Transition Masters

Developing Job Search Presentation Skills

Program Workbook

Version 1.0

Participants name here _____

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Objectives

- ✓ Identify who you are, what you do, who you serve, what they need, and what difference you make in their lives.

- ✓ Learn how to target companies and people, set up meetings with the people who can hire you, build relationships, and gain employment.

- ✓ Develop an inventory of compelling accomplishment stories.

- ✓ Develop resumes that get through the electronic filters and result in multiple interviews.

- ✓ Understand the interviewing process, what companies are looking for, and answer the most common interview questions.

- ✓ Develop your portfolios (paper, electronic, and tangible work samples)

- ✓ Understand and practice the "whole compensation" negotiation process

- ✓ Develop a professional social media presence on LinkedIn

Program Overview

The five main reasons people do not gain employment are all related to the way people present themselves during the job search process. *

This unique training and development program combines the best practices of Toastmasters International, and job search, so that participants learn to confidently and credibly communicate their value to organizations.

Approximately 25% of each session will involve lecture, 25% will involve actually developing and creating your presentations, and 50% of each meeting will be invested in practicing your presentations, and participating in mock interviews.

This program is designed for focused job seekers who clearly know what type of employment they want, not people who are undecided and seeking to discover their "passion".

The focus of the Transition Masters program is developing job search presentation skills. During job search, we present ourselves primarily in two ways;

1) person to person communication including networking and interviewing

2) written communication including resumes and social media

This program requires two forms of commitment:

1) to attend each meeting

2) to participate and do the work assignments (this is not just a sit and listen program)

What is Your Brand?

Like it or not, in the 21st century workplace, you are a product. Every product has a description and a purpose. What is your description and purpose? How do you describe yourself and your purpose when you meet other people during job search?

You have probably heard the term "elevator speech". Speeches are too long to recite on a typical elevator ride, so we prefer the term "elevator statement". They are used to share your description and purpose during networking situations with the goal of generating enough interest for the intended recipient to want to know more about you, so that they may connect you with others that may be interested in who you are and what you do.

One way to develop your "elevator statement" is to answer five very important questions. The answers to these five questions, when listed in a sentence, form the basis of an excellent elevator statement.

Take a few minutes and give some sincere thought to your answers. After all, this is the wrapping for your personal product package!

1. Who are you?

2. What do you do?

3. Who do you serve?

4. What are their needs?

5. What difference do you make in their lives as a result of what you do?

Notice that the first two questions are about you, and the last three are about other people.

When networking and people ask what you do… put the answers to these questions together to form your elevator speech. For example:

"I design affordable apparel for men and women so they can look and feel their best".

Or

"I write books for children so when they fall asleep they have awesome dreams".

People will ask "how do you do this?" and you will get to tell them. You could give them your elevator statement and then add "and I am here to learn more about one of these companies" (show them your list of target prospective employers). "Do you know anyone who works for one these companies"? "By knowing more I could determine if I might be good fit for this company."

Try to arrange an introduction with the person who works for one of the companies on your list. Ask them "who is the hiring manager for people that do (what you do)". Ask them for an introduction or at least a method of contact. Set up an informational meeting with the hiring

manager, and a follow up method, so that next time they need someone with your skills they may recommend you!

What is Your Brand?   Exercise #1

Write down the key words from each of the five questions in the space below. Organize the words so that they form a statement like the examples above.

I, (do what), (for who), (what are their needs?), (what difference do I make in others' lives?)

This may take several attempts - that's ok.

Here is my branding (or elevator) statement.

After much thought and several revisions, this is my current branding statement.

_____

_____

_____

Be prepared to recite your branding statement in front of a break out group at first, and then, later, in front of the whole group.

What is your improvement goal/s from this meeting?

Career Networking

Before you begin "Career Networking" as opposed to generic Chamber of Commerce type business networking, you need an objective, which in Career Networking is to meet or be introduced to someone who can lead you to a person who can either hire you or refer you to someone who can. To do this you need a target list of companies that you would like to work for. It helps to have 40 companies on your overall list, but you only need about 6 company names written on a small notebook (in large enough print so that people can easily read them!). You show your new contact the list (after you introduce yourself) and ask if they know anyone works at one of your companies on the target list. Do Not just ask if they know anyone in general who is hiring!

