

Dual Career Partners



Market Yourself!

and

Keys to a Successful Meeting

SEPTEMBER 19, 2018

Welcome & Introductions

Facilitators....

- **Lauren Ratcliff**, Dual Career and Relocation Specialist
- **Justine Sailors**, Dual Career and Relocation Specialist
- **Michelle Jansen**, Assistant Director, Human Resources



Review from last meeting

Preparing for a Great Opportunity!

- Take time to research the company and positions you want to apply to
- Apply with a polished, updated resume and cover letter sharing a strong reason they should want to meet **you!**
- Don't limit your resume to 1 page
- Utilize a variety of resources in your job search



Facilitator: Justine Sailors

Market Yourself!
Your Personal Brand, Social Media
Best Practices, and Professional
Communication Skills



Your Personal Brand

What is personal branding and how do I develop mine?

A unique professional identity and coherent message that sets you apart from others

- Discover
 - Learn about yourself
- Create
 - Branding toolkit
- Communicate
 - Let people know you exist
- Maintain
 - Update as your grow



Your Personal Brand

7 Ways to Rebrand Yourself for Success

- You want to move up in your company
 - Act the part
- You've been out of the workforce
 - Scope out your skills
- You want to stay in your field, but change specialties
 - Learn a skill and use it
- You want to move into a new department
 - Reach out
- You want to recast your skills to move into another industry
 - Show how the dots connect
- You want to go from full-time to freelance or vice versa
 - Spread the word
- You need a total career change
 - Ask a lot of questions



Social Media Best Practices

Why does it matter?

- **70%** of employers **use social media to screen** candidates before making a hiring decision
- **57%** of hiring managers are **less likely to interview** someone they can't find online
- **54%** of hiring managers have decided **not to hire** a candidate based on social media profiles

Source: [2017 Career Builder Survey](#)

Common Social Media Outlets

- Facebook
- Twitter
- LinkedIn
- Snapchat



Social Media Best Practices

Why does it matter?

- Check your privacy settings
- Use a professional photo
- Keep information consistent
- Think before you post or share!
 - Negative comments about current employer
 - Frustrations during job search
 - Poor communication skills
 - Inappropriate photos
 - Multiple posts throughout the work day (if you have a full-time day job)




Social Media Best Practices

Areas of Opportunity

- Connect with those in your current or preferred field
- Let your followers know you are job searching, ask for contacts and referrals
- Follow industry news
- Post thoughtful content and engage in online conversations, when appropriate



Professional Communication Skills



“Communication - the human connection - is the key to personal and career success.”

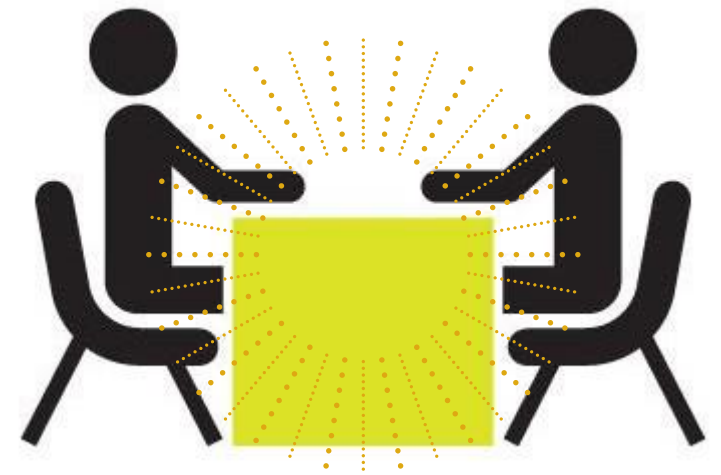
- Paul J. Meyer

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Professional Communication Skills

Scenario: Jenny Jones has submitted an application to a customer service representative position at ABC Company. Impressed with her resume, ABC Company emails Jenny requesting an interview.



