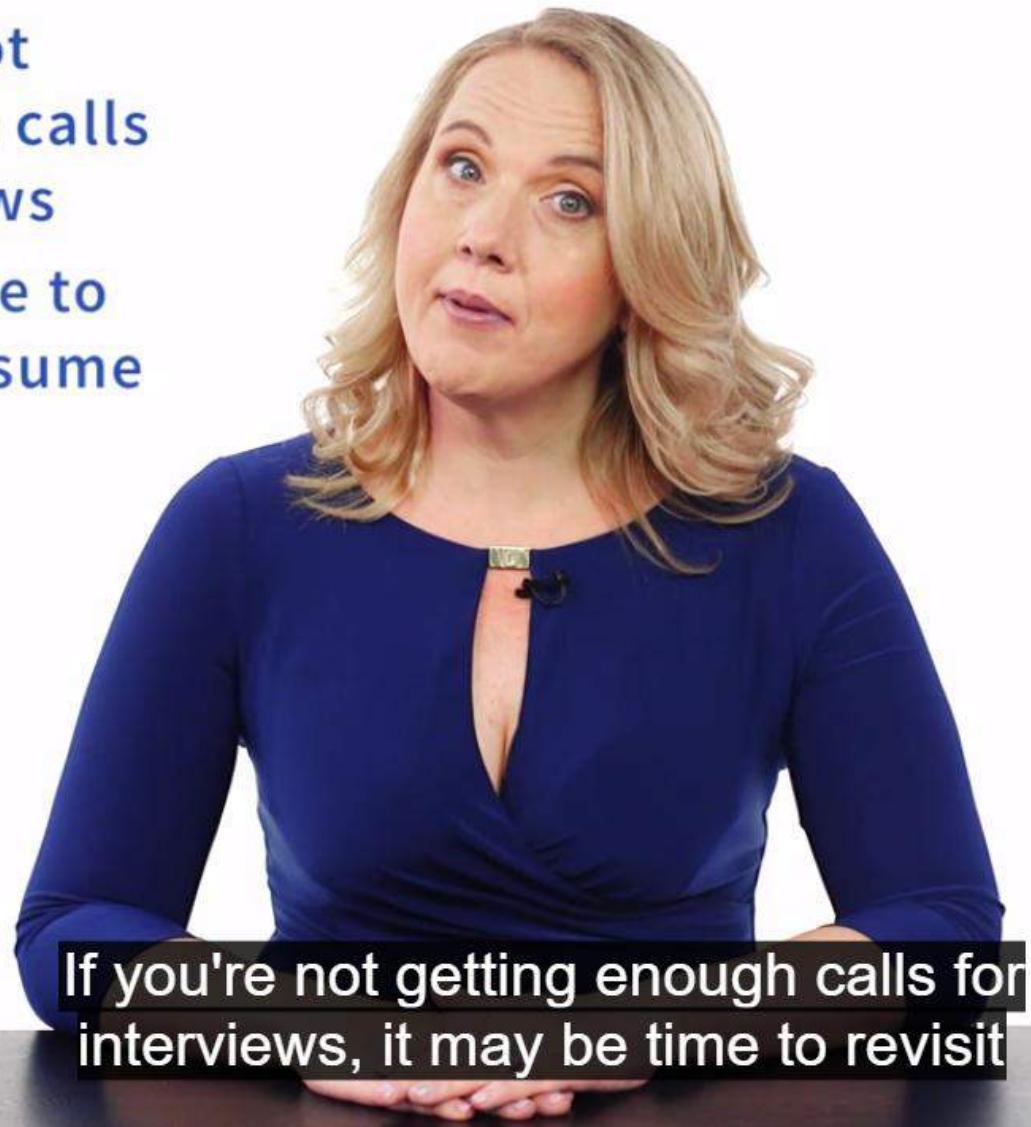
Retirement Contributions

Flexible Work Hours

you get the idea.

If you're not
getting enough calls
for interviews

It may be time to
revisit your resume



If you're not getting enough calls for
interviews, it may be time to revisit



Key marketing
document
in your job search

in your job search. There's a lot of information out there about resumes,

We wanted to help you focus
on the most useful tips and
guidelines to help you make
sure your resume does its job

We wanted to help you focus on the most
useful tips and guidelines to help you



Focused and concise
as possible

Too much fluff will
turn off recruiters and
hiring managers



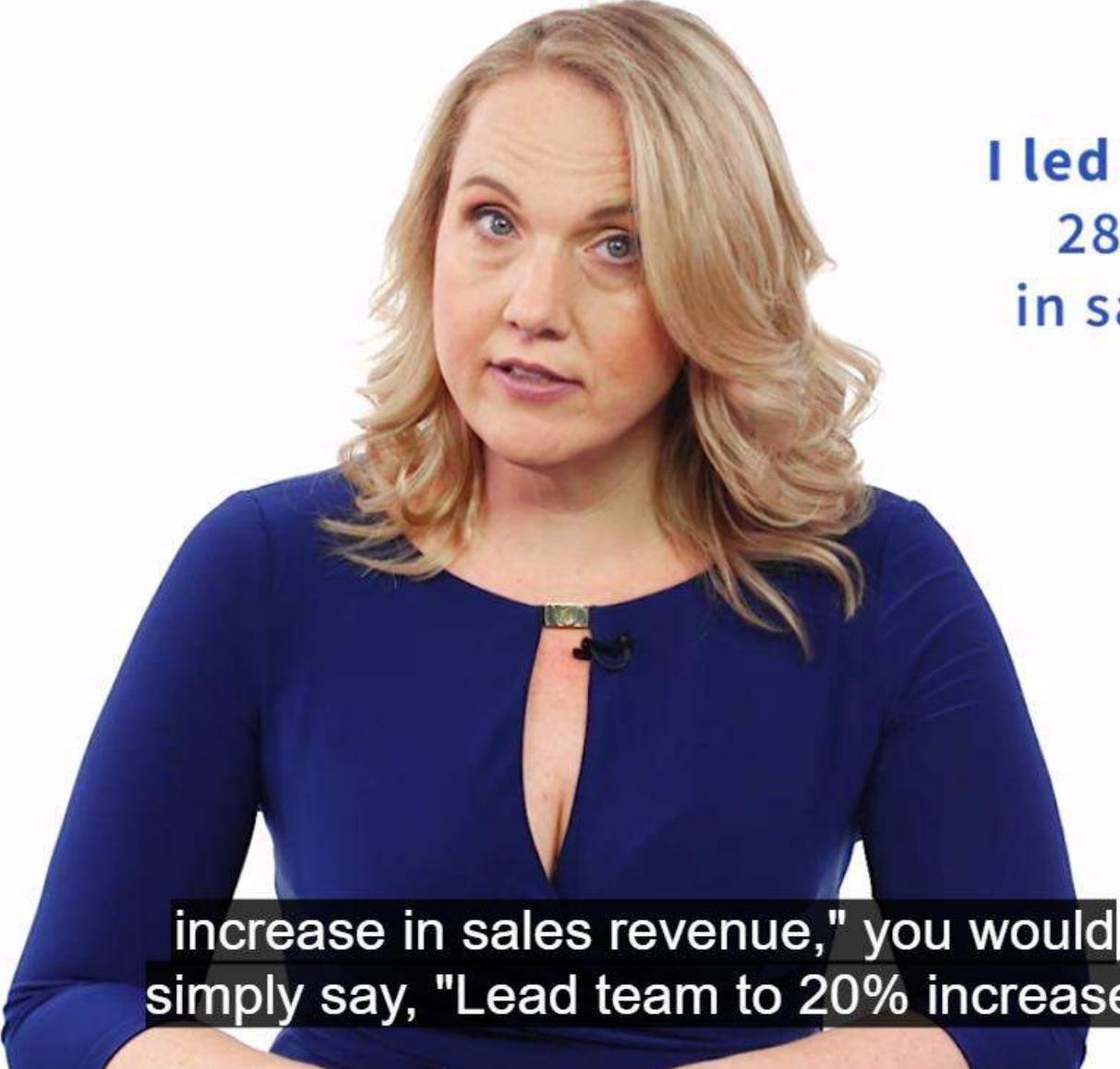
and concise as possible.
Too much fluff will turn off recruiters

Instead of always writing
in full sentences

It is traditional to
drop the “I”

it is traditional to drop the "I". So,
instead of "I lead my team to a 20%





I led my team to a
28% increase
in sales revenue

increase in sales revenue," you would
simply say, "Lead team to 20% increase



Led team to
28% increase in
sales revenue

increase in sales revenue," you would
simply say, "Lead team to 20% increase

At this point, it has become
the standard

So using “I” and “me” and
“my” can make you look
amateurish or unpolished

While also unnecessarily taking up
valuable space on the resume

you look amateurish or unpolished,
while also unnecessarily taking up



Active voice sentences focus
on a subject taking action versus
an object being acted upon.

out high school English comp class,
active voice sentences focus on a subject



Active voice sentences focus on a subject taking action versus an object being acted upon.

Active

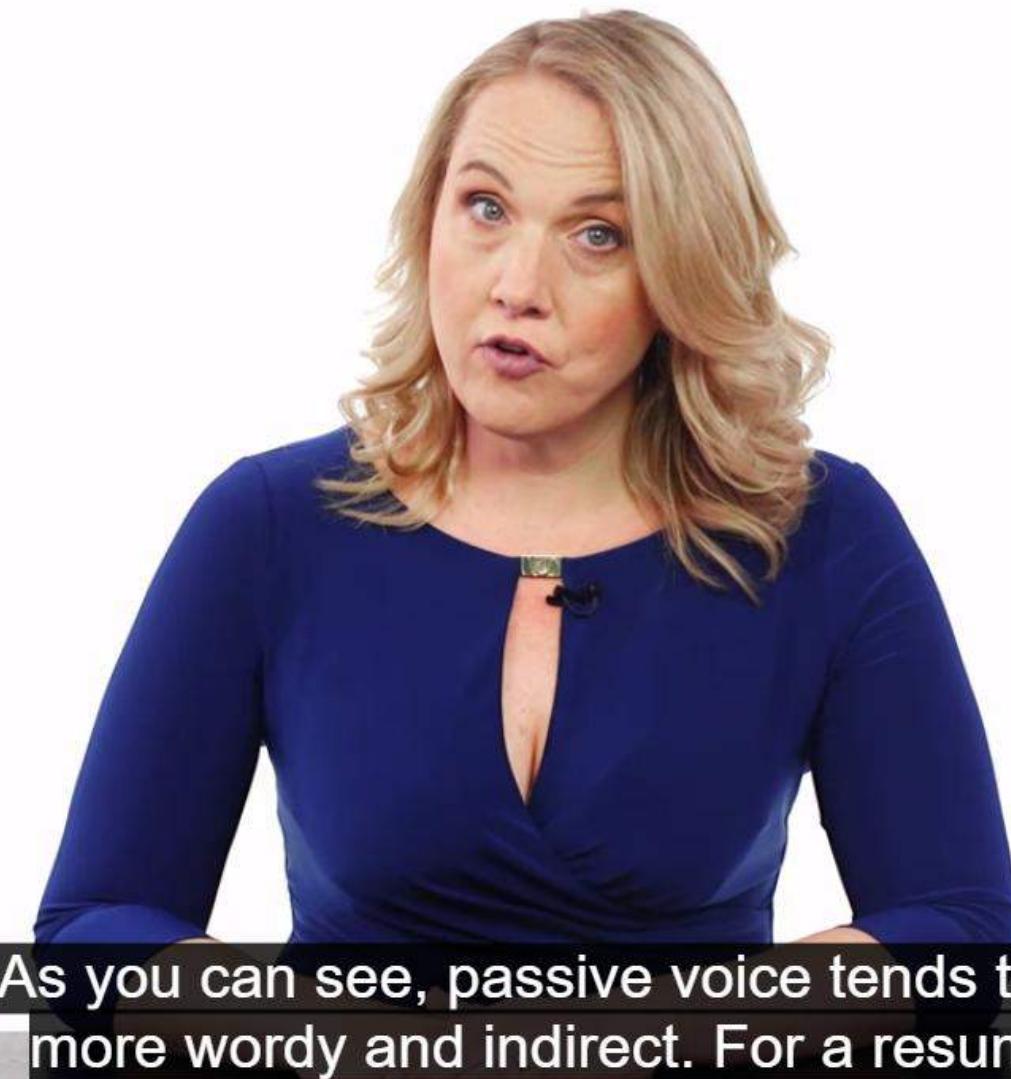
I wrote the presentation

Passive

The presentation was written by me

"I wrote the presentation," passive is,
"The presentation was written by me."





As you can see, passive voice tends to be more wordy and indirect. For a resume,

Active voice tends
to emphasize

Action



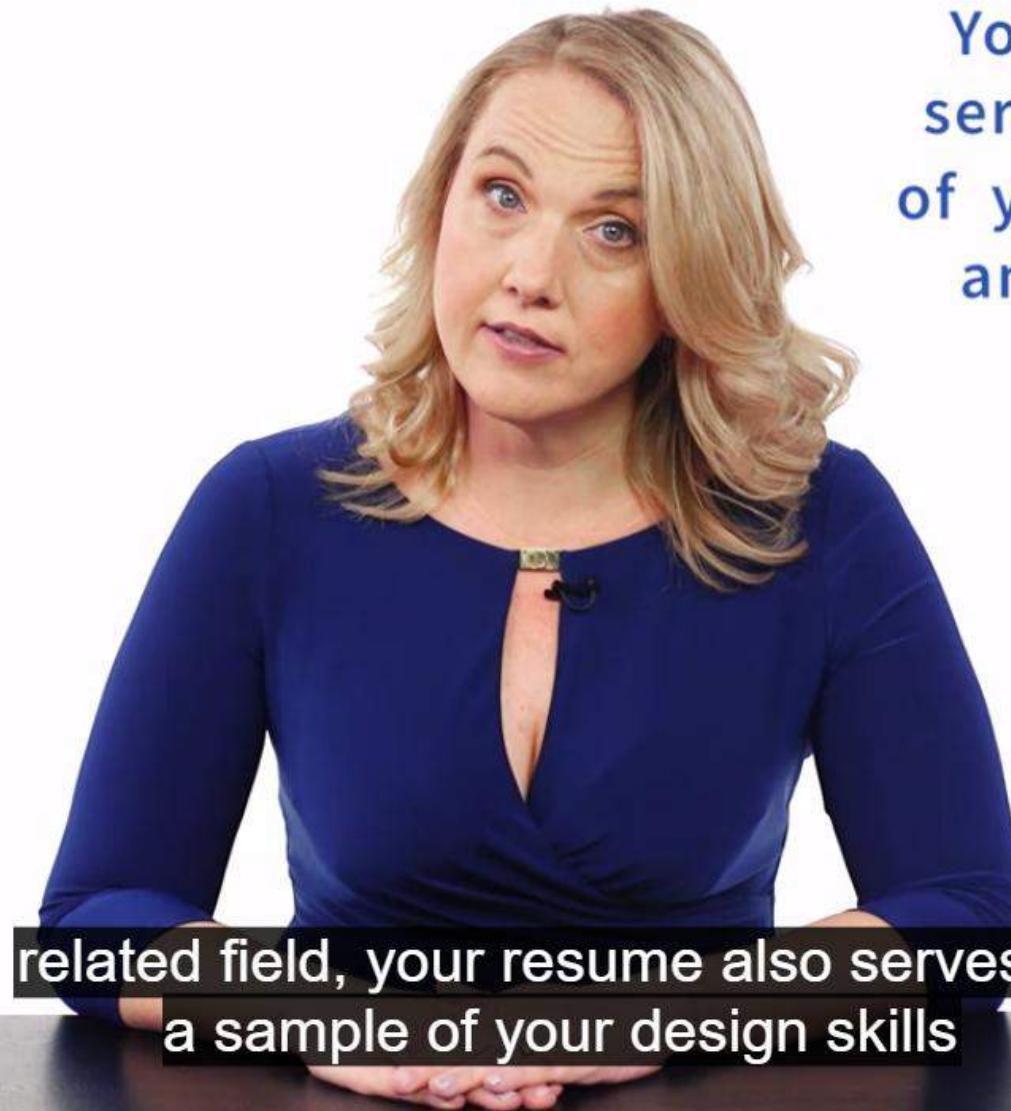
as you would assume from the name.
In a resume, you want to take ownership