How do you develop a list of target companies? Search the internet or use the US database at the library to search for lists of companies that need people with your skills. The easiest way to find a target list of companies is, on your computer, go to a job board like Monster.com, Indeed.com, etc. and enter the name of your best skills in the search box within a certain geographical area (maybe your zip code). Many companies job listings will pop up and you may choose some of those.

Other factors include:

1) Where they are located (Geographically –commute)

2) Size of the company (90% are hired by companies with less than 100 employees)

3) How many employees do they have with your skills (and what is the approximate turnover rate?)

4) After research, is this a company you would like to work for?

When you have the opportunity to introduce yourself during a networking situation, use your branding statement. People will ask "how do you do this?" and you will get to tell them (briefly). You could then add "and I am here to learn more about one of these companies" (show them your list of target prospective employers). "Do you know anyone who works for one these companies"? "By knowing more I could determine if I might be good fit for this company."

Try to arrange an introduction with the person who works for one of the companies on your list. Could be someone at the networking event or someone you could contact after the event. Ask them "who is the hiring manager for people that do (what you do)". Ask them for an introduction or at least a method of contact. Set up an informational meeting with the hiring manager, and a follow up method, so that next time they need someone with your skills they may recommend you!

This Career Networking dialogue is repeated whenever you meet new people. You need to meet thirty new people per week. Half of those will know someone who knows someone who works for one of those companies on your target list. Fifteen leads per week leads to five "in company" introductions which can lead to one interview per week. It's a numbers game!

Career Networking Exercise #1

Create a list of 40 target companies. It helps to have a basic excel spreadsheet to list the company name, address, contact information and key hiring contacts.

List below the names of six companies from your list of 40.

And be prepared to share them in class as part of your networking speech process.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

Career Networking Exercise #2

Write exactly what you will say when you are Career Networking. Branding statement – if appropriate, state list of 6 companies, then ask for introductions to people who work in these companies (at the meeting or someone you may contact later) Be prepared to share this in class.

What is your improvement goal/s from this meeting?

Accomplishment Stories

What are accomplishment stories, why are they important and how should they be structured?

Accomplishment stories reveal the special skills we have and how they have been used in the past. There are two places in job search where accomplishment stories are particularly valuable:

1) On resumes (we cover that later)

2) Anytime you are being viewed as a potential job candidate (networking or during interviews).

Most job seekers need at least three accomplishment stories that describe their unique skills and work characteristics.

Accomplishment Stories   Exercise #1

Can you think of a situation where you overcame a challenge or problem?

Write down:

What was the situation or **problem**?

_____

What **action** did you take?

_____

What was the **result** of your actions?

_____

List below the skills you used to handle this situation? For example, management, communications, collaboration, conflict resolution, negotiation, handling details, decision making, creative, persuading, reporting, goal setting, analyzing, facilitating, listening, speaking, etc.

It may help if the situations and the skills you use are reflective of the keywords found in the job description!)

Skills used:_____

Skills used:_____

Skills used:_____

Accomplishment story triggers:

1. A person/event in your life that taught you the importance of this skill/characteristic.

3. A time when you failed to live up to this skill/characteristic and decided to never let it happen again.

4. A movie/story/book/event that exemplifies this skill/characteristic for you.

5. A story of using this skill/characteristic in overcoming one or more obstacles.

6. A Cinderella story of having been an underdog who used this skill/characteristic to emerge triumphant.

7. A hero story in which you used this skill/characteristic to do something unexpected to save the day.

8. A humorous and probably self-deprecating way you've used this skill/characteristic.

9. An example from your personal life (as opposed to career) of developing this skill/characteristic.

10. Patterns that have emerged in your development of this skill/characteristic.

11. Results you have achieved through using this skill/characteristic.

12. Lesson you have learned while developing and using this skill/characteristic.

13. Ways you have applied this skill/characteristic in diverse situations.

14. A strength or vulnerability from your past that led to the development of this skill/characteristic.

15. A time when you felt passionate and alive in your work (and the skill/characteristic that made that feeling possible).