Professional Communication Skills

Email:

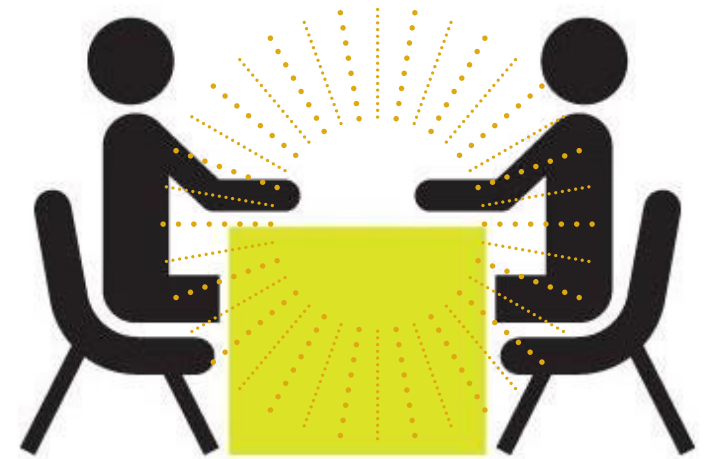
Ms. Jones,
Thank you for submitting your application to our Customer Services Representative position. We have reviewed your materials and would like to meet with you to further discuss your skills and qualifications for this role.

We are scheduling interviews, and would like to meet with you at our headquarters for a 1 hour interview on Wednesday, April 25th at 2:00 PM.

Please confirm by replying to this email. We look forward to meeting you.

Sincerely,

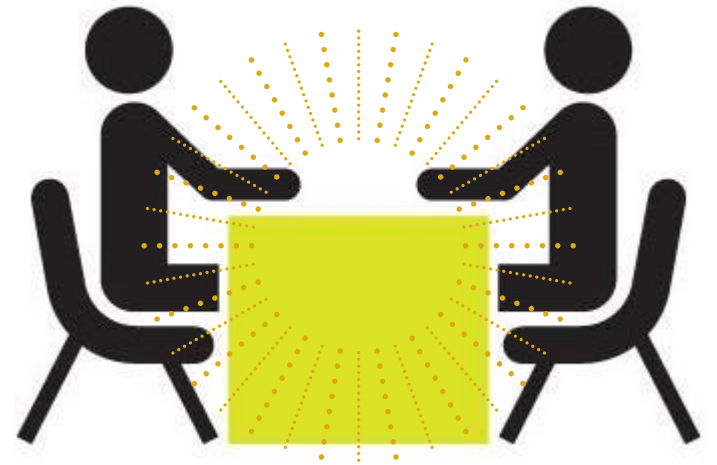
Suzie Smith
Administrative Assistant to ABC Company Hiring Manager



Professional Communication Skills

Unfortunately, Jenny has a conflict! The 2:00 PM hour will not work with her schedule. She wants to let them know right away, because the interview is next week. Surely they have other times available.

How should Jenny respond to the email?



Professional Communication Skills

Email 1:

Suzie,

2:00 PM doesnt work for me. What other times do you have?

Sent from my iphone



Professional Communication Skills

Email 2:

Dear Suzie,

Thank you but I am busy at 2:00 PM on April 25th. I'm very interested and still would like a chance to interview. Is there another time I can meet you?

Thanks,

Jenny Jones



Professional Communication Skills

Email 3:

Ms. Smith,

Thank you for your interest in my credentials! I am very interested in this opportunity and eager to meet with your team to learn more. Unfortunately, I have a commitment during the proposed time that will be challenging to step away from. Might another time be available next week? My availability is below...