Resume Format and Design



Layout is all about
looking professional

the fonts and visuals will be secondary to
the content. Layout is all about looking



Your resume also serves as a sample of your design skills and sensibilities

related field, your resume also serves as a sample of your design skills



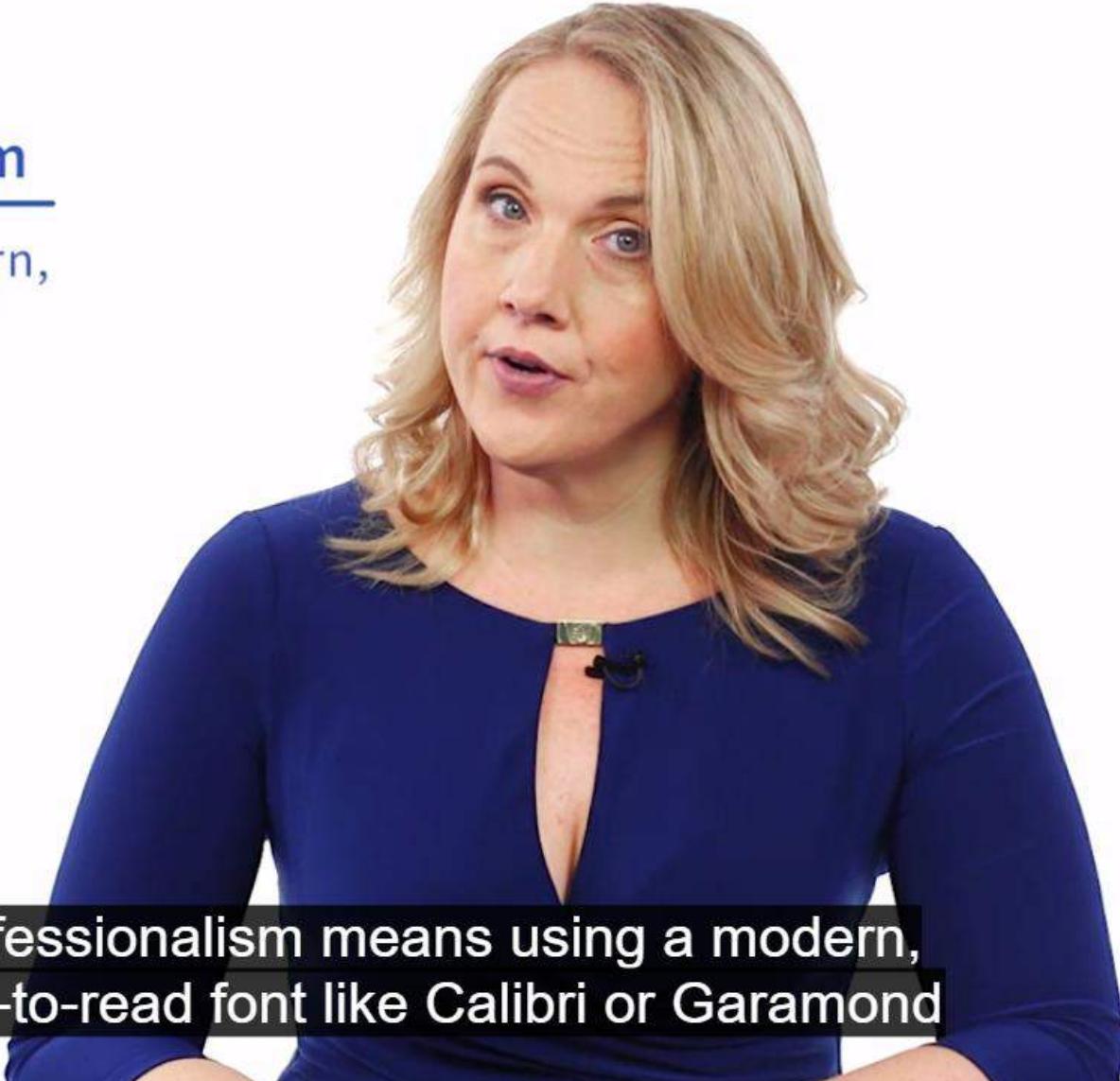
Professionalism

Efficiency

For the rest of us, the focus should be
on professionalism and efficiency.

Professionalism

Means using a modern,
easy-to-read font



Professionalism means using a modern,
easy-to-read font like Calibri or Garamond



or Arial. Avoid using fonts that look dated or hard to read like Courier

Professionalism

Means using a modern,
easy-to-read font



Professionalism means using a modern,
easy-to-read font like Calibri or Garamond



or Brush Script or the dreaded
Comic Sans. Don't over think it.



Stick to 10 to 12.5.
You can go a little bigger for section or

Functional Resume

It makes the reader **more**
concerned about figuring it out

about figuring it out. Done well,
a chronological resume tells a story,





Engaging Logical

this tends to be more engaging
and logical for hiring managers.



Using Your Best Real Estate Wisely

♪ [music] ♪

This is why we want to front-load
that top of page one with your best
and most compelling information

this is why we want to front-load that top
of page one with your best and most



Summary Statement



I'm a big believer in using a summary statement as a way to use this space

A Summary Statement
is a summary of your
skills and experience

to your advantage. A summary statement is
a summary of your skills and experience



Structured to quickly give a prospective employer a sense of your key “selling points” and the value you could offer

structured to quickly give a prospective employer a sense of your "key selling



Technical Skills Publications



technical skills or publications in the summary. For others, the focus should be



A summary statement
is **not** an objective
statement

not an objective statement.
Objective statements were very common

For those who have been working
a couple of years, you should
probably move the Education section
below your Work Experience

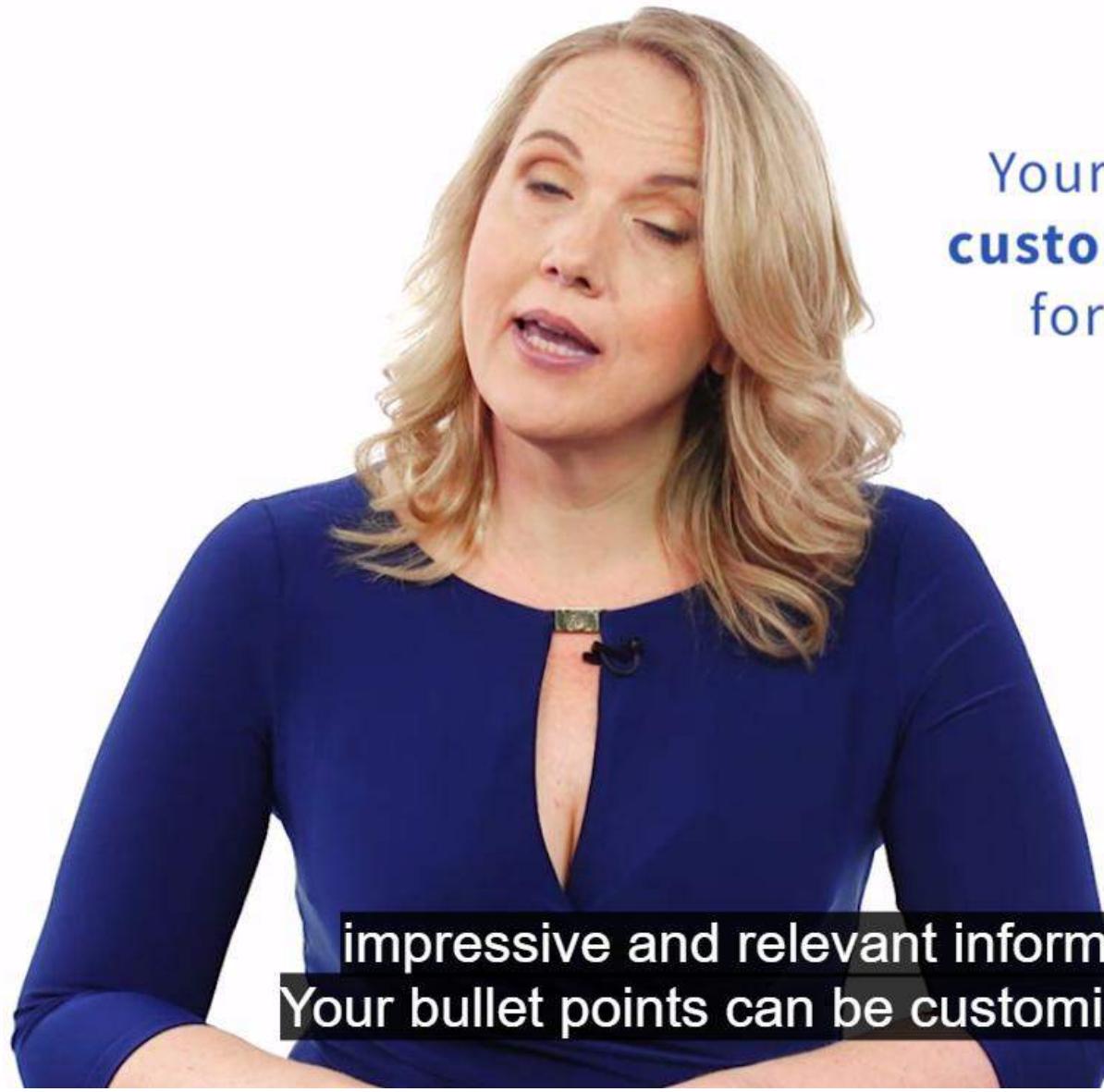
of years, you should probably move the
education section below your



For students or recent grads,
Education should go first

education should go first.
For those who've been working for a couple





Your bullet points can be
customized and reshuffled
for different positions

impressive and relevant information.
Your bullet points can be customized and

**Make your
resume reader
friendly**

♪ [music] ♪



Keep it concise and
focused on the
most relevant details

other resumes today. Keep it
concise and focused on the most



Formatting Techniques

Subheading

White Space

Bullet points

**for different sections, including
professional summary, education,**

Subheadings:

Education
Professional Summary

for different sections, including
professional summary, education,



Subheadings:

Work History

and work history. If you have other
content that sets you apart,



Published Writing

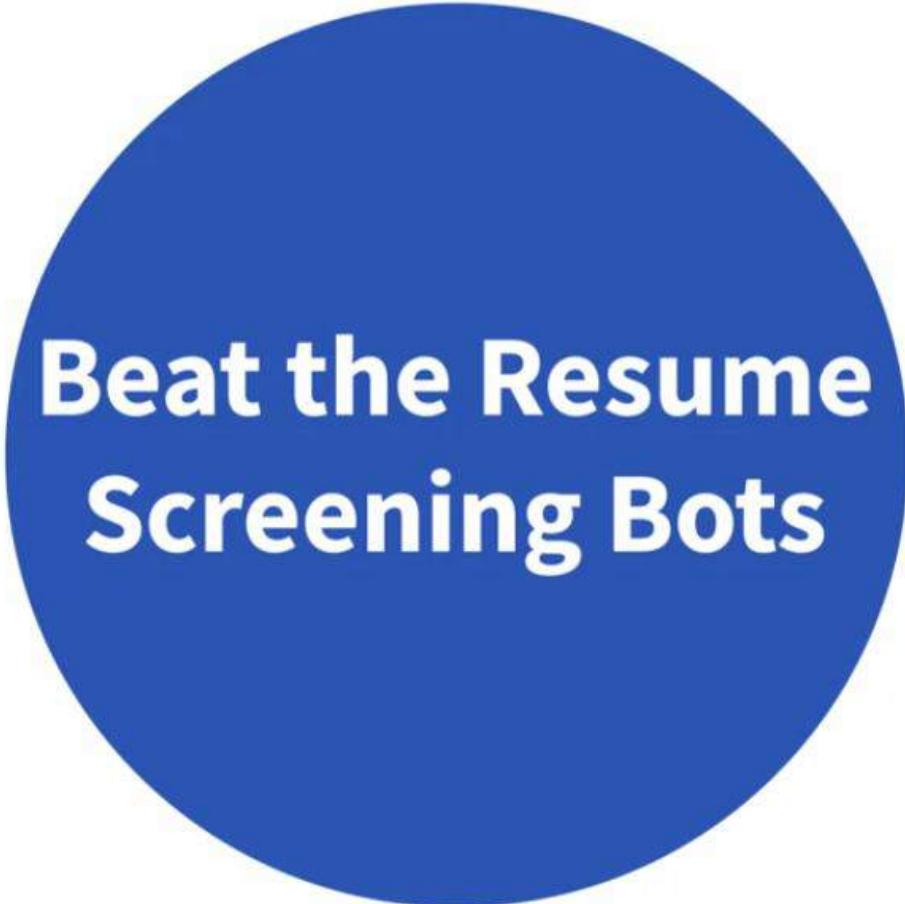


published writing, volunteer leadership experience. You'll have to be selective

Spelling Grammar Typos



Proof for spelling, grammar and typos, like cut and paste errors,



**Beat the Resume
Screening Bots**

Human gatekeepers will also be scanning for certain keywords and phrases



gatekeepers will also be scanning for certain keywords and phrases

The biggest challenge is that you'll
need to strike a balance

Including enough of the
right keywords

Keeping your
resume engaging on a
human level

your resume engaging on a human level.
If your resume turns into little more



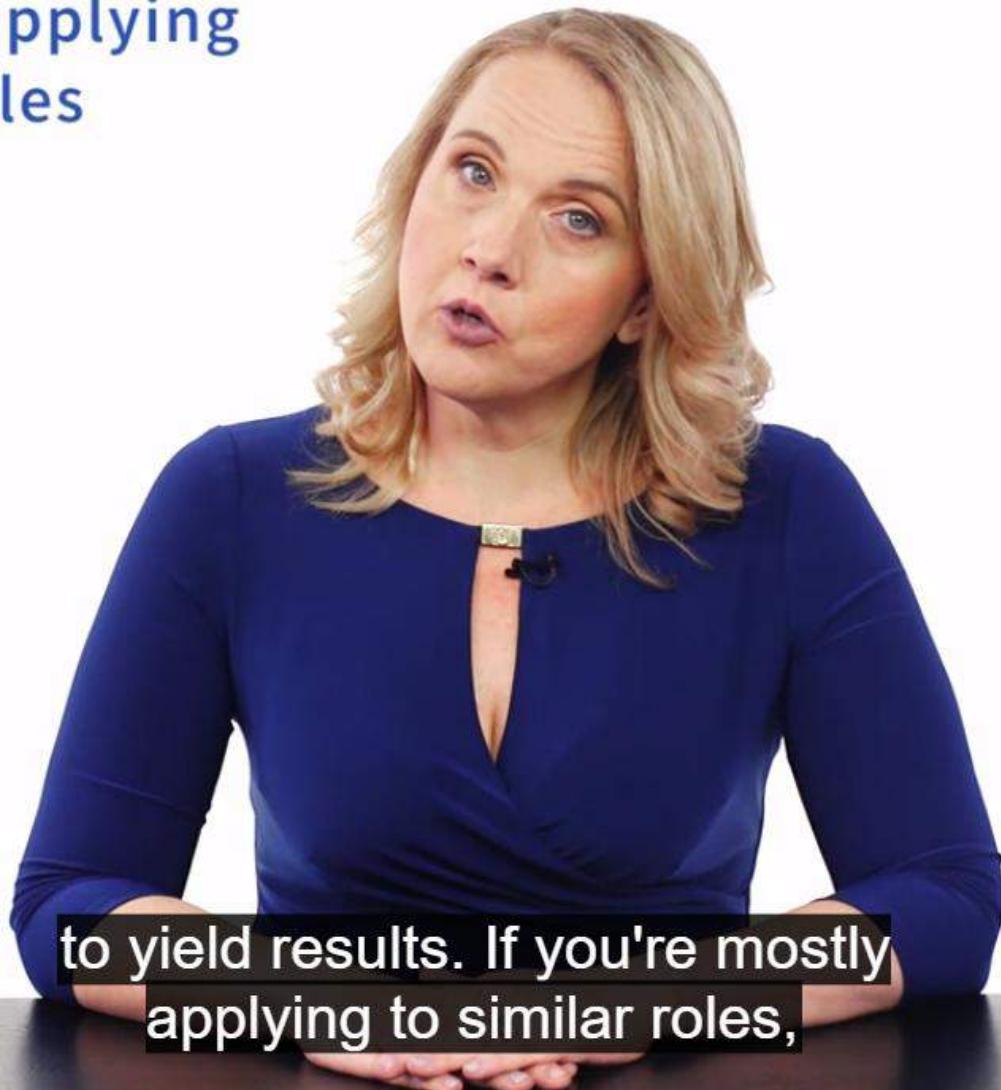
Choosing Your Resume Keywords

For best results, I strongly
recommend that you
customize your resume for
each position you apply for

