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*What are employers
really looking for?*

Get the job you want. Do work you love. Get multiple job offers

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The
back
story...



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Now enough about me...

How about you?



What's in it for me? Today in a nutshell



- An overview on what employers are looking for (and what they are not...)
- How do I give them what they are looking for?
- Some stories...

And... Oh yeah, how to get that job you wanted



What you won't get out of this workshop

- Excuses about why you can't get a job
- A job offer in the next 60 minutes
- Resume or Cover letter writing assistance
- Tech support
- Easy ways out

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Debunking the Myths





Myth #1: Get jobs in jammies

- Sitting on the computer sending in applications is how you get jobs

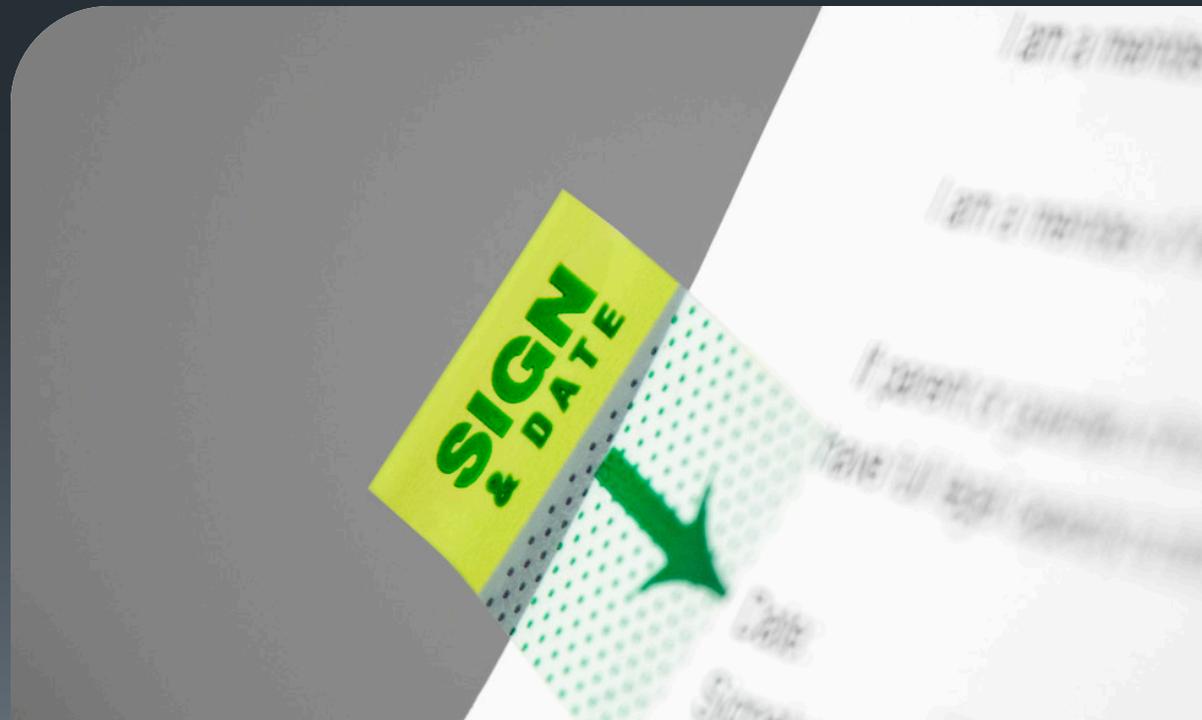
Myth #2: The leaning tower of Resumes

- Hiring Managers want to find you through a stack of resumes that they received online



Myth #3: The Holy Grail Resume

- If you have the “perfect resume” you will be able to get the job that you want



Myth #4: Well... I had to say yes

- That the goal of a job search is to immediately get the job or take any job you are offered.



Employers Really Want:

- Fit with culture
- Fit with Job (experience, skill set, personality, disposition)
- To like “you”
- You to “want the job”



Fit with Culture

- Understand what the culture is by asking and doing your research
- Be honest with yourself, don't take a job if you are not a good fit.





Fit with Culture: ACTIONS

- Research online: Go to corporate website
 - What does the company say about their culture (or who they are)
- Talk to people who are there working currently. Ask them:
 - What is the culture like?
 - What do they like about it? Dislike?
 - Why do they continue working there?