Monday, 8:00 AM – 1:30 PM

Tuesday, 8:00 AM - noon, 3:00 PM - 5:00 PM

Wednesday, 8:30 AM – noon, 3:30 PM- 5:00 PM

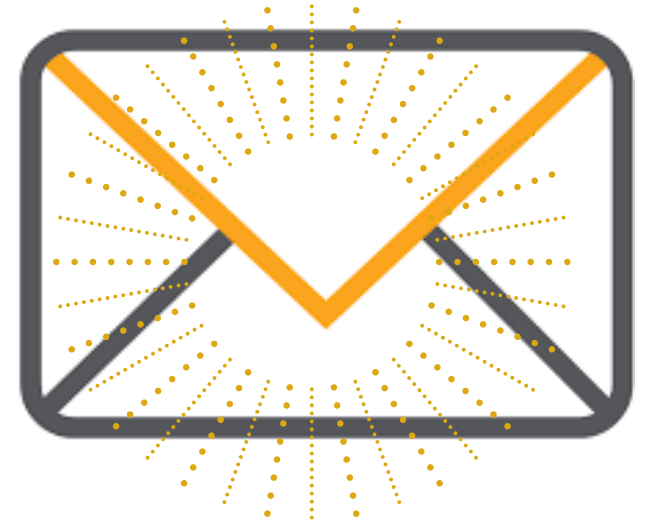
Thursday, 10:00 AM – 4:30 PM

Friday, 10:00 AM- 4:30 PM

I apologize for any inconvenience. Please let me know if any of these days or times might work for your team.

Best regards,

Jenny Jones



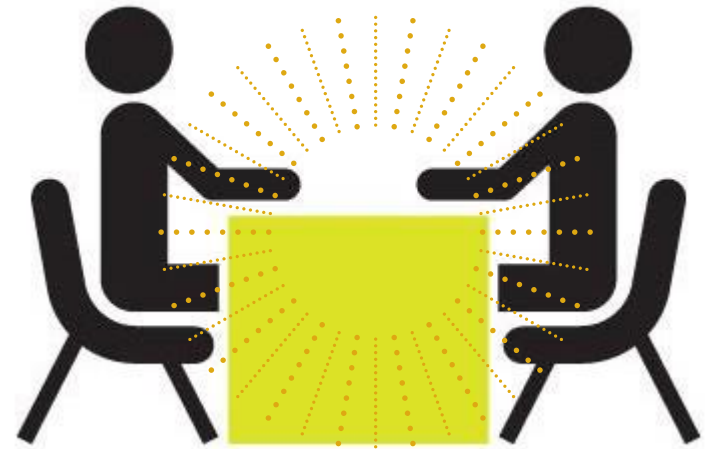
Professional Communication Skills

Which email do you think Jenny should send?

Email 1

Email 2

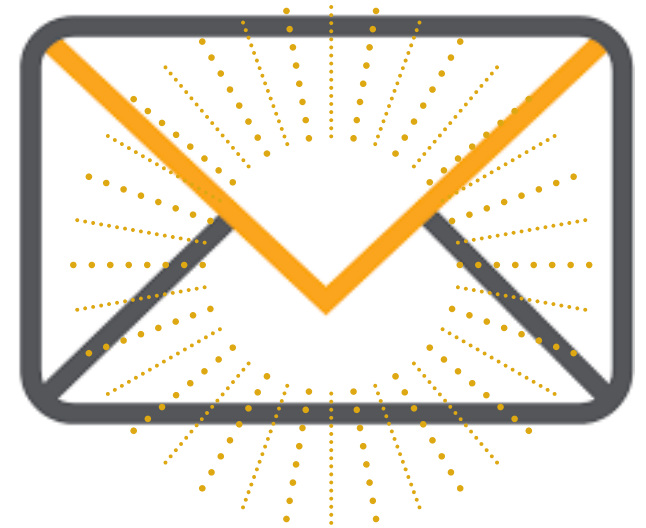
Email 3



Professional Communication Skills

Keep in mind....

- Every interaction is a part of your interview.
- Be courteous and detailed in your responses.
- Proof read and be aware of grammatical errors.
- Be as flexible as possible with scheduling, if the job is important to you!
- Remember, emails travel quickly.



Professional Communication Skills

In the workplace...

Listen actively and thoughtfully consider what others are saying

- Try not to interrupt!

Use nonverbal communication

- Make eye contact
- Practice a relaxed, open stance
- Convey a friendly and positive demeanor



Source:

<https://www.thebalance.com/communication-skills-list-2063779>

Professional Communication Skills

In the workplace...

Show confidence in your communication

- Avoid making statements that sound like questions

Consider what is the best communication method for the situation/person

- Phone, email, in-person

Be open-minded and respectful of others opinions

Offer and accept feedback



Source:

<https://www.thebalance.com/communication-skills-list-2063779>

Dress for Success

Look your best!

- Research company culture
- Err on side of formality
- Wear clothing that fits well and is comfortable
- Be sure clothing is clean, pressed, and neat



Dress for Success

Look your best!

- Avoid flashy ties or loud colors
- Wear skirts that are just above the knee or longer
- Hair should be neatly styled



Dress for Success

Remember

- First impressions are critical
- It is better to be overdressed than underdressed
- Professional dress shows confidence and that you are taking the interview seriously



Facilitator: MICHELLE JANSEN

THE KEY TO A
SUCCESSFUL MEETING



Do you have an elevator pitch ready?

What is your



What is an **Elevator Pitch**...

Term comes from the studio days of Hollywood when a screenwriter would catch an executive on an elevator ride and 'pitch' an idea in 30-60 seconds

Why do you need an **Elevator Pitch**...

Opportunity to highlight and showcase yourself—
be sure to find ways to sell yourself and stand out

Tell me a little about yourself?

Sample of an **Elevator Pitch**...

**Be sure to research
the employer's
strategic plan,
mission, vision and
goals?**

My name is Purdue Pete and I am currently a freelance graphic designer specializing in logo design and printed corporate branded material such as brochures, business stationary and websites. If hired as your graphic designer, I am confident I can provide innovative design solutions to fit all of the customers' needs while offering fast turnaround and exceptional quality.

Technical and Professional Skills

The **Resume** will provide a high level overview of your job experience and technical skills, however, the employer will be seeking **Professional Skills**



The Interview will be very important to demonstrate and express these types of skills

Question for YOU...

When does the **interview** begin?

- A. Once you submit your application
- B. Upon your first contact with the employer
- C. When you greet the receptionist
- D. As you sit down in the interview chair

ALL OF
THE ABOVE

Preparation

How should you **prepare** for the interview?

- Find out as much as you can before the interview (who will you meet, job description, meeting location)
- Conduct research on the employer
- Have your Elevator Pitch ready
- Think of some professional examples (stories) of achievement
- Practice responses to typical interview questions
- Get a good night rest and give yourself plenty of time to get to the location

Plan Ahead



References

Have your **references** ready at the interview...

- Provide at least 3 professional references
- Former supervisor(s), if possible
- Notify your references ahead of time
- Provide up to date contact information

Sample

[Your Name]
[Street Address]
[City, ST ZIP Code]
[phone]
[email]

REFERENCES:

[Reference Name]
[Title]
[Company Name]
[Street Address]
[City, ST ZIP Code]
[phone]
[email]

Relationship: [Relationship with reference] at [Company Name] from [dates of employment]

[Reference Name]
[Title]
[Company Name]
[Street Address]
[City, ST ZIP Code]
[phone]
[email]

Relationship: [Relationship with reference] at [Company Name] from [dates of employment]

[Reference Name]
[Title]
[Company Name]
[Street Address]
[City, ST ZIP Code]
[phone]
[email]

Relationship: [Relationship with reference] at [Company Name] from [dates of employment]

Different types of interviews

There should be no differences on how you prepare and present yourself in any Interview format- so treat any form the same way

Email
Prescreening



- Do not take this lightly
- A lot is being determined based on your written responses

Phone



- Select a quiet location with no possible interruptions
- Have great phone service
- Show you personality through your voice

Skype or In-
person



- Dress for success; be 10-15 minutes early
- Come prepared with your cover letter, resume, sample work, and/or references

Behavioral Interview Questions

Sample Behavioral (Situational) Questions...

- Provide an example of a goal you reached. How did you go about obtaining that goal?
- Tell me about a time you had to work under pressure?
- Have you ever made a mistake? How did you handle it?
- Describe a time when you had to make an unpopular decision. How did you go about implementing it?



Behavioral Interview Questions

How did you handle a **Specific Situation**

- You must respond with an explanation of what you did based on that particular situation.
- You can prepare by reviewing the job requirements and make a list of the behavioral skills you have that closely match those requirements.
- Then come up with examples of when you had to apply those skills professionally like while in school, at work, or volunteering.
- When asked, take your time to respond- it is okay to take a moment before you answer.

Behavioral Interview Questions

Use the **STAR** technique...

 **S**ituation

Describe the **S**ituation.

 **T**ask

What **T**asks were involved in that situation?

 **A**ction

What **A**ctions did you take?

 **R**esults

What were the **R**esults of those actions?

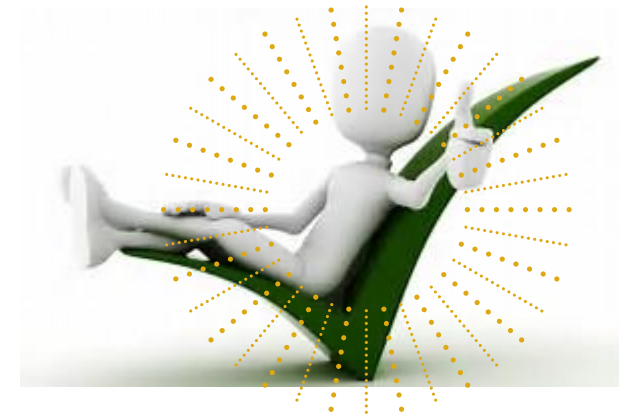
Behavioral Interview Questions

Be **POSITIVE**...

As you can see from the sample questions, most often behavioral questions require you to focus on a **PROBLEM**.

- Describe the problem you faced, but do not focus too long on the **NEGATIVE**.
- Quickly shift by describing how you solved the problem.

The POSITIVE outcome



How do you respond if asked?

What is your **Greatest Weakness...**

You can mention a skill that is not critical for the position

- Analyze the key skills required for the position and come up with an honest shortcoming which is not essential for the position

You can mention a skill you need to improve on

- Show the interviewer(s) that you can make improvements when necessary; share steps you have taken to improve on this skill

**Regardless,
turn a
negative into
a positive**

Interview Question

“What’s YOUR
greatest
weakness?”

Samples

I used to wait until the last minute to set appointments for the coming week, but I realized quickly that scheduling in advance makes much more sense. It took discipline, but I believe I have now mastered planning ahead.

I used to work on one project until it was completed before starting on another. I have learned I can be more effective and creative when doing multiple projects at the same time. I always dedicate enough time to each project and ensure I meet all deadlines.

Ready, Set, Go...

The Interview ...

STAY CALM

- Be sure to relax
- Breathe
- Make eye contact
- Actively listen

SELL YOURSELF

- Be sure to smile
- Show confidence
- Show interest
- Do not undersell yourself

Ready, Set, Go...

The Interview ...

Answer Questions

- Make sure to completely listen to each question being asked
- Respond with details, examples and outcomes (Remember STAR)
- Ask clarification, if needed
- Okay to pause

Ask Questions

- Prepare questions related to the position and/or employer
- Do not say “no, I cannot think of any at this point in time”
- Do not ask questions that can be easily answered in a Internet search
- Avoid “yes” or “no” questions

Ready, Set, Go...

The Interview ...

You can ask...

- What do you like best about working here?
- What are the first priorities for this position?
- What are the challenges of this position?
- What have past incumbents done to succeed in this position?
- Describe the culture of the company?

Don't ask...

- What is the salary for this position?
- What are the benefits offered?
- Do you allow flexibility in the work schedule?

Ready, Set, Go...

The Interview ...

Make an Impressionable Closing

- Ask if there is anything else you can share or provide
- Tell them you are very interested in the possible opportunity
- Ask about next steps in the process (if not already shared)
- Be sure to thank each person before you leave
- Give each a firm handshake



After your interview

Huge Impact...

- Follow up with a thank you note (*email should be within a 24 hour period of time*)
- Be patient and stay positive
- If selected, be prepared for employer to conduct a reference and/or background check(s)
- If not selected, take a moment to reflect back to your experience and find ways to improve on your next Interview!



Landing a career takes TIME!