For best results, I strongly recommend
that you customize your resume for each



If you're mostly applying
to similar roles

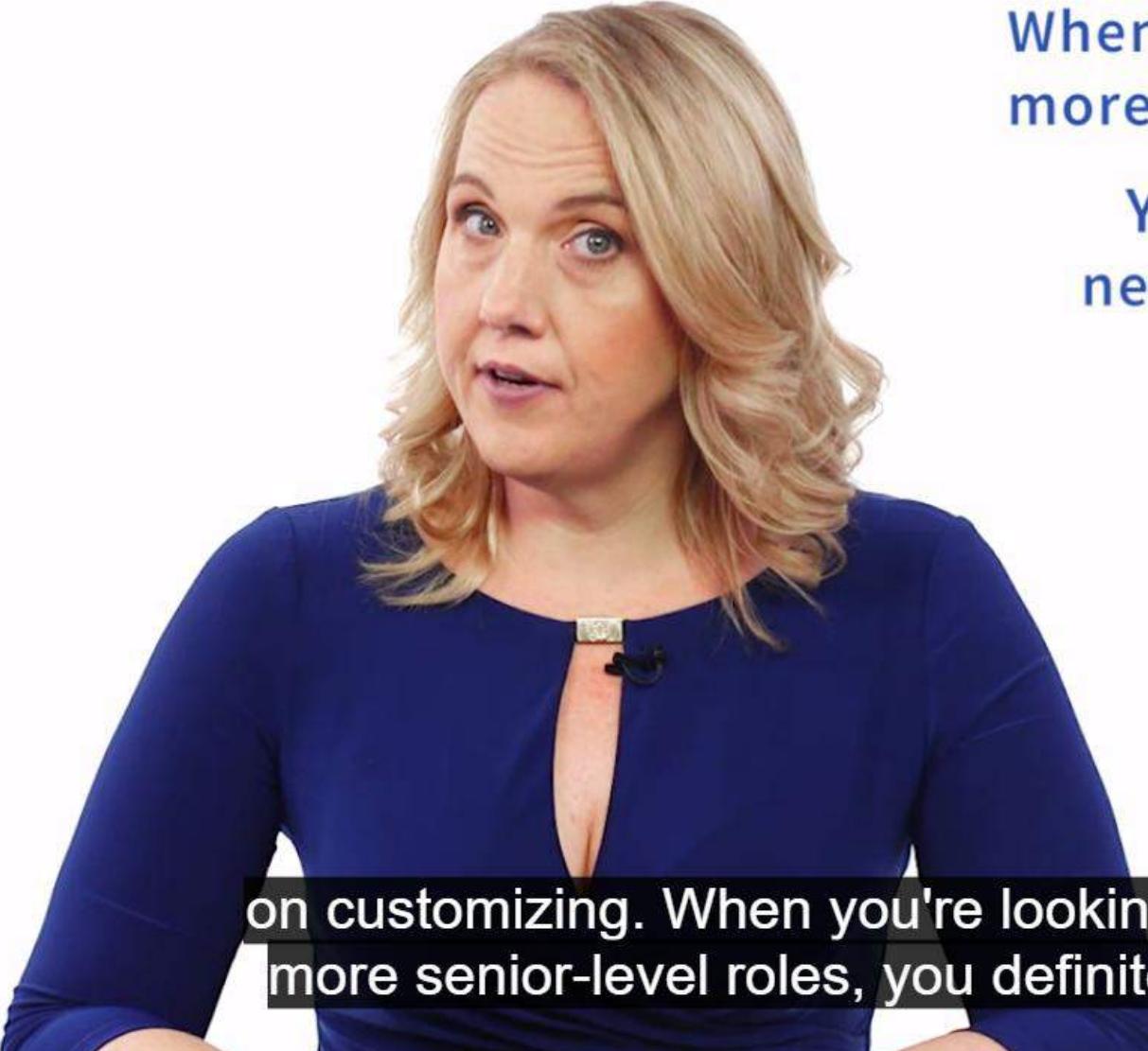


to yield results. If you're mostly
applying to similar roles,

You won't need to
customize too much.



you won't need to customize too much.
For example, if you're looking

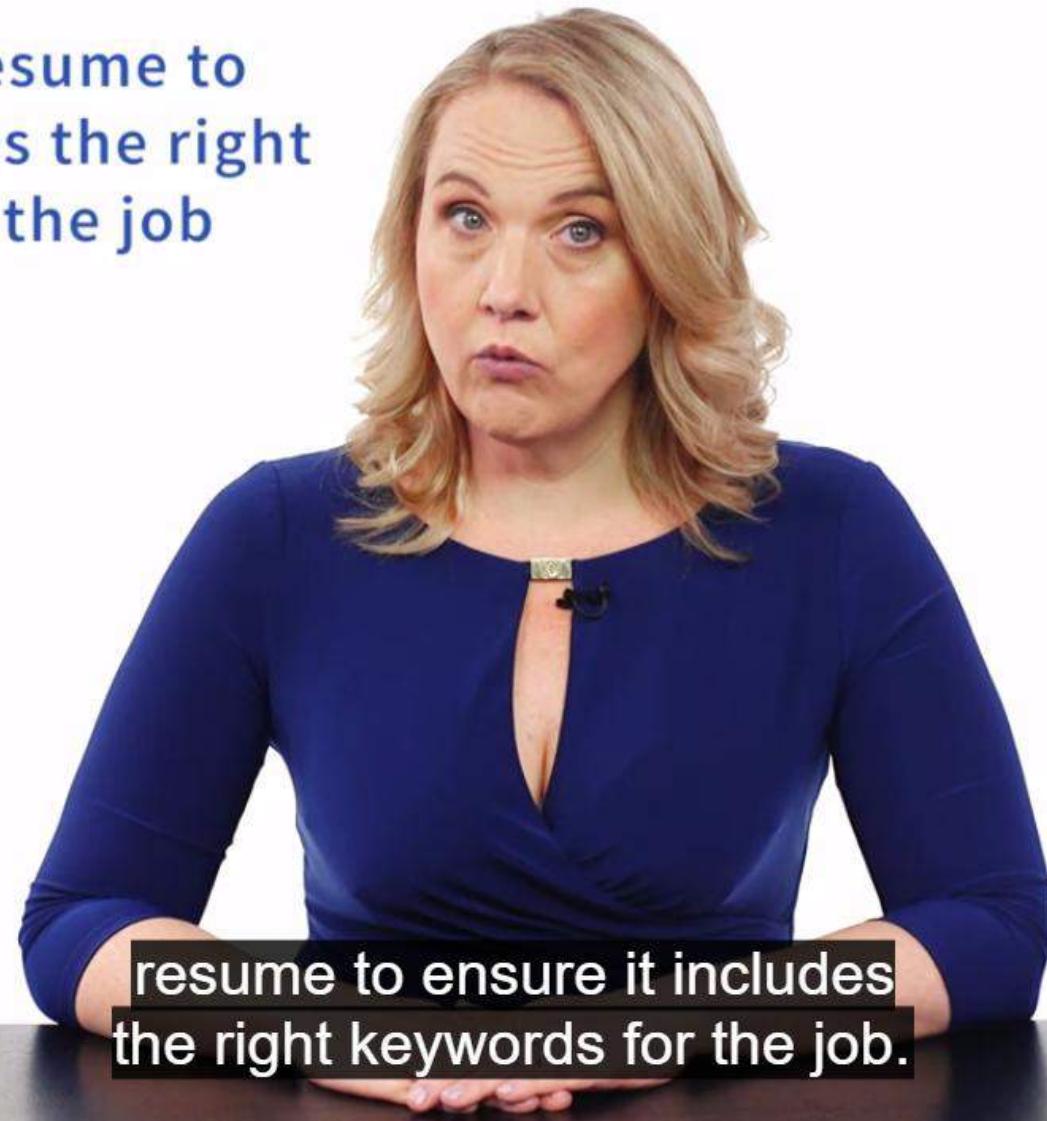


When you're looking at
more senior-level roles

You definitely
need to customize

on customizing. When you're looking at
more senior-level roles, you definitely

**Editing your resume to
ensure it includes the right
keywords for the job**



**resume to ensure it includes
the right keywords for the job.**

The job description will tell you
a lot about what the company thinks
is most important for the role

The job description will tell you a lot
about what the company thinks is most

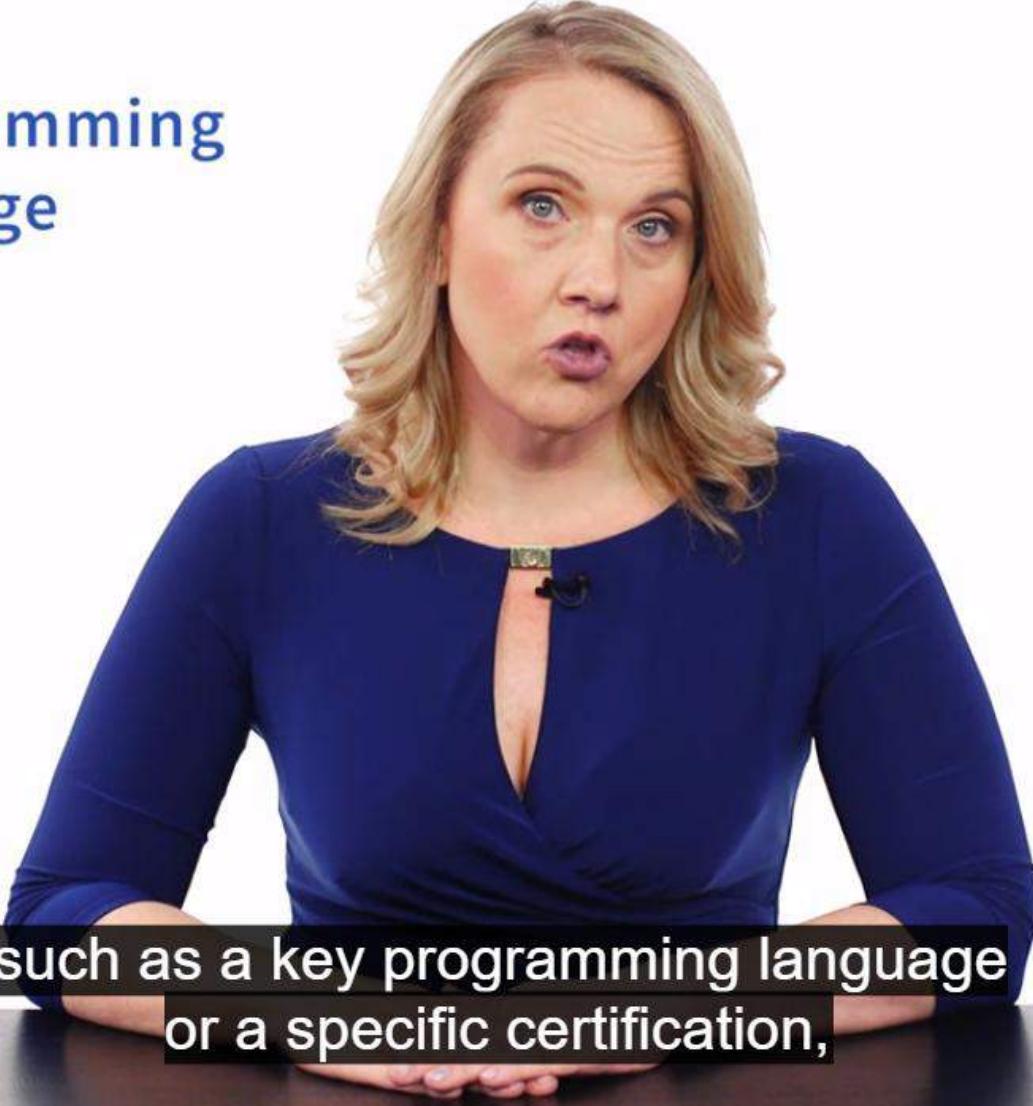


You're looking for the job requirements and responsibilities that are most emphasized in the job description

and responsibilities that are most emphasized in the job description.

