

DO THIS, NOT THAT

A GUIDE FOR JOB SEEKERS & JOB KEEPERS

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AGENDA

- What's Changed
- Plan First
- Network Second
- Get Your Collateral Ready
- Smart Ways to Apply
- Interview Practice
- Negotiate Right
- A Few Tips to Keep That New Job
- End Notes

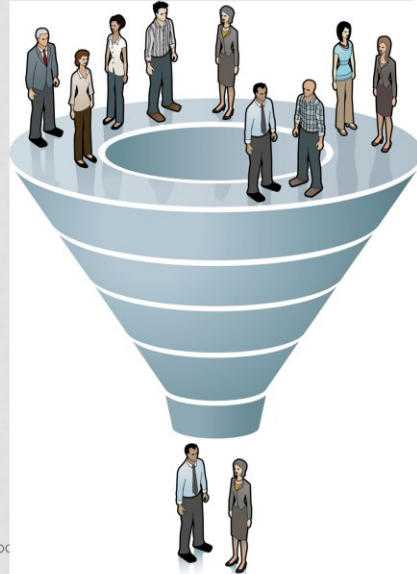


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WHAT'S CHANGED



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Too many applicants and we can all look the same thru the process. Computer application process stacks the odds against you.

The diagram on the left is a 'Job Search Ladder of Success' consisting of six horizontal steps of increasing width, each with a title and a subtitle:

- New Job**
Jump, start new position
- Interview**
with potential employers
- Launch**
your strategic job search
- Prepare**
your job search toolkit
- Explore**
jobs and industries
- Identify**
your skills and interests

The diagram is titled 'Job Search Ladder of Success' at the bottom. To the right is a 3D illustration of a white figure climbing an orange ladder.

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It's going to be more than you think it is. But this will lead to your success.



Rushing off to apply is a bad approach in a search. It's not the best step if you want to get somewhere fast.

PLAN FIRST



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Don't just start applying while trying to make your resume look good. There's a few steps before that to ensure your success. Otherwise, you could just be wasting your time.

Figure out what you want to do – it may be more than 1 job type. Use listings to understand what's out there, what it's called now and what best fits your skills and what you love to do. Words matter. Many job titles and descriptions change over time; make sure you know what you're applying for and how to language it.

But spend time first on what it is you really want to do. Often, people end up in jobs they don't like all that well, even as they are good at them. Make every job search a time to reconsider your career path.

A STORY



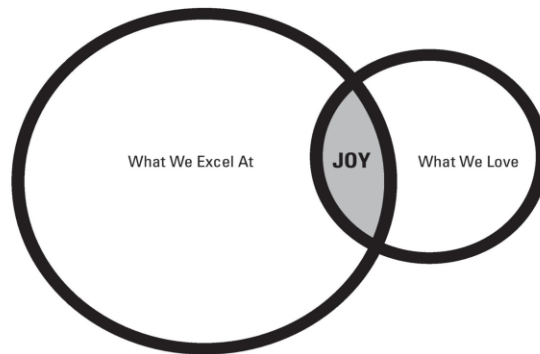
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Why being able to 'do everything' isn't a great working strategy. You need to be clear on what you can do and how you can help the company.

THE HAPPINESS INTERSECTION



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Make a list of what you're good at – a ton of things. Then circle what you actually like to do now. These attributes will help you know what you should do next.

GOING IT ALONE



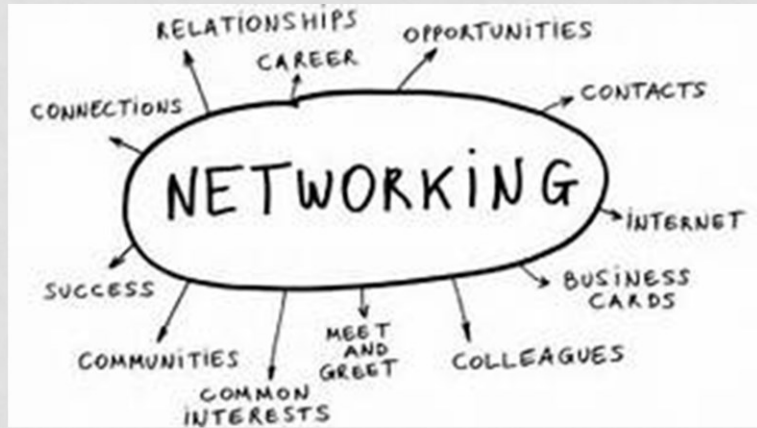
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You may feel alone in your job search, but don't stay that way. It's too hard. There's a lot of reasons to connect and ways to use those connections to further your mission.

NETWORK



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Networking is critical to job success. We know that. 85% of people say they got their job this way.



Don't send out spam. This doesn't work because you haven't asked a person for something they can actually do.

The richest people
in the world look for and
build networks,
everyone else looks
for work

Robert Kiyosaki



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LINKED IN – NETWORKING MADE EASY



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Build your network thru LI.



Your network starts with your friends and your family. Don't dismiss anyone because you think they can't be useful in any way. Your young cousin may have a professor or sports coach who might be able to help you. Invest some time in building relationships with people already close to you so that when you have a need, you have people willing to help. We can all spend more time with these people and what we gain goes way beyond the immediate need. (tip: You'll find this is true with almost everyone you invest time to get to know. You just never know when it can be critical that you know and are thought well of by these people).



Random events work great too. Sitting next to someone on public transit or a plane? Tailgating, cultural events, whatever. Chat them up – exchange cards.

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Friends and colleagues introduce you. Networking events dedicated to helping you make new connections. Technical conferences. Don't stand around with your friends unless they are introducing you to people. Social media can help you expand your network.