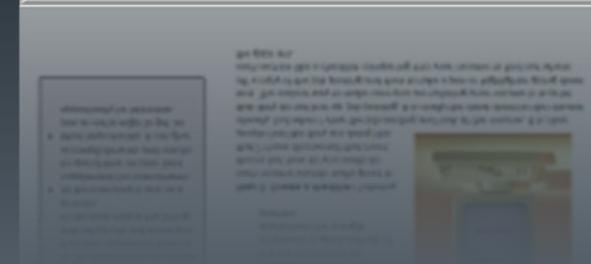
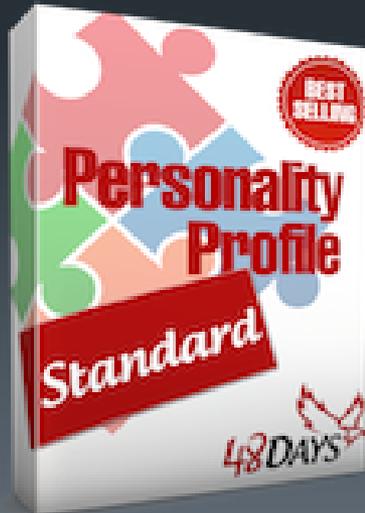


Fit with Job and Role

- Do you have the right experience?
- Do you have the right skills and strengths?
- Is your personality a fit to do that role?

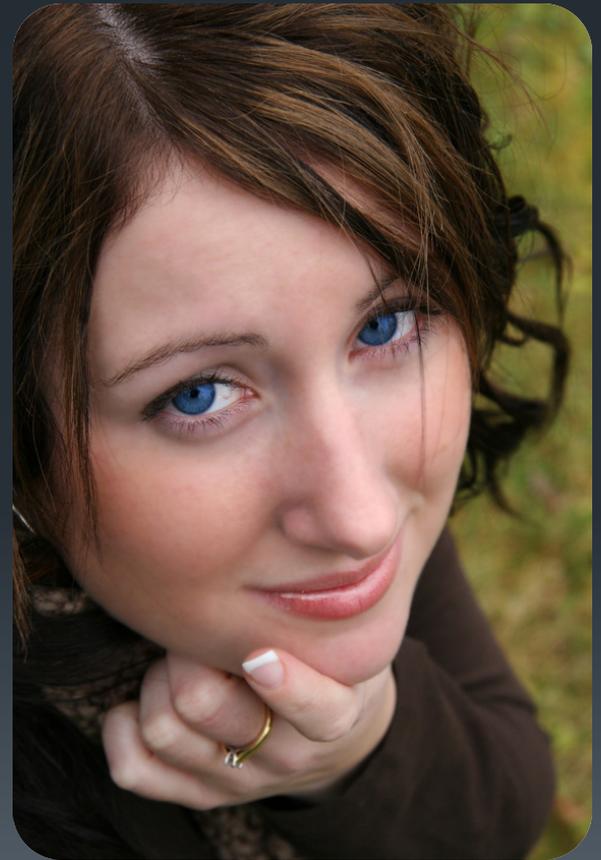
Fit with Job and Role: ACTIONS

- Do you have the right experience?
 - Use the job posting as a checklist (See Resume writing handout)
 - Call and talk to the hiring manager to ask “what are you really looking for?”
- Do you have the right skills and strengths?
- Understand who you really are with personality testing: DISC Profile, MBTI, Strengths finders, etc.



They like you

- No one wants to work with someone they don't like
- People get too nervous to be themselves



They like you: ACTIONS

- Be Yourself
- Be genuine and authentic (Don't say things you don't really mean)
- Start to understand who you are and show them the good things about you
 - Personality tests
 - Ask your friends
 - Previous feedback from jobs



They want you to want them...

- Show that you want it but don't be desperate





They want you to want them...

ACTIONS

- Don't tell stories of why you need this job
- Don't make them feel sorry for you

- Do share why you are excited about the job
 - Write it down prior to interviews so it sticks in your mind
- Do be gracious

Thank You



What should you do next if you are in the job market?

- Putting together the plan



Make a list of 20 organizations

- Make sure these are businesses and companies that you want to work for
- Learn about that organization; Why do you want to work there? What value do you see in the company for you
- Research who you can talk to in the field of your choice
- Find their contact information or other contact information to start with

GET ON THE PHONE!





The Call: What and How

- 30 seconds of who you are and why you are calling
- If they have an open job you are interested in ask “what are you looking for?”
- Let them know you are really interested in their company.
- Set up a time to meet

This same conversation can be had in person



Show up to the Meeting





Follow up

- Written Note
- Phone call when you said you would
- Check back on a regular basis



SO WHAT NOW?



Set Goals for yourself...

- Make them realistic
- Make sure you are working on them everyday
Example. Talk to 1 potential employer every day OR
Make 2 phone calls every day OR
Visit 1 potential employer everyday

Take the leap!



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Contact Info and Questions

Share your stories: Failures and Successes

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