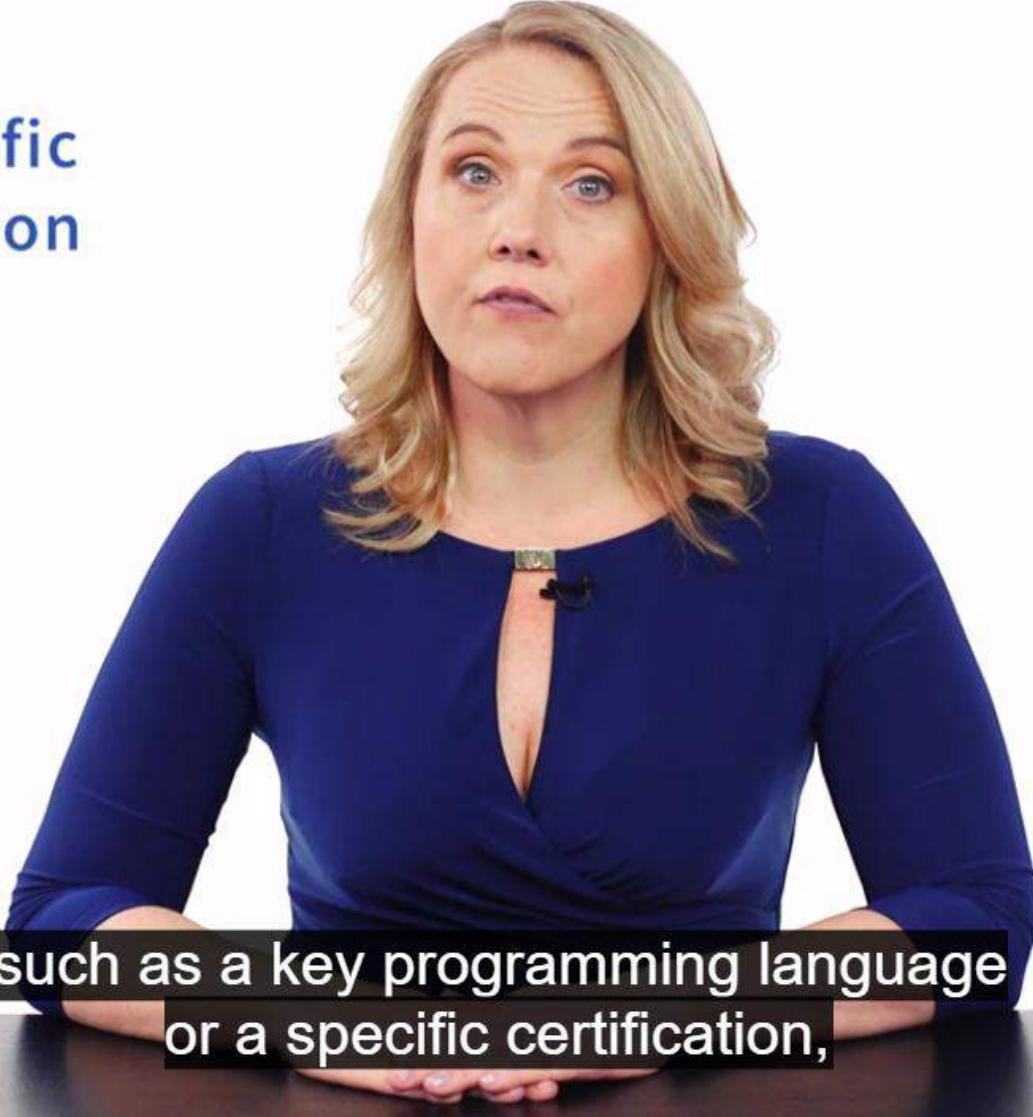


A key programming language



such as a key programming language or a specific certification,

or a specific
certification



such as a key programming language
or a specific certification,

Or don't clearly indicate
the required educational
qualifications



or don't clearly indicate the required
educational qualifications. For example,

For example:

A job description for a Data Scientist might
specifically require a degree in computer
science and specific knowledge

of:

SQL Java Python and R

knowledge of SQL, Java, Python, and R.
Make sure these keywords are



For example:

Then, let's say the job duties
heavily emphasize:

Data Science Machine Learning Statistical Modeling
Analysis Visualization Reporting

visualization, and reporting,
these should be optimized for as well.



For example:

Finally, let's say the job description
also talks a lot about:

Leadership Problem Solving Initiative

problem solving, and initiative,
these terms should also show up



**It's never a good idea
to be deceptive**



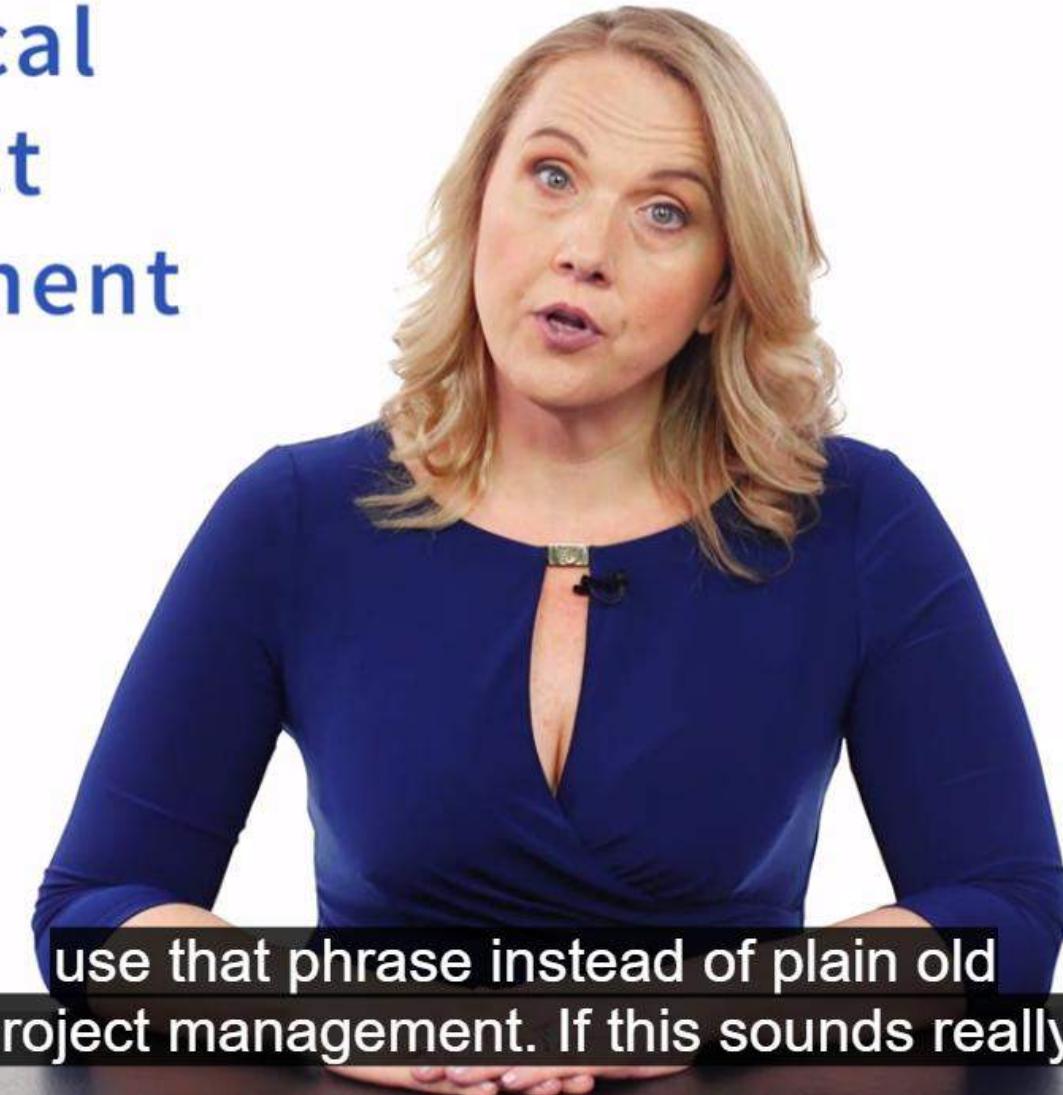
**but it's never a good idea to be deceptive
and include keywords for experience you**

And include keywords
for experience you
don't have



but it's never a good idea to be deceptive
and include keywords for experience you

Technical project management



use that phrase instead of plain old project management. If this sounds really

Incorporating Your Resume Keywords

For example:

Maybe you didn't mention your writing skills in the summary but now you're applying for a position that emphasizes writing.

writing skills in the summary,
but now you're applying for a position



For example:

Maybe you are exploring roles
in an adjacent industry

You can customize your summary
statement to clearly indicate your
interest in the new industry and better
emphasize transferable skills.

in an adjacent industry. You can
customize your summary statement



You can also add keywords within the position descriptions



you can also add keywords
within the position descriptions.

For example:

You might say-

Social Media
Engagement

instead of

Facebook
Marketing

engagement instead of Facebook marketing,
to align with the company's wording.



It leaves the hiring manager
wanting to read more

And, ideally, call you in
for an interview

call you in for an interview.
It aligns your skills with the needs





a recent college graduate. A summary statement can help you customize

1. A Recent College Graduate

2. Changing Careers

3. Coming from a Diverse Background

You can use the summary to highlight skills and experiences most relevant for each position

A summary statement can help a hiring manager quickly see your



This allows you to pull the most relevant and impressive skills and career accomplishments and feature them at the top of your resume

for each position. This allows you to pull the most relevant and impressive skills





How to write your summary statement

The Basics

Your Summary
Title

The Format

consist of a title and a few lines of text. The text can be in paragraph form or

**Some examples of good
titles include:**

Social Media
Brand Strategist

**Some examples of good titles include:
social media brand strategist,**



**Some examples of good
titles include:**

Senior Marketing
Executive

*Social Media
Brand Strategist*

senior marketing executive,
multifaceted art director,



**Some examples of good
titles include:**

Multifaceted
Art Director

*Senior Marketing
Executive*

senior marketing executive,
multifaceted art director,



**Some examples of good
titles include:**

Global Operations
Professional

*Multifaceted
Art Director*

or global operations professional.
The format. The main body of your summary



Focus on the most
impressive and
relevant information



This is particularly important with the
summary statement. Focus on the most

Michael Scott

Scranton, PA 18505 • 123-456-7890 • mscott@dunmiff.com

Professional Summary



Areas of Strength

-
-
-

Professional Experience



Achievements



Education



Professional Summary

Team player with proven ability to collaborate with all manner of individuals.

Focused, motivated, and self-directed professional who seeks to add value to overall business objectives and develop leadership skills.

Areas of Strength

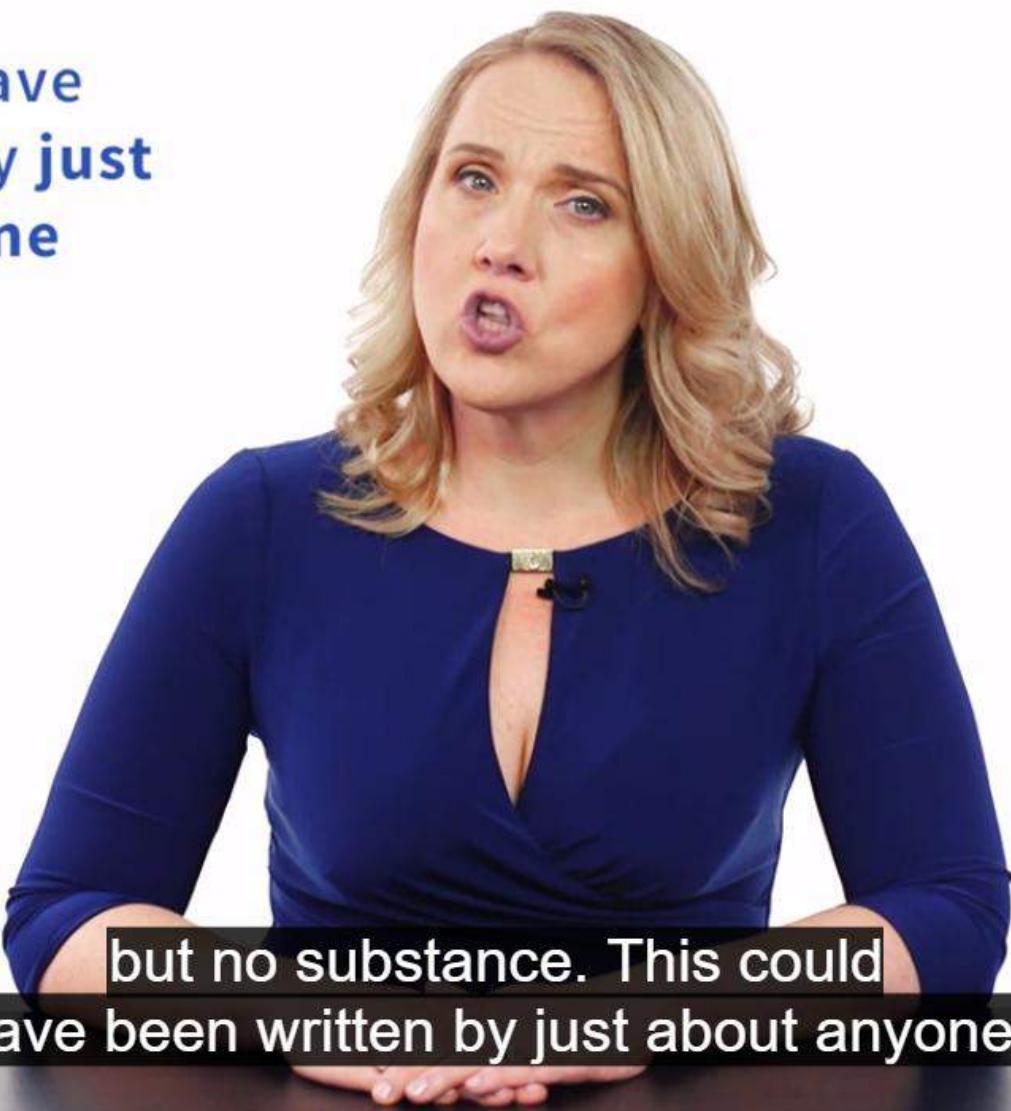
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

Professional Experience "to add value to overall business objectives and develop leadership skills."



I recently saw this on a client's resume
and I cringed. It wasn't his fault.

This could have
been written by just
about anyone



but no substance. This could
have been written by just about anyone.

The resume summary statement must be specific and compelling enough to justify occupying that prime real estate at the top of the resume

The resume summary statement must be specific and compelling enough to justify



Summary Statement: Professional Writer

Professional Summary

Versatile and creative writer combines background in journalism and academics with expertise in business writing to deliver quality, customized material spanning news, marketing, web content, curriculum, and career development. Provides sales support and highly-rated client service and excels in meeting deadlines in quick-turnaround settings.