16. One or more stories that you find yourself repeatedly telling about your work (identifying the recurring skills or characteristics in these stories).

17. If you could tell just one story to explain what you do in your work, what would it be, and what skill/characteristic would it involve?

Accomplishment story structure

Describe your accomplishment stories using the **PAR** model.

First briefly tell the **problem**, challenge or situation.

Second, tell what **actions** you took .

Third, tell what the **results** were.

This simple structure will help you organize your thoughts and demonstrate your excellent communications skills!

In the sections below, write at least three accomplishment stories using the PAR structure. Be prepared to present these during class. Stories should be presented in 60 seconds or less! Typically 120-140 words.

Accomplishment Stories Exercise #2

Accomplishment Story #1

Title of your accomplishment story _____

1. What was the **problem**, situation or need?

2. What **actions** did you take? (Not the team or department – YOU)

3. What positive, tangible (measureable**) results** did you produce?

4. What skills did you use?

Accomplishment Story #2

Title of your accomplishment story _____

1. What was the **problem**, situation or need?

2. What **actions** did you take? (Not the team or department – YOU)

3. What positive, tangible (measureable**) results** did you produce?

4. What skills did you use?

Accomplishment Story #3

Title of your accomplishment story _____

1. What was the **problem**, situation or need?

2. What **actions** did you take? (Not the team or department – YOU)

3. What positive, tangible (measureable**) results** did you produce?

4. What skills did you use?

Accomplishment Story #4

Title of your accomplishment story _____

1. What was the **problem**, situation or need?

2. What **actions** did you take? (Not the team or department – YOU)

3. What positive, tangible (measureable**) results** did you produce?

4. What skills did you use?

Accomplishment Story #5

Title of your accomplishment story _____

1. What was the **problem**, situation or need?

2. What **actions** did you take? (Not the team or department – YOU)

3. What positive, tangible (measureable**) results** did you produce?

4. What skills did you use?

What is your improvement goal from this meeting?

21st Century Resumes

The primary purpose of a resume is to state the qualifications of a person for a particular job with the hope of being invited for an interview for that job.

This section is not intended to be a comprehensive treatment of writing resumes. There are plenty of resources available that cover resume writing. We <u>will</u> cover basic resume structures. But more important, we will be covering how to write a 21st century resume that will actually be read by someone at the receiving end, hopefully resulting in an interview.

The difference between a 20th century resume and a 21st century resume:

20th century resumes were paper based and sent in envelopes to be read by human resources departments.

21st century resumes are electronic based, sent through the internet, and scanned by selective software called automatic tracking systems, (ATS) to determine which resumes come closest to meeting the criteria specified in the job description.

The difference is the technology, to the benefit of the hiring company, and to the disadvantage of the candidate – unless the candidate understands how the rules of the resume game have changed!

Basic resume structures haven't changed very much, just how they are reviewed and processed has changed dramatically !

There are three basic types of resumes:

1) the **chronological** – which lists work experience in chronological order from most recent to previous employers

2) the **functional** – which lists work experience, job functions and skills, but not necessarily employers. Sometimes used by candidates with big gaps in employment dates.

3) the **hybrid** – which lists a combination of skills and work experience first, followed by a brief chronological listing of employers.

Human resource people typically prefer chronological resumes.

Resumes typically have the following elements;

1) Contact information (name, city, state, phone numbers, email address, Linkedin profile address)

2) Summary – what your work goals are

3) Competencies – several bulleted words describing your strongest skills (hopefully congruent with the most important skills in the job description)

4) Work experience – title, name of employer, dates followed by what you did including accomplishments

5) Educational highlights – degrees, certifications training, etc.

6) Additional information and/or professional affiliations – earlier experience relevant to the job, or professional association memberships, awards, etc.

21st Century Resumes   Exercise #1

Bring your resume to class and pass it around for evaluation and feedback by your classmates.

