



Robert Half[®]
Management Resources

**Landing Your Dream Job –
Yes, You Can!**



Overview: All Jobs Are Temporary

- Today's job market
- Coping with career transitions
- Prepare while still in a job
- Strategies for success
- Overview of the class



Job Search Challenges

- Step out of your comfort zone
- Entertain new ideas
- Don't be too proud to ask for help
- Don't be a Lone Ranger



Self-marketing: Selling Yourself

- Job Seeking = Selling a product (YOU!)
- Plan your Market Research
- Differentiate and package yourself
- Engage with Search Firms and Employment Agencies
- Create and grow your contact list
- Record keeping



Self Assessment: Identify Your Strengths

- Interests + Abilities = Strengths
- Opportunities
- Tools to use



CAR Statements

- **C**hallenge
- **A**ction
- **R**esponse
- **S**how ROI: what did you do to save the company money or time?



Elevator Pitch

- Concise summary: who you are, what you offer, what you need
- Practice makes perfect
- Where to use
- Example



Prospecting

- Visible, formal job market
- Invisible, unadvertised job market



Networking

- Personal approach
- Continuous process: Don't wait until you need a job to network
- Seek out ways to help others
- Myths:
 - Only focus on people who can hire you
 - You have to “know the right people”
 - Strangers resent being asked for help



Proactive Steps to Grow Contact List

- Industry events
- Events outside your industry
- Family functions, parties with friends, just about anywhere!
- Start a Personal PR campaign



Informational Interviews

- Build rapport
- Present your Elevator Pitch
- Focus in
- Ask for referrals, leads, advice
- Thank you, next steps



Resume Essentials

- Purpose of a resume
- Process to create one
- Multiple resumes



Resume Formats

- Choosing a resume format:
 - Chronological
 - Functional
 - Combination



Sample Resume

- Name and Contact Information
- Headline
- Summary Paragraph
- Professional Experience
- Education



Common Resume Mistakes to Avoid

- Cute phrases
- Typos and spelling errors
- Misrepresentation
- Vagueness, overkill



Online Resume Submission Tips

- Keywords are key!
- ASCII and Word formats differ



Biography

- Express your uniqueness
- Include a “Wow!” factor
- Write in the third-person
- Consider posting your Bio online



Interview Preparation: Company Research

- Organizational structure
- Company leaders
- New initiatives
- Financial situation
- Competitive challenges



Successful Interviews

- First impressions count
- Everyone you meet is important
- The hiring manager is evaluating:
 - Your abilities (Can you do the job?)
 - Your motivation (Will you do the job?)
- Your personal qualities (Do you fit in?)



Preparation: Techniques To Practice

- Interview Cycle
- Behavioral Interviews
- Multiple Interviews
- Group Interviews



Active Listening

- Actively listen to your interviewer
- Talk about your accomplishments
- Take your time
- Use examples to back up your answers



Dress for Success

- Dress appropriately
- Arrive on time
- Be pleasant to everyone



Taking Control of the Interview

- How does the job opening fit the company's goal?
- What are the key problems the successful candidate must solve in this job?
- Ask questions:
 - How long has this job needed to be filled, and why?
 - What is the most important skill?
 - How long do you want a person to hold this job?



Responding to Common Questions

- Tell me about yourself?
- Why did you leave your last job?
- How much do you know about our company?
- What are your strengths and weaknesses?



Evaluation and Follow Up

- Send thank-you notes
- Follow up with a phone call
- E-mail a news clip of interest



Negotiating an Offer

- Never go first!
- Ask for time – YOU HOLD THE CARDS
- Examine the offer from several angles
- Avoid sounding unenthusiastic
- Explore a variety of compensation options
- Be willing to compromise
- Keep negotiations friendly



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