Areas of Strength

- [REDACTED]
- [REDACTED]
- and excels in meeting deadlines
in quick turnaround settings."
- [REDACTED]



mary
ment:

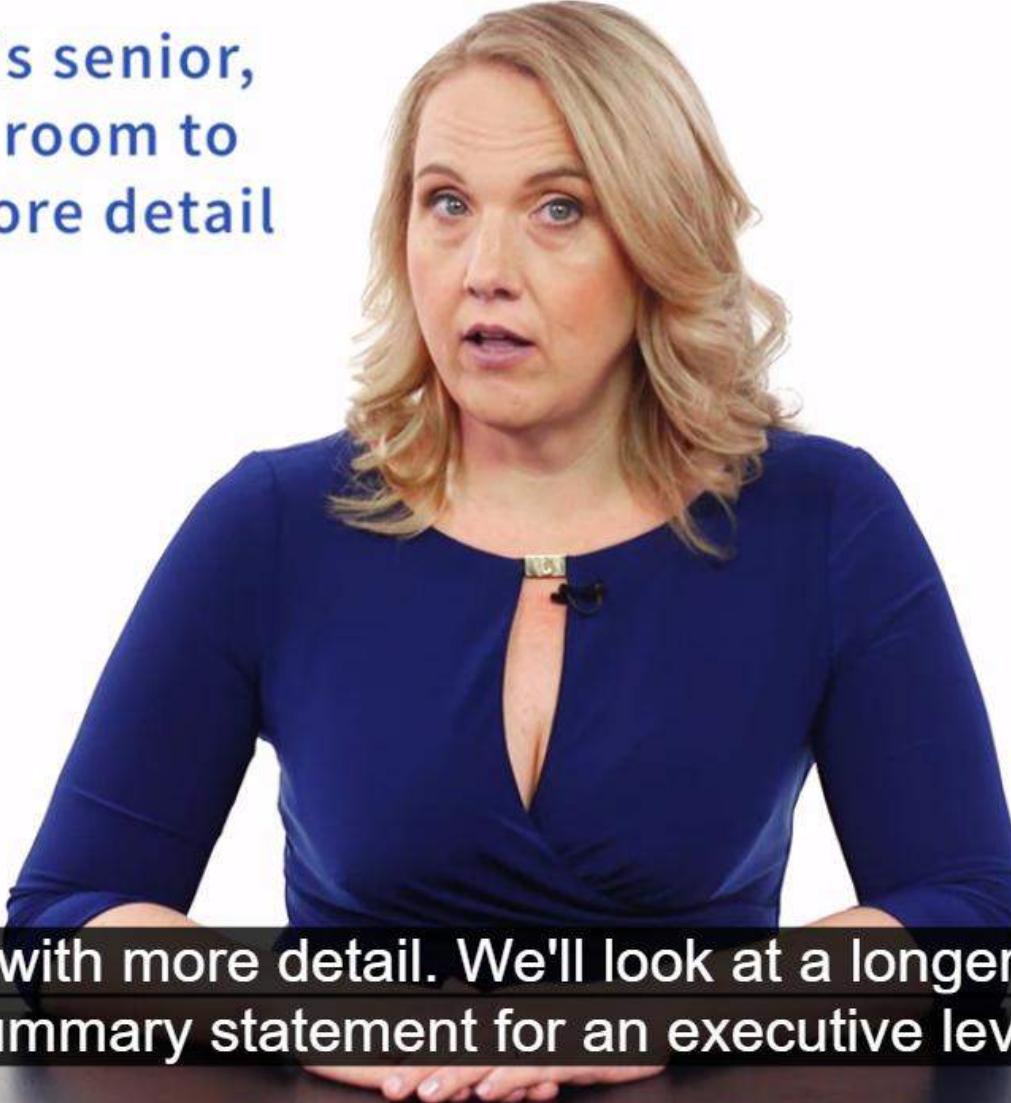
Professional Summary

Proven leader of US and international sales organizations offers expertise in developing successful growth strategies. Effectively manages P&L on multimillion-dollar, multi-product lines of business. Known for creating dynamic marketing and brand strategies that engage consumers and deliver results

Areas of Strength

- [REDACTED]
- [REDACTED]
- [REDACTED] deliver results." This summary highlights strategic and leadership expertise
- [REDACTED]

For someone this senior,
there would be room to
continue with more detail



with more detail. We'll look at a longer
summary statement for an executive level

Your statement
must be concise
and
represent the strongest
elements of
your professional self



elements of your professional self. First,
think three or four things that define you

Think of three or four things **that**
define you as a professional

elements of your professional self. First,
think three or four things that define you



This can be a

Strong sales record

**as a professional. This can be a strong
sales record, excellent customer service,**



**This can be a
Excellent customer service**

as a professional. This can be a strong sales record, excellent customer service,



This can be a

Expertise in drawing
engineering plans

Excellent customer service

expertise in drawing engineering plans,
or an ability to manage large-scale



This can be a

Or an ability to manage
large-scale technical projects

expertise in drawing engineering plans,
or an ability to manage large-scale

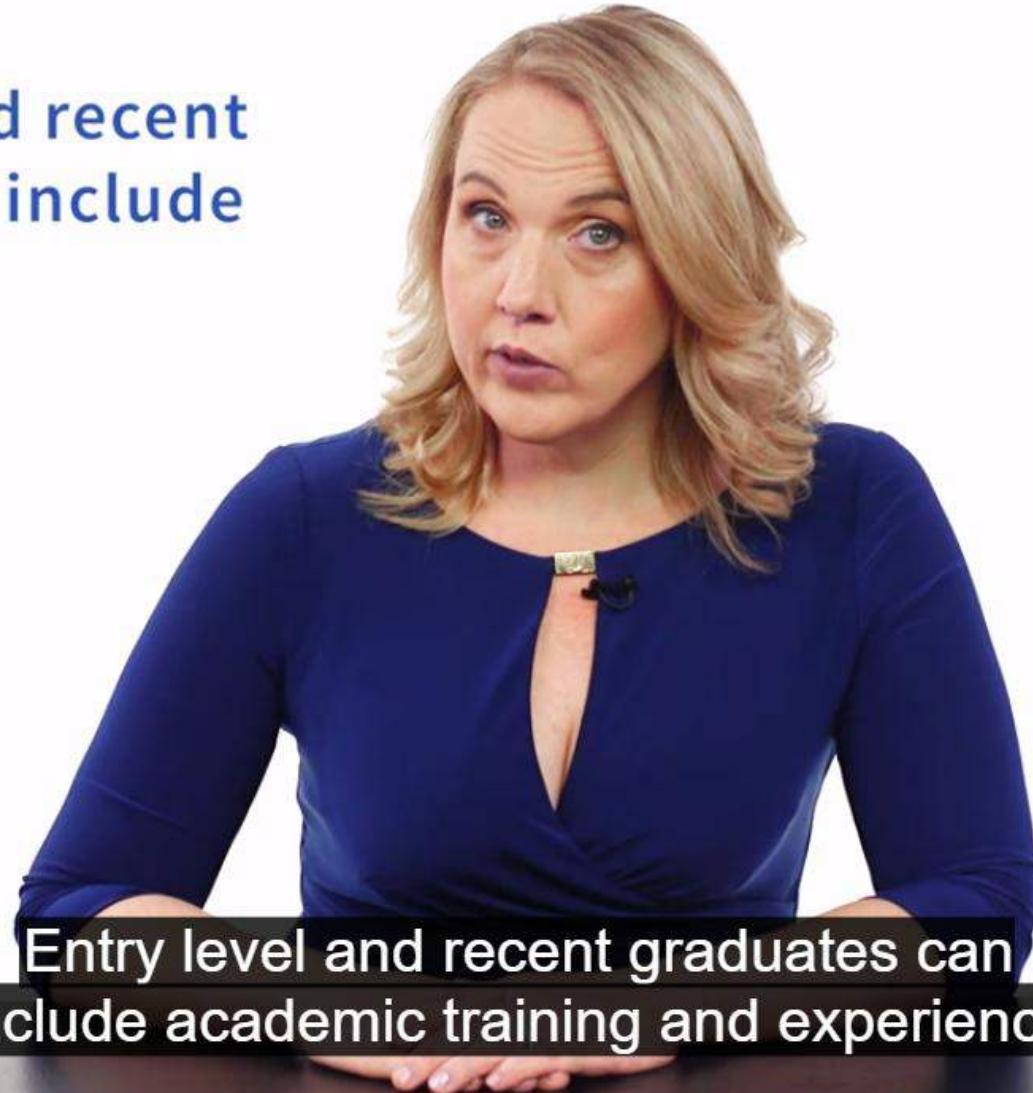




You will want to include something about your management expertise in your summary

you will want to include something about your management expertise in your summary.

**Entry-level and recent
graduates can include**



**Entry level and recent graduates can
include academic training and experience**

Academic Training



Entry level and recent graduates can include academic training and experience

Academic Training
and experience to support
professional abilities



to support professional abilities.
Career changers should think strategically

Career changers should think strategically about how to highlight both career objectives



to support professional abilities.
Career changers should think strategically

And transferable skills



about how to highlight both career objectives and transferable skills in the

When you write your summary statement, you aren't just telling the employer what you are good at

your work. When you write your summary statement, you aren't just telling the



When you write your summary statement, **you aren't just telling the employer what you are good at**

You are also telling them what you want to do day in and day out

**employer what you are good at,
you're also telling them what you want**



Think about which competencies
and even key words **will be most**
important to the recruiter or hiring
manager scanning your resume

recruiter or hiring manager scanning your
resume. By incorporating important



Professional Summary

Driven graduate with academic experience in lab management, clinical experiments, and research activities. Office administration background with expertise in organization, project management, and scheduling.

Areas of Strength

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

Professional Experience with expertise in organization, project management, and scheduling.

This summary statement
would work well for an
entry-level role in a lab



for an entry level role in a lab,
or other science-related organization.

It emphasizes the applicant's biology education and hands-on lab experience

The office admin experience will also help hiring managers feel more comfortable with the applicant's ability to thrive in an office environment and manage day-to-day activities that come up in most entry-level jobs

The office admin experience will also help hiring managers feel more comfortable



**More Experienced
Candidates**

For example

Many job postings request a proficiency in Microsoft Office

But this skill set is very common and not a differentiating strength

but this skill set is very common
and not a differentiating strength.



Professional Summary

Leverages technical expertise in hardware setup/configuration to provide exceptional user support and resolve critical operational issues. Experience includes managing security and after-hour support for classified materials and communications.

Known for creating and implementing successful internal and customer training strategies. Demonstrated ability to collaborate with government, civilian, and corporate stakeholders.

Areas of Strength

- to collaborate with government, civilian, and corporate stakeholders.

**Things to call to the reader's
attention early:**

Language proficiencies

including language proficiencies,
important technical skills,



Things to call to the reader's attention early:

Important technical skills

including language proficiencies,
important technical skills,



Things to call to the reader's attention early:

Award-winning performances

award-winning performances,
or being named on one or more U.S.



Things to call to the reader's attention early:

Or being named on
one or more US patents

Award-winning performances

award-winning performances,
or being named on one or more U.S.



This is one of the few
times when an **objective
statement** is useful



This is one of the few times when an
objective statement is useful,

**Example:
Project Leader
and Engagement
Manager**

Professional Summary

Proven project leader seeks to make the transition from the government sector to management consulting. Successful track record managing complex research engagements and managing relationships with government, academic, and corporate stakeholders. Ability to interpret complex findings and explain them to a variety of audiences. Experience managing teams and owning projects from end to end.

Areas of Strength

- **projects from end to end.**
- **This summary distills the most relevant**

Senior Level

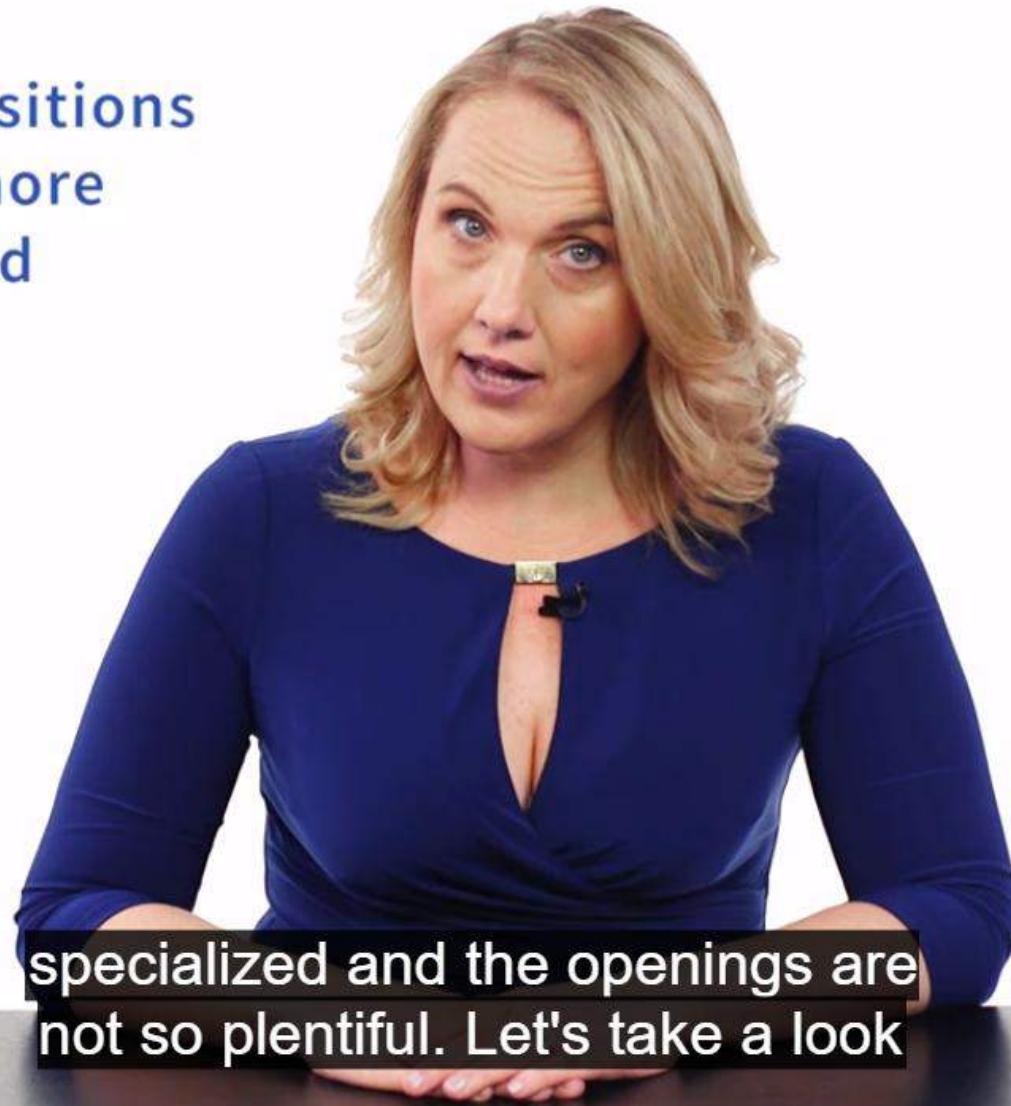
You will likely want to devote
more space to a more detailed
summary statement.

You must still be selective.
Every word counts.

space to a more detailed summary
statement. You must still be selective.



**Senior-level positions
tend to be more
specialized**



specialized and the openings are
not so plentiful. Let's take a look

**Example:
Sales and Marketing
Strategy Executive**

♪ [music] ♪

Professional Summary

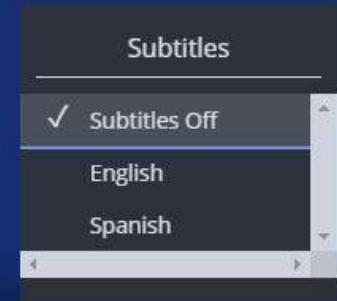
Multifaceted sales and marketing strategist with unique ability to develop top-notch multicultural brand strategies that increase bottom-line results by streamlining day-to-day details of brand management. Devises strategic plans that enhance company impact and exceed financial standards. Expert in delivering turnaround profitability, nurturing industry partnerships, and remaining ahead of industry trends.

Areas of Strength

- Strategic Planning
- Campaign Management
- B2B Sales
- Multimillion-Dollar Budgets
- Partner Alliances & Contracts
- Staff Training & Leadership
- Corporate Branding
- Multicultural Sales Insights

Highlighted Achievements

- > Gained \$6M+ in digital revenue by creating sales efforts targeted at multicultural and millennial markets for top brands such as Walmart, HBO, Nissan, and Pepsi.
- > Integral leader in launch of 15 brand websites that reach millions of daily viewers and generate annual advertising revenue.
- > Met \$2.5M+ in revenue benchmarks across beauty, retail, and CPC brand categories.