Resume evaluation checklist

1. Contact information? (suggested changes)

2. Summary? (suggested changes)

3. Competency list? (suggested changes)

4. Work experience (suggested changes)

5. Educational achievements (suggested changes)

6. Additional information (suggested changes)

7. Spelling (suggested changes)

8. Grammar (suggested changes)

8. Quantifiable achievements listed ($'s, %'s, etc.) (suggested changes)

9. Length of resume (suggested changes)

10. General appearance of resume (white space, layout, graphics, etc.)

Cover letters:

The primary purpose of a cover letters is to entice them to read your resume!

Six tips for writing cover letters.

1) Needs to be less than one page (changes?)

2) Needs to express interest in the specified position (if one exists) (changes?)

3) Needs to highlight the reasons they should hire you (changes?)

4) Needs to ask for an interview (changes?)

5) Needs to state when you will be following up (changes?)

6) Needs to have your contact information (changes?)

21st Century Resumes   Part 2

Resumes and Applicant Tracking Systems

Most important: Use as many keywords from the job description as possible in your resume. To assess your keyword percentage, go to

www.jobscan.co

21st Century Resumes   Exercise #2

Cut and paste your resume into the form on the left side of the screen. Cut and paste the job description (for the job you are applying for) on the right side of the screen. Push the submit button. Jobscan will analyze your resume and provide you with a percentage of keywords number, ie. 42%. If you keyword % is below 80% many automatic tracking systems will not forward your resume to HR. It will store it but not forward it to be reviewed. The 80% number is set by HR with the intent of only forwarding resumes for review that are the closet matches to the job description, thereby saving HR from screening hundreds of "unqualified" resumes.

In class, take your resume, the job description and the Jobscan analysis and have it reviewed by others to help improve your keyword count.

Tip Sheet for working with automatic tracking systems
(from *Quintessential Careers)*

☐   Is it saved in an approved format -- resume is submitted as a .doc, docx, or .txt (PDF, RTF, and JPG formats are not ATS-friendly)

☐   Does not use fancy <u>templates</u>, borders, or shading

☐   Is in a single column format (no tables, multiple columns, or text boxes)

☐   Uses simply formatted text of a reasonable size (10 point size or above)

☐ Includes standard fonts (Arial, Georgia, Tahoma, Trebuchet, and Verdana are all "safe" choices)

☐ Does not contain complex formatting (condensed or expanded text) -- that is, don't use extra spaces between letters, because the ATS can't "read" it

☐ Includes a few, clearly defined sections: Summary, Work Experience, and Education

☐ Does not contain images or graphics -- or, if they do appear, they do not affect the single-column formatting (Be warned, however, that the simple inclusion of *any* graphics may be enough to "choke" some applicant tracking systems.)

☐ Does not include any information in the headers or footers of the document (if saved in Microsoft Word format)

☐ Has been thoroughly edited and spellchecked and contains no errors. (The ATS will not recognize misspelled words)

☐ Does not include any special characters or accented words

☐ Contains proper capitalization and punctuation. Both of these can affect how information is parsed and assigned within the ATS database

☐ Uses the full, spelled-out version of a term in addition to abbreviations and acronyms [i.e., Certified Public Accountant (CPA)]

☐ Incorporates relevant, targeted keywords and phrases for the type of position being sought (Have you included specifics -- i.e., "Photoshop" instead of "image-editing software")

☐ Has been customized for the position being sought. "One-size-fits-all" does not work with applicant tracking systems

21st Century Resumes   Exercise #3

Review your resume and using the checklist above, evaluate how "ready" your resume is, and make the appropriate changes.

What is your improvement goal/s from this meeting?

Interviewing

There are four main things hiring companies want to learn from an interview.

Interviewing   Exercise #1

Write your answer to each question for a particular job. Demonstrate proof of your answer.

1. Are you qualified? (resume usually shows this)

2. Will you "fit" into the culture and work group?

3. What are the risks of hiring you?

4. Can we afford you?

The two most common interview questions are;

1. Tell us a little about yourself?

2. Why should we hire you (instead of someone else) for this job?

Interviewing   Exercise #2

Write your answer below each question.