YOUR MARKETING STRATEGY



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Hint – it's more than just your resume. And never send it out until you've carefully reviewed and updated it, and you've had someone you trust do the same. Too many get going without a lot of thought. They have their resume and just start applying everywhere – that is not a strategy. It doesn't work well.

WHAT ELSE DO YOU NEED?

- Cover letter
- Marketing plan
- References
- Recommendations on LI
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Marketing plan is basically a list of well-thought-out companies you plan to target. You want good LI references as well as people who will speak to recruiters and HR.

The cover letter is a great way to differentiate yourself. Know your value to that particular company and customize the letter for the position. If you've been laid off, a great thing to write is your exit statement. That's what you say when they ask you why you are leaving your last job. Make it positive. Just a quick note as to your reason and then mostly on what you plan to do next.

BE SMART WHEN APPLYING



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Do your homework and know the company and the job. Use your network in parallel to applying to get farther. Often there's a different way to apply or a place to put an employee's name in – they'll do it, even if they don't know you because the company pays for referrals. Get your resume directly to the hiring manager.

"I don't even know why I'm saying this in an interview situation, but I always feel like I'm not good enough for some reason. I wish that wasn't the case, but left to my own devices, that voice starts speaking up." - Trent Reznor



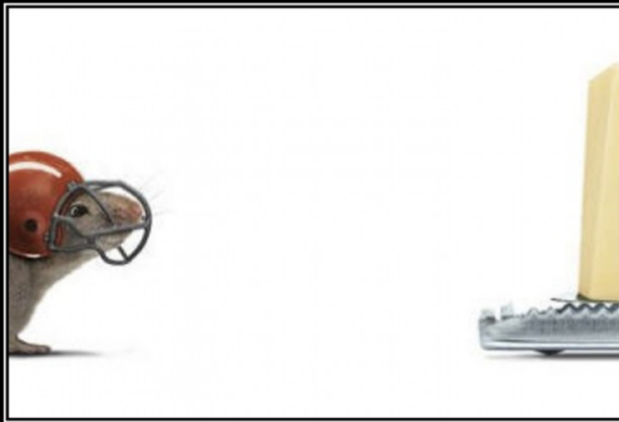
"Everything has changed. An interview has become such a confrontational thing. It makes you very defensive."
- Francesca Annis

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Most people hate interviewing. The surprise is that most interviewers hate it just as much.



PREPARATION

"By failing to prepare you are preparing to fail."
Benjamin Franklin

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If you aren't ready for the tough questions, you aren't going to survive.

1. CONVERSE



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An interview should not be an interrogation. Make it a conversation. Don't just sit there answering questions. Ask them.

2. BE LIKED



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People hire those they like. You don't have to be the most qualified – they have to see you as someone who will be a good match for their team and culture.

3. BE CLEAR

“So many people out there have no idea what they want to do for a living, but they think that by going on job interviews they’ll magically figure it out. If you’re not sure, that message comes out loud and clear in the interview.”

- Todd Bermont

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Know what it is you have to offer and why you want the job. Not any job – this job.

4. TEAM



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The manager must see you as 'on the team.' They will be judging whether you will fit in and how. How you engage with them in conversation, not dominating, but not being passive, shows how you will behave on a team.

5. PRIORITIZE



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The first interview is all about what can you do for them. It isn't about your salary, your benefits or anything else. Your job is to show that you can solve their tough problems, fill their gaps, and make a difference.

6. NEGOTIATE



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You are not a supplicant. You are not begging for a job. You are equals trading value for value. You come in as an equal partner to the negotiation offering your skills, abilities and hard work in exchange for their money. Own your power.



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Most people have no idea how to interview. That includes the person interviewing you. Plan for it. Help them out. Ask for clarification if you get a bad question.



Don't go in expecting the sun, moon and stars. Even if they seem to want you, there are going to be limits. Make them actionable and achievable as well as reasonable. Know what is possible and likely.

SMART NEGOTIATING

- Always negotiate
- Know your priorities
- Never give ultimatums
- Understand the limits
- Have alternatives



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The first offer is just that – a first offer. Know what you most want and need – it isn't always money. Don't grandstand – you'll lose. Know when what you want is more than they can do, or more than they think you're worth. Offer things like a salary review at 6 mths.

KEEP THE JOB YOU HAVE

A FEW SECRETS

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TEAMING



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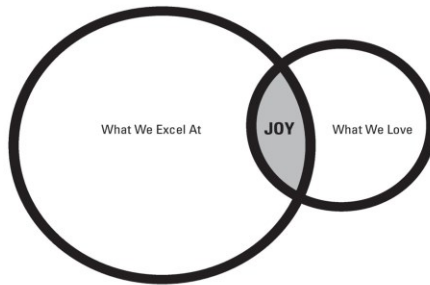
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Teaming is more than just with colleagues. Team with your boss. Schedule a short 1x1 every week – cancel when not needed. Find out what makes him look good and do it. Volunteer for things. Understand his/her style and work with it. Give regular status reports (written).

PARLAY YOUR VALUE



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When you know what you are good at AND what you enjoy, you can find the place where you can be the best at what you do. This keeps you employed like nothing else.



Listen. Do more listening than talking. Not only will people think you are smarter than you might be, they will value being truly heard. It's so rare.



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Always be searching – it’s a tough world out there – if you’re always ready for the next opportunity, your career will simply be better.



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CALL TO ACTION

Life Lesson: #21

*Happiness is an attitude.
We either make ourselves
miserable, or happy and
strong. The amount of work
is the same.* VERYBESTQUOTES.COM

~ Francesca Reigler

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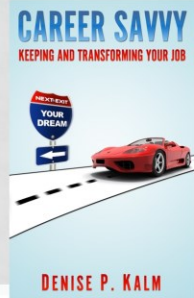
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What one step can you take tomorrow that will transform your job?

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