For senior-level candidates, particularly those with diverse work experience

The biggest challenge is choosing
what to highlight to best demonstrate
your fit for each position



As you can see, when it comes to resume summary statements,
there are a lot of different
approaches that can work well



It all comes down to highlighting
the **MOST impressive information**
based on how your background
and the job requirements align





The summary statement
is your first impression
with the hiring manager

It is your first chance to answer the question “Tell me about Yourself” in as powerful a way as possible.



This message should be reinforced throughout the resume

As you use achievements and certifications to reinforce your opening paragraph and highlight examples and additional details.



It's a chance to

Briefly introduce yourself



It's a chance to

Draw attention to the primary
highlights of your resume

briefly introduce yourself



It's a chance to
Show off your writing style

*Draw attention to the primary
highlights of your resume*



It's a chance to

And help you stand out
from your competition

SHOW OFF YOUR WEBSITE DESIGN



For instance, if you are applying to
a sales position that requires
a lot of travel

You can briefly discuss in your cover
letter how traveling is important
to you and an integral part
of your career plan





Be sure to read application
instructions carefully
Employers often get an
incredible number of
applications to fill
just one position

This accomplishes two things

It will let the hiring manager
know whether or not the
candidate is detail-oriented
and able to follow instructions



This accomplishes two things

It will allow hiring managers to
eliminate anyone who did not follow
the simple instructions, making
their job of filling the role easier



**Content To
Include**

**It is a brief, succinct
overview**

**Of the highlights of
your work history**



**At its best, a cover letter
will leave the hiring
manager wanting more**



Examples of Power Words

Developed



Examples of Power Words

Enhanced



Examples of Power Words

Administered

Accomplished

Some examples of power words are
accomplished, administered, coordinated,



Examples of Power Words

Directed

Developed

developed, directed, enhanced, formulated,
implemented, led. While reading this list



Being able to articulate
your abilities well is
a huge advantage in
the job search process



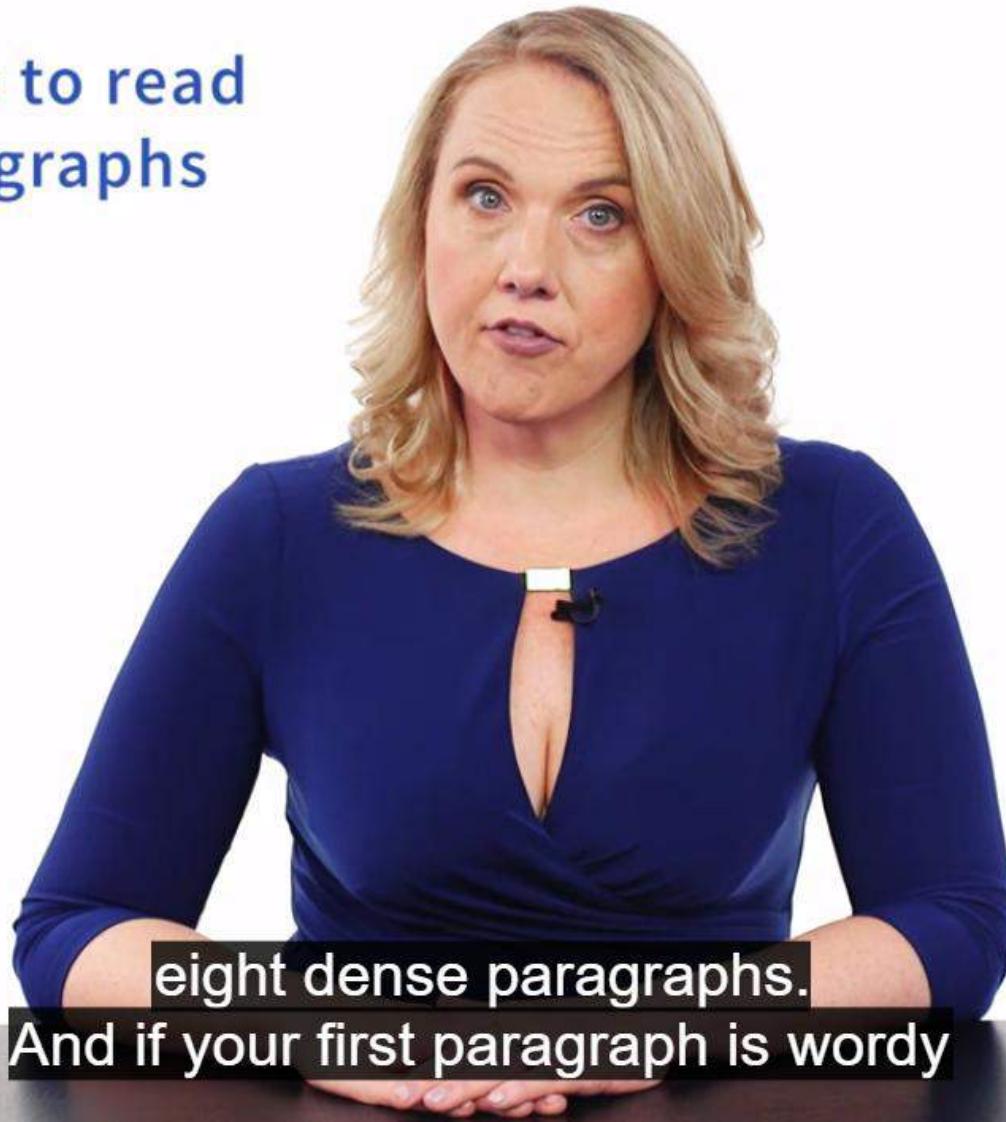
will too. Being able to articulate your
abilities well is a huge advantage of the



**Make it
About Them**

♪ [music] ♪

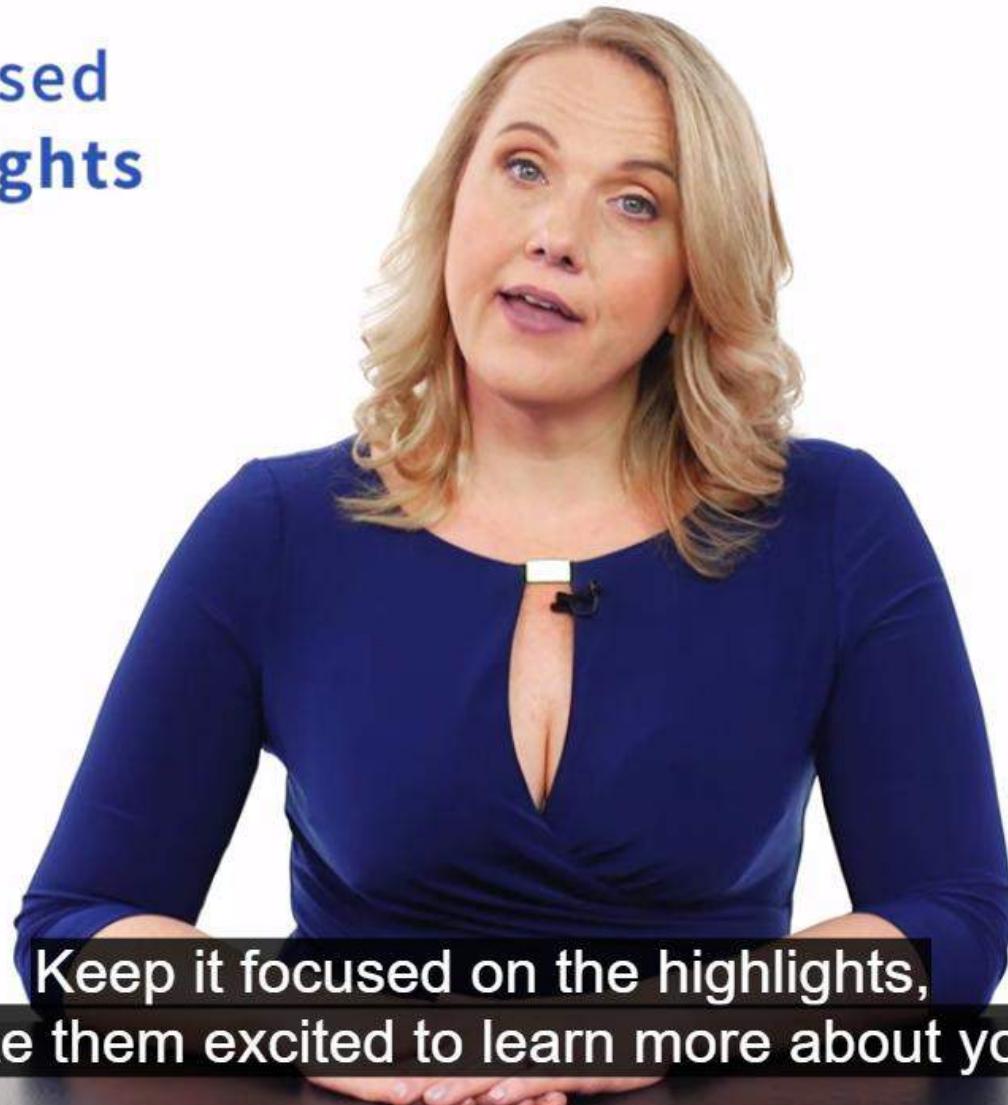
Nobody wants to read
8 dense paragraphs



eight dense paragraphs.

And if your first paragraph is wordy

**Keep it focused
on the highlights**



**Keep it focused on the highlights,
make them excited to learn more about you.**

The job description will often include bullet points that outline exactly what the employer is looking for

The job description will often include bullet points that outline exactly what



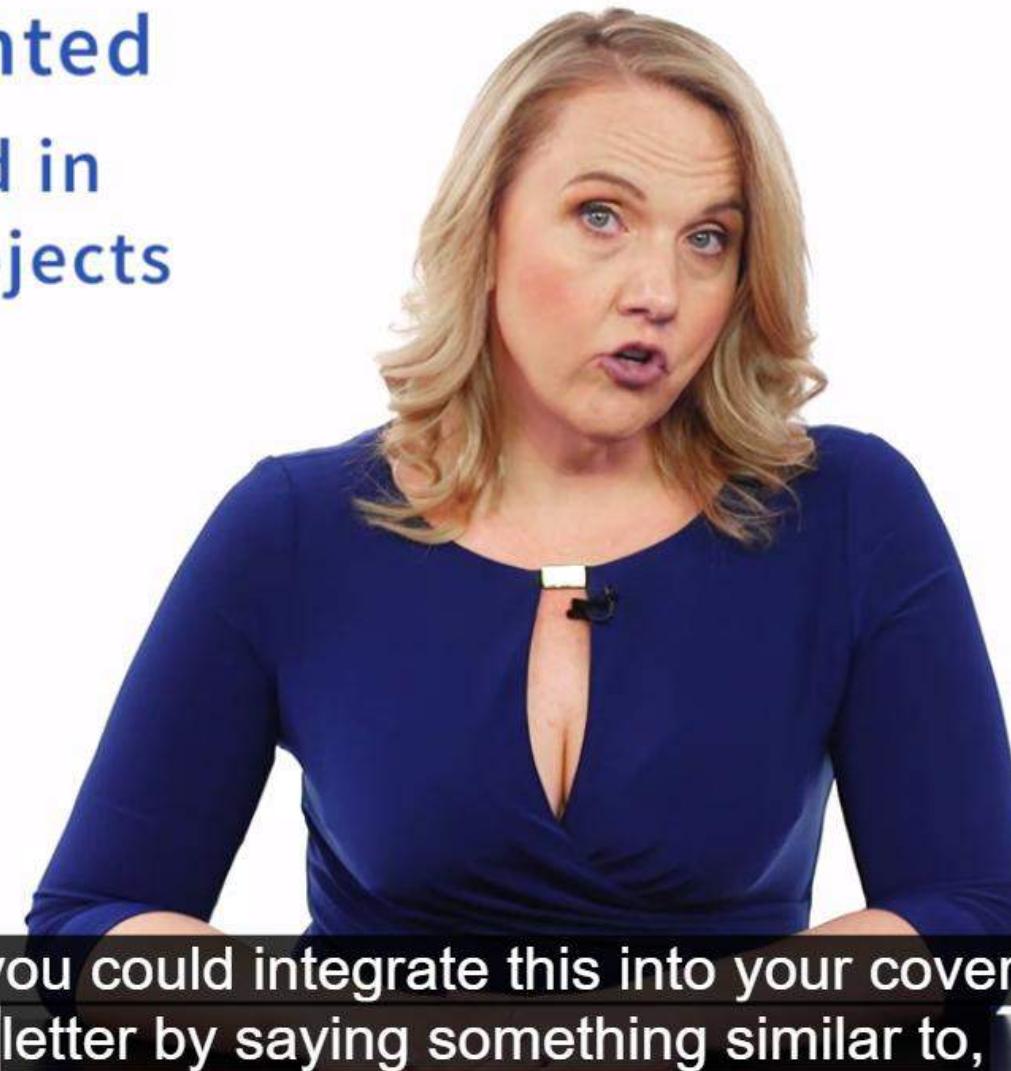
The job description will often include bullet points that outline exactly what the employer is looking for

This is very helpful because it gives you an idea of what specific points to focus on

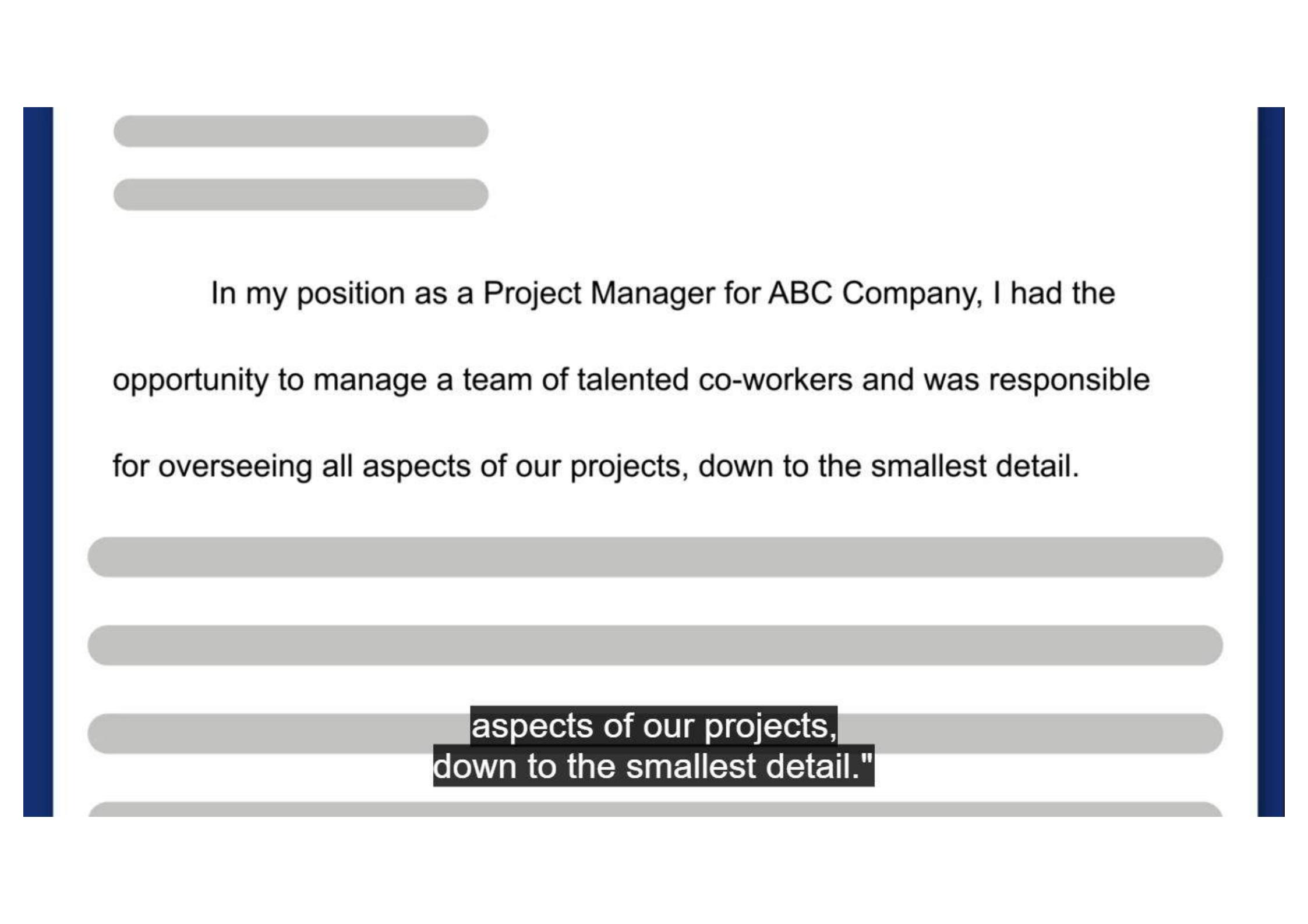
an idea of what specific points to focus on. For instance, if a job description



Detail Oriented
Experienced in
managing projects



you could integrate this into your cover letter by saying something similar to,



In my position as a Project Manager for ABC Company, I had the opportunity to manage a team of talented co-workers and was responsible for overseeing all aspects of our projects, down to the smallest detail.

aspects of our projects,
down to the smallest detail."

Are a few of the red flags
that can take you out
of the running for a job



of the red flags that can take
you out of the running for a job.

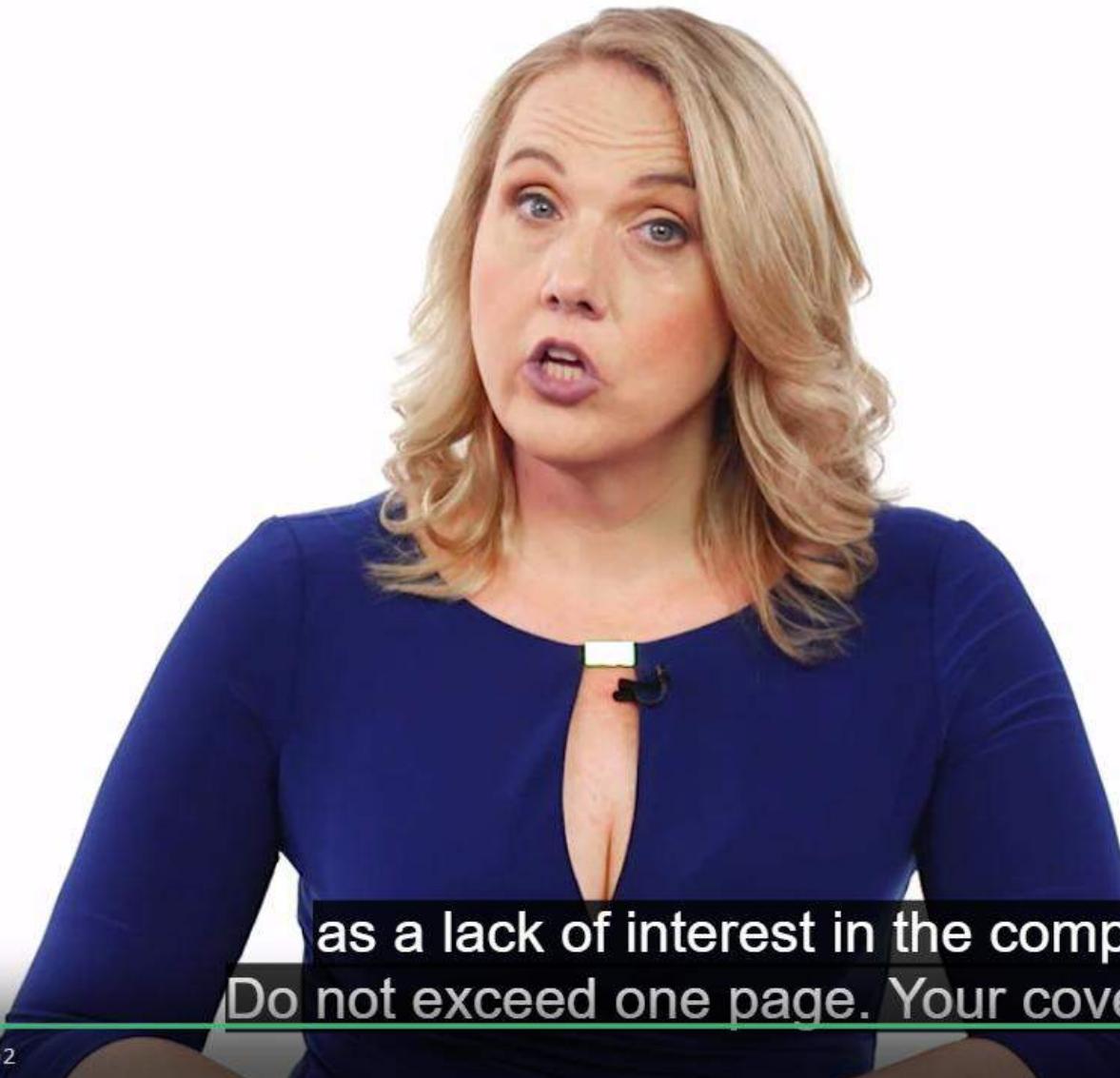
However, a well-crafted application,
complete with a stellar resume and
excellent cover letter, **will** bring you one
step closer to landing the job you want

complete with a stellar resume and
excellent cover letter, will bring you one





An employer will be able to tell if you are sending out form letters without any personalization



Other formatting best practices:

Revising Your
Cover Letter for
Each Position

Do Not Exceed
One Page

Use Business
Letter Format

as a lack of interest in the company.
Do not exceed one page. Your cover letter,

You can opt to use bullet points or paragraphs, but be thorough

bullet points or paragraphs,
but be thorough, succinct,



If you are printing your cover letter, it should be on high-quality paper



cover letter, it should be on a high-quality paper, and kept in a folder



**How Not to
Write a
Cover Letter**



Apologizing

Repeating Your
Resume

Spelling and
Grammar Errors

Copying and
Pasting a Template

Rambling or Being
Overly Verbose

You shouldn't draw attention
to your weaker areas at all, **but**
instead play up your strengths

weaker areas at all,
but instead, play up your strengths,



The goal is to draw attention
to the parts of your work
history **that directly relate to**
the role you are applying for.

applying for. This can include specific
details about the duties you performed



Most importantly

Make sure you are including skills that are directly asked for in the job description



for in the job description, matching your skills with those key wants

Be careful not to fall into the trap
of letting those helpful tips make
you think you can avoid the work
of writing your own cover letter.

templates and samples.
However, be careful not to fall into the



If you don't care
enough to craft your
own cover letter



And if you don't care enough to craft your
own cover letter, how can they trust that



How can they trust
that you would care
about doing your job

**you would care about doing your job?
Rambling or being overly verbose.**

Hiring managers want to know,
within a few seconds of scanning
your cover letter, **if they should**
take the time to read your resume.

**they should take the time to read your
resume, so don't make the mistake**



For instance

You may have missed cues to present some of your better talking points, leaving your interviewer without a full understanding of your skills.

interviewer without
a full understanding



For instance

Your thank-you email is your chance to fill any gaps and reinforce your fit for the job

♪ [music] ♪



It may also make you look like
you're **not tech-savvy**, which
could hurt your chances
at landing many jobs

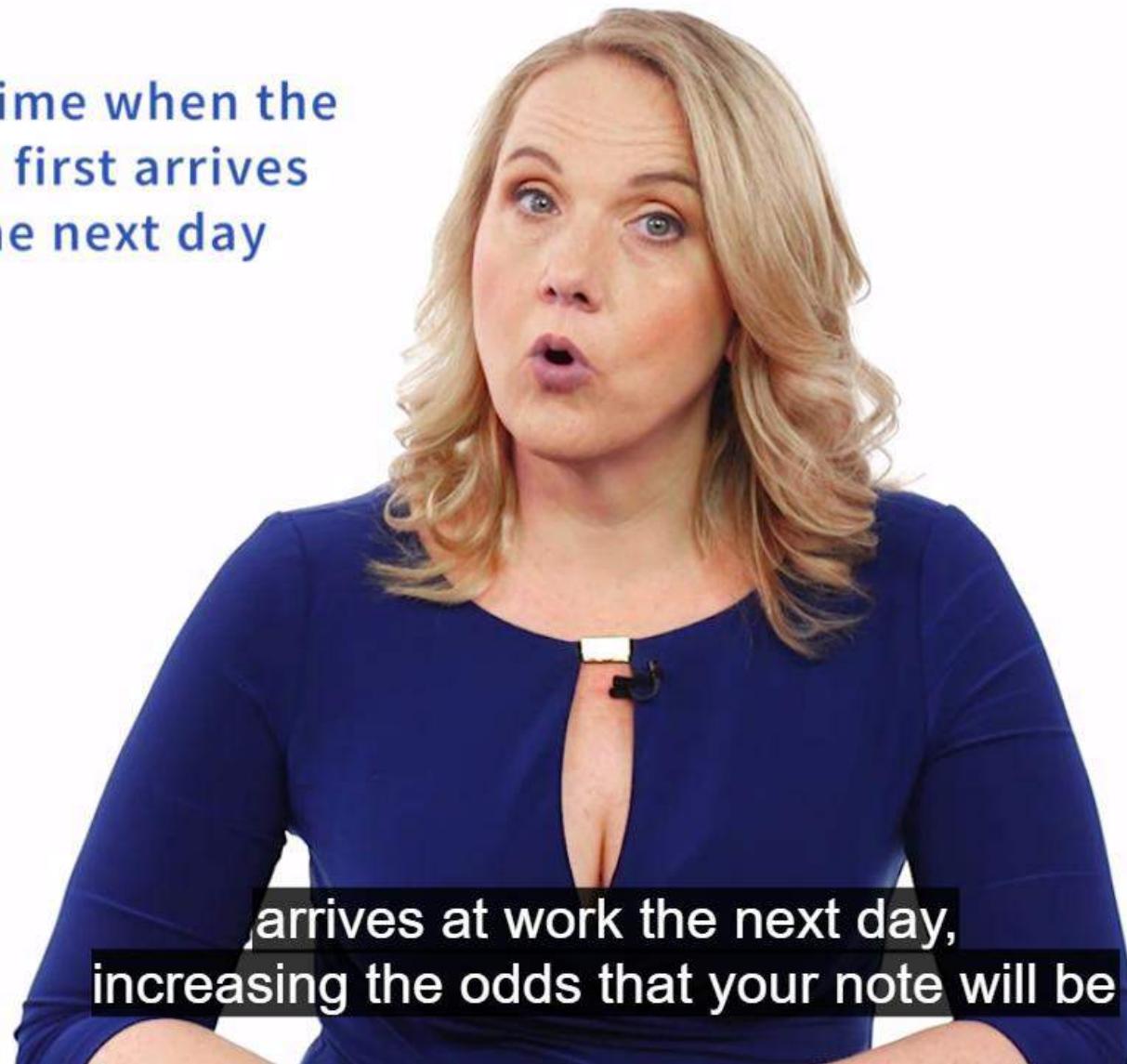
look like you're not tech savvy,
which could hurt your chances at landing





**When to Send
a Thank-You
Note**

Around the time when the interviewer first arrives at work the next day



arrives at work the next day,
increasing the odds that your note will be

Anatomy of a Thank-You Email Top to Bottom

Your subject line should be specific and attention grabbing, but don't try to be too creative

too creative. Make it clear what the email will be about by using the words "thank



Make it clear what the email will be about by using the words “thank you” and perhaps the position title.

♪ [music] ♪



Anatomy of a Thank-You Email Top to Bottom

♪ [music] ♪



Writing down dear, Mr., or Ms., or Dr.
last name is always a solid choice.

After this, you will want to grab their attention with something positive about the interview process

you'll want to grab their attention with
something positive about the



A key takeaway about the position or company that excites you, **and** how this increased or reinforced your interest

and how this increased or reinforced your interest, **and** your confidence,





1. Focus on
your fit

2. Reference
something specific

3. Reiterate your
interest

4. Keep tone
in mind

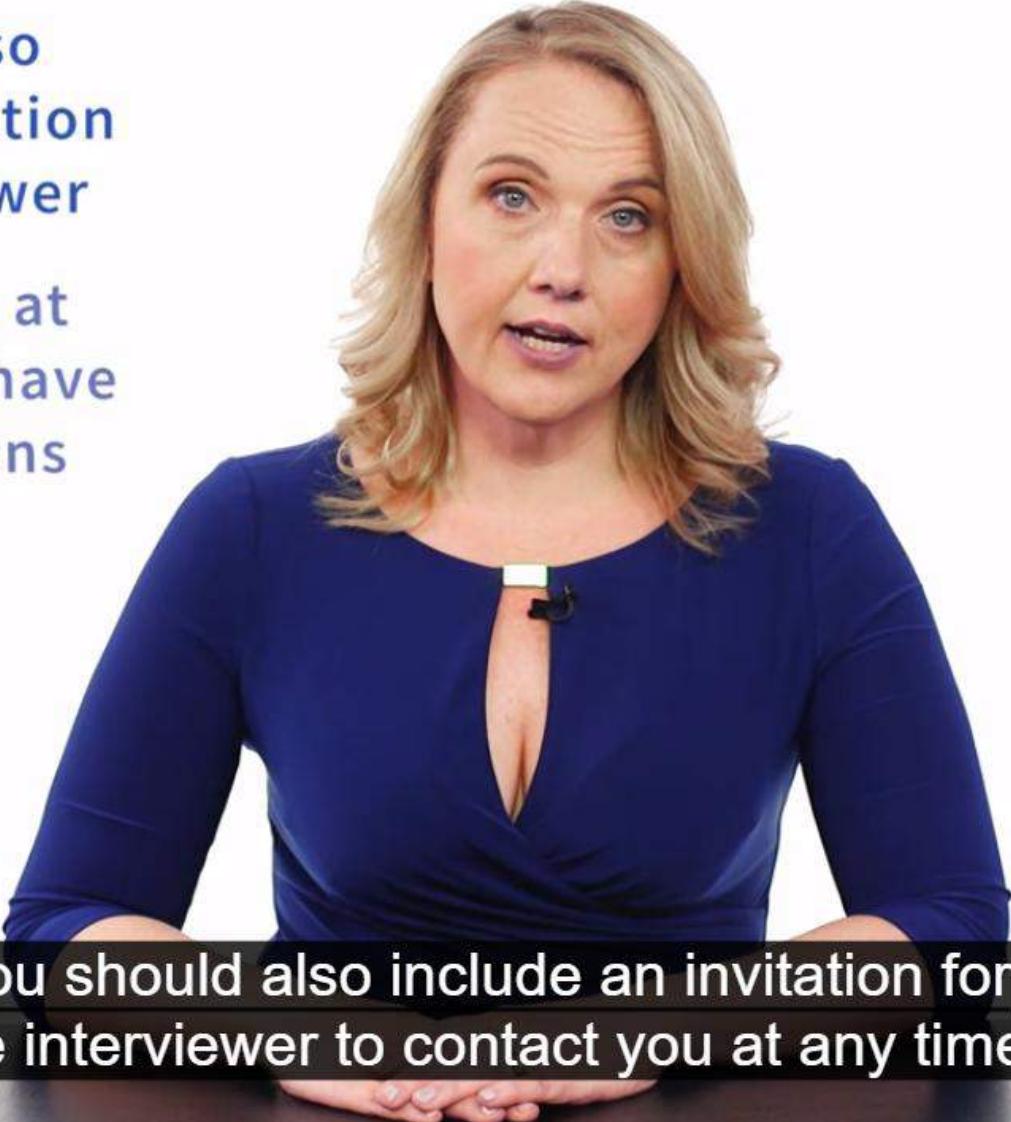
If the interviewer mentioned
a specific time frame in
which to expect a follow-up

If the interviewer mentioned a specific
timeframe in which to expect a follow-up,



You should also include an invitation for the interviewer

To contact you at any time if they have further questions



You should also include an invitation for the interviewer to contact you at any time

Don't rely on spellcheck and
grammar correction tools alone

Double-check the
spelling of names

grammar correction tools alone,
double check the spelling of names,



Don't rely on spellcheck and
grammar correction tools alone

Double-check the
Your sentence structure

your sentence structure,
and if any words you intended to use



Don't rely on spellcheck and
grammar correction tools alone

Double-check the
if any words you intended
to use are missing

your sentence structure,
and if any words you intended to use



Each person should receive an individualized thank-you email



Do your best to remember
highlights of the interview
from each person involved

interview from each person involved,
you may even consider refreshing your



You may even consider refreshing your memory by writing notes on the back of each interviewer's business card as soon as the interview is over

interview from each person involved,
you may even consider refreshing your



Please pass on
my thanks to
Ken and Joanne



you could always say something like,
"Please, pass on my thanks"

Networking 101



on identifying your current network
and opportunities to reach out.





The ugly side of networking: Pushy

We've all seen the ugly side of networking, people who are pushy,





**The ugly side of
networking:
Entitled**

entitled, self-centered, or just annoying.



The idea is to just do a brain dump
of all of the people you know
from all of the areas of your life.

Your network just consists
of all of the people you know
and who know you.

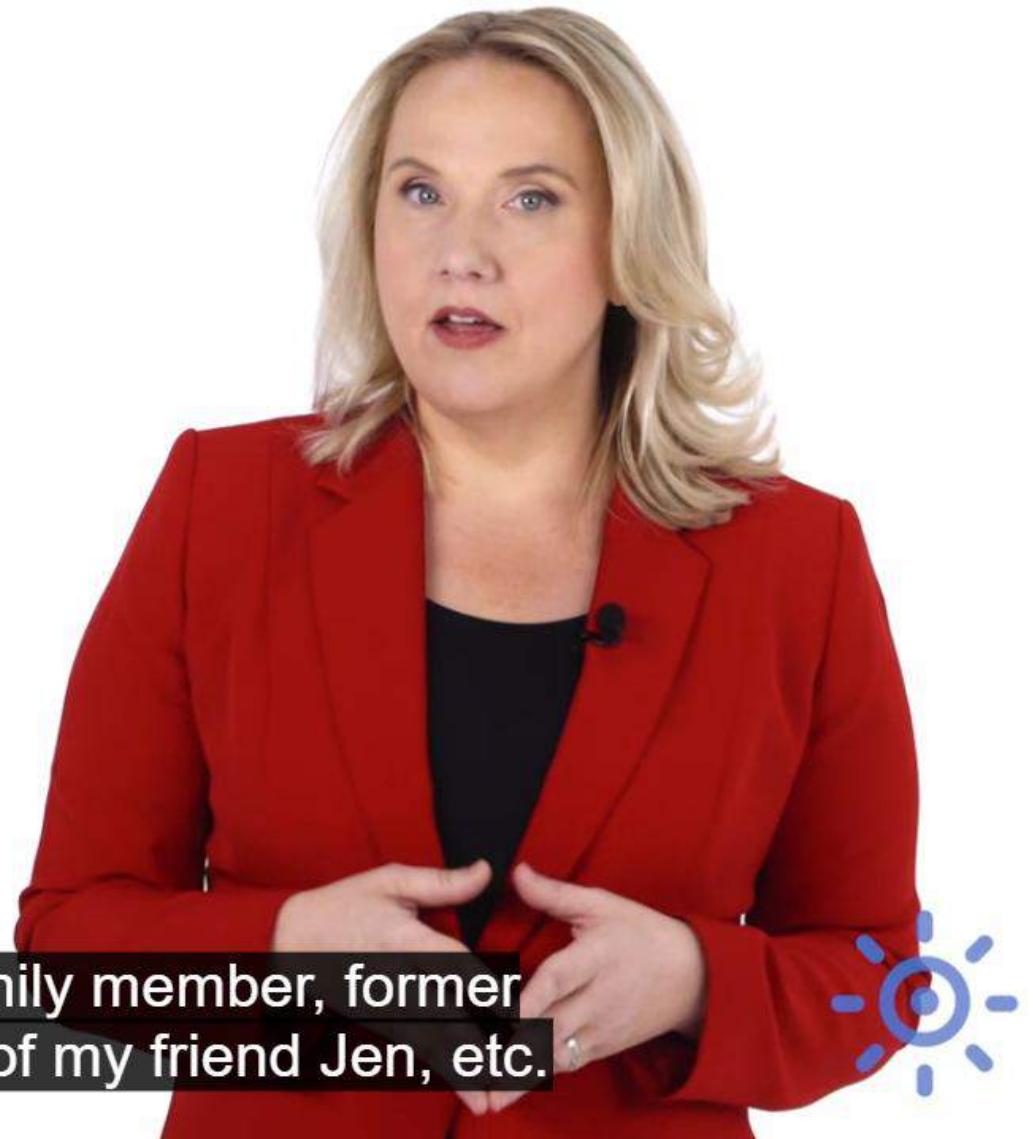
Your network consists of all the people
you know, and who know you.



Name

How you're connected

Former classmate



For example, family member, former
classmate, friend of my friend Jen, etc.

Name

How you're connected

Friend of my friend, Jen



For example, family member, former
classmate, friend of my friend Jen, etc.

**You're 58% more likely
to get a job through an
acquaintance
than through a “best friend”**

through an acquaintance
than through a best friend.





**Start with the idea that
you don't have to contact
any of these people**

**But for now, start with the idea that you
don't have to contact any of these people.**



If you're struggling to come up with names, here are a few prompts:

If you're struggling to come up with names, here are a few prompts.



If you're struggling to come up with names, here are a few prompts:

Start with family and close friends to get the momentum going.

Extended family

And don't forget extended family and family friends, close friends of your



If you're struggling to come up with names, here are a few prompts:

Brainstorm work connections

Current and former colleagues

Next, brainstorm work connections,
current and former colleagues, bosses,



If you're struggling to come up with names, here are a few prompts:

Brainstorm work connections

Boss's bosses

boss's bosses, clients, vendors,
industry contacts.





grad school, professors,
career counselors?



Online social networks

Do you have online-only friends
or friendly acquaintances from
LinkedIn, Twitter, Facebook, Instagram,
or anywhere else you hang out?

Do you have online-only friends or
friendly acquaintances from LinkedIn,



A note about “stealth” job searches:

Keep in mind that if you are conducting a stealth job search while still employed, **you will need to be extra thoughtful** about who you share information with and what you say publicly on social media.

**you will need to be extra thoughtful about
who you share information with and what**



A note about “stealth” job searches:

You don't want to jeopardize your current position by being too public about your job hunt.

You don't want to jeopardize your current position by being too public



Your best bet is to start with anyone who you rated as a 5 in terms of potential on that worksheet.

If you don't have many of those, start with both your 4's and your 5's.

If you don't have many of those,
start with both your fours and your fives.



Best Practices

Strong Relationships

Medium Connections

Weak Connections

Let's start with the easiest,
strong relationships.



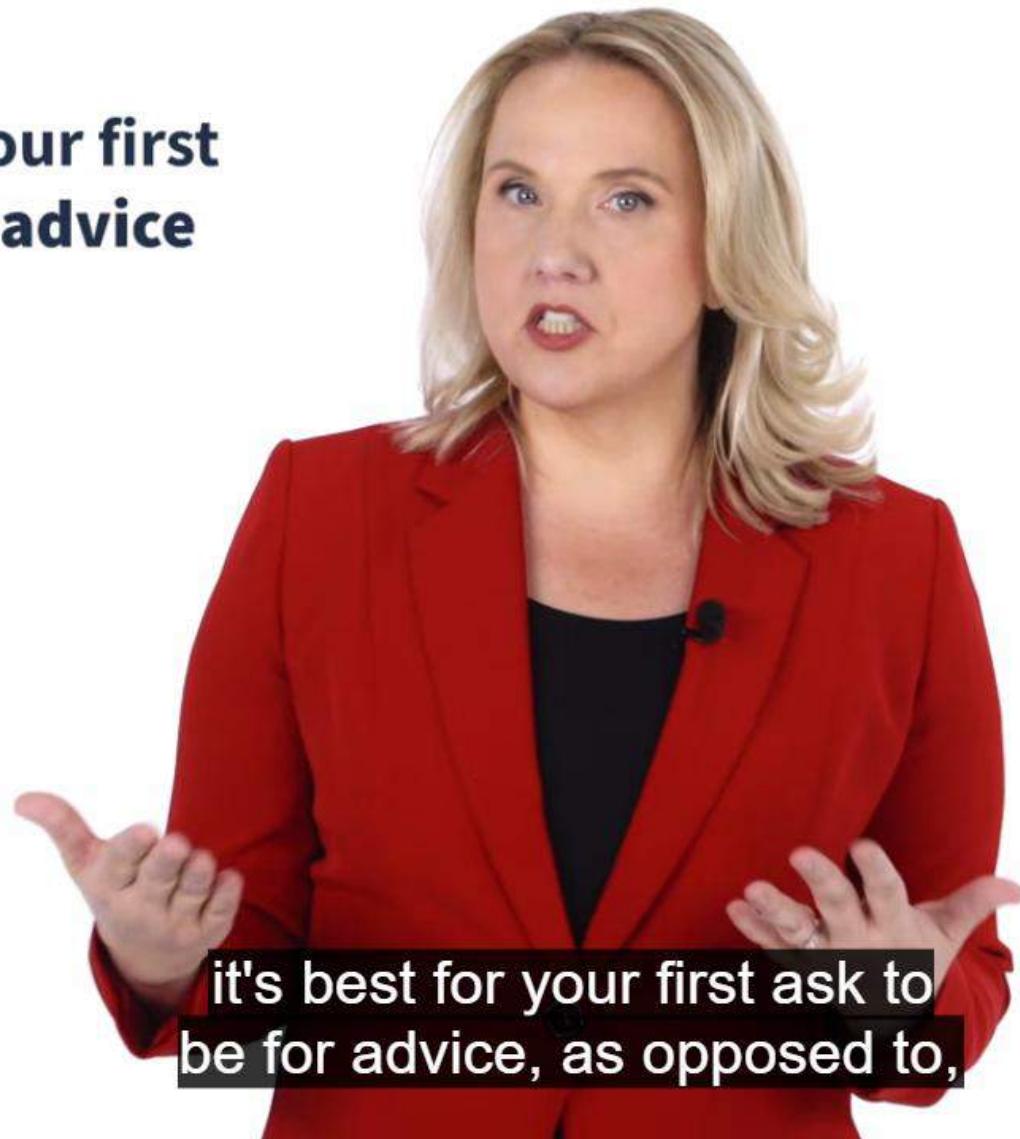
For these contacts, you might reach out with language like:

“I’m currently looking for a new position as an IT Support Manager. I’d love to get your advice since you have so much experience in the industry. Do you have time for a call or coffee later this week?”

I'd love to get your advice since you have so much experience in the industry.



**It's best for your first
ask to be for advice**



it's best for your first ask to
be for advice, as opposed to,





**Good advice is
incredibly valuable**

You never know who might have words
of wisdom that could fast track





**Asking for advice
leads to a conversation**

A conversation and advice exchange
will strengthen the relationship.



Consider:

- 1. Clarify what you're looking for**
- 2. Build credibility**
- 3. Ask open-ended questions**
- 4. Ask for introductions**
- 5. Be appreciative**
- 6. Note next steps**



One, clarify what you're looking for.

Consider:

- 1. Clarify what you're looking for**
- 2. Build credibility**
- 3. Ask open-ended questions**
- 4. Ask for introductions**
- 5. Be appreciative**
- 6. Note next steps**



Three, ask open-ended but focused questions.

What advice would you give to somebody with my background looking to move into a role on the client side?

For example, "What advice would you give to somebody with my background



Should you send a thoughtful gift card to thank them for the amazing leads they provided?

Should you send a thoughtful gift card to thank them for the amazing



Best Practices

Strong Relationships

Medium Connections

Weak Connections

By medium connections I mean,
there's some relationship but not enough



These could include:

People who knew you fairly well
in a work capacity, but in the past
and you haven't kept in touch

people who knew you fairly well
in a work capacity, but in the past,



These could include:

People who only slightly know
or knew you in a work capacity,
but relatively recently

People who only slightly know
or knew you in a work capacity,





**Or maybe with an acquaintance
who has always been pretty
friendly and approachable**

been pretty friendly and approachable.



In general, if you haven't connected with someone in a while, or don't know them very well, you'll probably want to reach out in a friendly and low-pressure way before outright asking for help.

very well, you'll probably want to reach out in a friendly and low-pressure way



In general, if you haven't connected with someone in a while, or don't know them very well, you'll probably want to reach out in a friendly and low-pressure way before outright asking for help.

This is particularly true for people with whom you had a more personal relationship with in the past.

This is particularly true for people with whom you had a more personal relationship





**Most professionals know
how important networking
is during the job search.**

connecting and having
recent contact will be useful.



Most career centers have a database of alumni so be sure to look into all of the resources your school has to offer.

So, be sure to look into all of the resources your school has to offer.



**People in competitive
industries might get
contacted a lot**

And keep in mind that people in
competitive industries might get



Many professional associations also
offer continuing education courses
as well as panel discussions

as well as lectures, panel discussions,
and other learning opportunities.



And there are all kinds of other professional education providers out there.

Both online
think “Coursera or Udemy”

out there, both online, think
Coursera or Udemy, and offline.



**Make sure the group
and event theme are
a fit for you**



**Make sure the group and events
theme are a fit for you.**

You don't need some perfect
magical elevator pitch.

But think about how you want
to describe yourself **to both**
establish some credibility and
get the conversation flowing.

But think about how you want to describe
yourself **to both establish** some



**Who do you know
who could introduce you
to someone at a target
company?**



**Who do you know who could introduce
you to someone at a target company?**

If you are reaching out to someone you met at a conference or were briefly introduced to by a mutual acquaintance, remind them of how you met and why you'd like to connect with them.

If you're reaching out to someone you met at a conference or were briefly introduced





**Be sure to thank
everyone who helped
you along the way**

**And when you land your new job, be
sure to thank everyone who helped you**