1. Tell us a little about yourself?

2. Why should we hire you for this job (instead of someone else)?

Be prepared to answer these questions during mock interviews!

Interview closing questions:

1. Based on my resume and this interview are there any concerns about referring me for this position?

2. What is the hiring process going forward?

3. Who should I follow up with, with what frequency, and what method (telephone call, email, etc.)?

Be prepared to ask each of these questions during mock interviews.

What is your improvement goal/s from this meeting?

Work Samples/Portfolios

A portfolio is a visual representation of samples of work that you have done. A resume describes the highlights of your work history. A portfolio <u>shows</u> and <u>proves</u> what you have done. Portfolios may be used during the interview process (sent in advance of an interview, or used at the end of an interview). They may also accompany a mailed in or electronic resume.

A portfolio, regardless of what form it takes, is one of the most powerful items that can help you stand out as a job candidate. Knowing what a portfolios is, is the first step. The second step is developing your portfolio (which we will do in this section), and the third step is learning how to present your portfolio (which we will do in class0.

Three Forms of Portfolios
Portfolios are generally created in one of three forms:
1) Paper based portfolios
2) Electronic portfolios
3) Physical displays

Paper based portfolios are typically binder bound papers that could be:
- Letters of reference or recognition
- Articles you have written
- Documentation of awards or achievements
- Budgets you have managed
- Photos of work projects (before and after photos, etc.)

The photo below is a Wilson- Jones portfolio binder available at office supply stores, with space for business card, CD and tabbed pages and customizable cover.

Electronic portfolios may be sent via email, produced on a CD or DVD, or be viewed online via the internet. Portfolios sent via email may be attached to a cover letter along with a resume. Some enterprising people are now sending video portfolios and resumes in an email to prospective employers.

Portfolios on CD or DVD may contain many portfolio items in separate files. The files may contain scanned documents such as college transcripts, diplomas, reference letters, graphics, videos, case studies, documents showing software applications skills, designs, photos, etc.

Presentation software such as Power Point may be used with interactive buttons to display a choice of different photos, documents, designs, etc. This option allows you to demonstrate accomplishments and demonstrate software skills at the same time!

Portfolio physical displays include items such as trophies, award plaques, blueprints, maps showing routes or territory you served, products you have sold, patented, serviced, designs you created, etc. These need to be small enough to fit into a portfolio case or brief case, so that, without much trouble, they may be easily displayed during an interview.

The purpose in bringing physical display items in your portfolio is not to brag! The purpose is to show what you have done that is directly related to the type of work the employer wants you to do.

Another reason to include physical display items is to create a <u>strong visual picture</u> in the mind of the interviewer that serves as a reminder to consider you for employment over others!

People remember what they <u>see</u> longer than they remember what they <u>hear.</u> Show them something impressive to remember you by when it comes time to make that job offer!

Work Samples/Portfolios   Exercise #1

Ideally you could have all three types of portfolios. Choose one of the three types of portfolios and develop it in the space below. Be prepared to share your portfolio presentation with the class.

Paper based portfolio

May include items such as: Letters of reference or recognition, articles you have written, documentation of awards, certifications, or achievements, budgets you have managed, photos of work projects, travel maps where you have worked, etc.

The items I will put into my paper based portfolio include:

How will they be displayed?

What will I say about my portfolio during an interview?

Electronic based portfolio

What electronic media will I use? (LinkedIn, video clips with online links, web site, IPad, laptop, etc.) It's OK to have more than one electronic portfolio location! May include items such as: diplomas, transcripts, military records, awards, training certificates, case studies, designs, patents, software applications, videos, etc.

What items will I include in my electronic portfolio?

How will I explain my electronic portfolio, or is it self- explaining (in a static form for viewing online)/

Where will the portfolio be located? (Online website, on my laptop, Ipad, etc.?)

What will you say when you present your electronic portfolio?

Work Samples/Portfolios Exercise #1 continued)

Physical Objects Portfolio

The items I will include in my physical objects portfolio include:

How will they be transported and displayed?

How will you present your physical object portfolio?

What will you say? (Be prepared to present your portfolio to the class).

What is your improvement goal/s from this meeting?

Compensation Negotiation

Compensation Negotiation Tip #1

Don't be the first to bring up compensation! Let them make an offer or give you a salary range to establish a starting point for future negotiations.

Compensation Negotiation Tip #2

Know your bottom line compensation level. This is the $ point at which you will not go below. This allows you to know when to walk away from an offer that will not meet your basic living needs.

Here are some response lines to help you move towards getting <u>them</u> to commit to a dollar amount.

When they ask; What type of salary are you looking for?

Respond with; **"I simply want what is fair for someone with my skills and experience"**

If they persist; **"I will be glad to discuss salary after I fully understand the requirements of the position and the other factors that may become part of the compensation package."**

OR   **"I'm sure you have a salary range for this type of position. It may save us both some time if you would share what that range is?"**

OR   **'What salary range are you offering for this position"?**

OR   **" You have seen my resume. Based on my skills and experience what do you think I'm worth to this company"?**

OR   **"I'm sure salary won't be an issue when all of the factors concerning this job are clearly understood"?**

OR if they insist on some type of number – give them a range. "**I am looking at a salary range between \$40,000 and \$50,000 (or whatever your range is), which would be negotiable depending on the requirements of the position and other benefits and compensation factors.**"

Other negotiable considerations;

1. Health benefits

2. Time off and vacations

3. Child care, maternity leave and other family related situations.

4. Flex time, telecommuting, part time vs full time, independent contractor

5. Savings plans (when vested for matching funds?)

6. Tools, equipment, uniforms.

7. Professional association dues and certifications.

8. Tuition reimbursement

Sites to check salaries; Payscale.com, glassdoor.com, salary.com, indeed.com

Compensation Negotiation   Exercise #1

Be prepared to go through a mock compensation negotiation in class. Practice the statements and how to negotiate other items mentioned above.

What is your improvement goal/s from this meeting?

Social Media Presence

21st Century job seekers recognize the value of social media. 93% of hiring companies currently use LinkedIn to search for candidates. 47% will check Google for a candidate name to see what information comes up. 27% will check Facebook to explore the character of candidates. It is very important to present yourself in the best possible way. Don't let social media be your downfall in the job search!

Probably the most important online media presence for job seekers is LinkedIn. Most important aspect of LinkedIn is to have an accurate and complete profile so you may be seen by recruiters and hiring companies.

Profile checklist

1. Profile picture (high quality profile headshot)

2. Headline (that describes the job wanted and skills)

3.Summary (a few paragraphs about your professional background, expertise and accomplishments)

4. Experience (three recent jobs - less than 10 years ago, listing employers, job duties and accomplishments at each one)

5. Skills/Endorsements and Recommendations (list of transferable skills with endorsements for each one, managers recommendations are best)

6. Education (list of all schools/colleges and courses that specifically relate to the wanted type of job)

Social Media Presence Exercise #1

LinkedIn

1. Do you have a LinkedIn profile? If not, create one!

2. Review your LinkedIn profile. Go through the checklist above and note any changes or additions you need to make. Do those changes and note them here..

3. Exchange LinkedIn profile addresses with another class participant. Review their profile and in the space below (in their workbook) write down any suggestions to make their profile more appealing and functional to attract recruiters and hiring companies.

4. Be ready to share with others the changes you have made (or will change) to your profile as a result of this constructive feedback.

Social Media Presence continued)

Google account

Exercise #2

1. Go online to Google. In the search box, enter the name used on your resume. Click enter.

2. Review the results from your name, especially the top 10 results. Click on each result and review the contents. Find anything that misrepresents who you truly are? If so, take steps to correct those statements by contacting the poster and clarifying the information.

Facebook account

Exercise #3

This step is optional. However, if you have a Facebook account, go online and review it to identify any photos, articles, or postings that should be restricted to only your closest friends (not the general public). If you want outside evaluation of potentially objectionable content that could be seen by a potential employer, ask a classmate to evaluate your site and give you some honest feedback.

Facebook account suggested changes:

What is your improvement goal/s from this meeting?

Notes: