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00:07

Thank you for joining us today for the Career Speaker Series. This series brings to you the nation's top career authors who provide tips, tools and best practices you can use to create a successful career strategy. Hello, my name is Don Philip bomb and I will be your host. With me today is Clark finical author, speaker, career coach and authority on career management in the job search process. Clark will share insights from his experiences and expertise that he's documented in his books, job hunting secrets from someone who has been there, and LinkedIn strategies to take your career to the next level. And the next hour you're going to learn how to successfully navigate today's complex and confusing job market. Now have your pen paper or electronic device ready to take notes check the download option to gain access to resources that will help you use Clark's ideas as you learn more about dealing with his very complex and confusing job market. Now keep in mind, you can fill the frame of your computer with the presentation today by clicking on the crosshairs on the bottom right of the slides. When you want to reduce that then you simply hit that again. You're also invited to help influence the program by offering your thoughts on how we can continue to be a support to your career. So send emails to Sandy at Career Speaker series.com so let me tell you a little bit about our very accomplished speaker today. I'm really excited to welcome Clark finical Clark after successfully navigating five job searches, four of which were job eliminations and conducting extensive research into how to win over the hiring manager and how to optimize his LinkedIn profile, Clark began to gain a great understanding of the job search process, a process that few have mastered at this point in time. After experiencing everything jobseekers go through Karch has a heart for job seekers, that only someone who has been in their shoes can understand this is a guy who's been there done that. Clark has drawn on his extensive experience and research to arm jobseekers with information they need to succeed in

today's job market. clerks first book job hunting secrets from someone who's been there is best described in a review by Kristin Sherry, a career coach Kristen said even though the content is presented very simply, the book is extremely thorough. It not only addresses the self defeating mentalities, job seekers can trip over and how to shift to a mindset of success. It covers things you don't know that you don't know right down to the small details that can hurt your job search success. And Clark second book LinkedIn strategies to take your career to the next level. It describes how Clark optimizes his LinkedIn profile to be a recruiter magnet to get recruiters reaching out to him. In a in a recommendation by Glenn Cade, a wireless engineer that used his ideas. Park a Glenn indicated he used Clark's excellent tips to improve his LinkedIn profile. And after applying the updates received several emails and calls from recruiters stating that they had seen his LinkedIn profile and wanted to talk about the job opportunities go in and indicated. This was the first time any recruiter had ever mentioned my profile. So that's the kind of things we're going to be learning more about today. You can follow Clark at his website, the Wise American calm and connect with him on LinkedIn. more of that later, we're going to go right to the source. Join me and welcoming Clark. finical Clark. Thanks for joining us. Hey, Don, thank you for having me. I greatly appreciate it. Looking forward to it today. Terrific, hey, we've got some good information that you have learned from experience that you're willing to share with people so the show is yours. Thank you, Dan. I want to congratulate each of you for your wisdom and attending this presentation. job seeking has never been more confusing than it is today. My objective is to eliminate that confusion and arm you with the information you need to land the job of your dreams. Because I want you to succeed I strongly recommend that you have pen and paper and be ready to take notes. I hate to see you miss out on anything. That I share.



05:03

I'm uniquely qualified to help you because I've been in the job market five times in the past 30 years. While working at an employer for 24 years, my job was eliminated four times. Three out of those four times I landed a better job in another department. During those 24 years, my salary tripled. After taking a retirement package, I relocated to Florida, and went through additional learning experiences while job seeking before landing my current role. One once while conducting research, I came upon a video where a career expert was telling HR folks what they should do when a hiring manager gives them a hard time. As I listened to her, I could tell she had experienced this type of frustration firsthand. As I continued to listen, I couldn't help wondering, who's looking out for the job seeker. My life's experience had taught me the answer to that question. And I've been determined to change that situation. That is why I wrote job hunting secrets from someone who's been there, and LinkedIn strategies to take your career to the next level. a philosopher once said, new opinions are always suspect, and usually opposed to because they are not

already common. What these folks fail to consider is new things are always coming around the corner, especially these days. I share this warning with you. Because when you tell others what you've learned, don't be surprised if you hear. I've never heard that before. When that happens, you can tell them, I just attended a presentation where the speaker was a lot like me, his job was eliminated, he adapted to his situation, and did what he had to do to land work. During our job search, one of the most important things we need to be aware of are the stories we tell ourselves about ourselves and the circumstances we're in. If you're out of work, it's all too easy to think I'm the only person who was unemployed. Few things are farther from the truth. If you go over to the website of the Bureau of Labor Statistics, you'll find during the last 10 years, between six and 9 million people lost their job every quarter. The good news is roughly the same amount of jobs are created every quarter. In fact, with the exception of 10 quarters over the past 10 years, more jobs are created in each quarter than were eliminated. In other words, if you're unemployed, you're not alone. job loss and job creation are a normal part of the American economy. You don't hear about it because most people don't want to announce that they're unemployed. The stories you tell yourself about your job loss will determine your success in the job market. There were many factors that enabled me to quickly move on in land work. I knew my employers industry was going through major upheavals. I knew it wasn't run as well as other companies. I also new managers have a wide variety of opinions. For example, my first boss hired me, my second boss tried to fire me until his management prevented him. My third boss, third boss promoted me. My fourth boss tried to fire me until I found an error in her work. My fifth boss promoted me, by the way, in the 24 years that I worked for that firm, my salary triple



09:10

experiences taught me just because you're a manager, it doesn't mean you automatically know talent when you see it. And I don't mean to denigrate bosses in general, I've had many great bosses. At the same time. I've also had a few who, I'll leave it at that. This is a key point because some jobseekers say, at&t let me go or GM Let me go. I never looked at it that way. companies don't eliminate people individuals do. As a result, instead of ending my career with an employer after six years, I worked there 24 years. Because of how I looked at my job loss. I was able to work within four separate divisions of my employer And I share this, I share this with you because this might be an option for you. I'm guessing many of you know people who currently work or did work for your former employer, who would be more than happy to put in a good word for you. If you end up applying for a role in another division as I did, there's a good chance the hiring manager knows some of these people who would put in a good word for you. At the very least, the mere fact that the people who will speak on your behalf, were or are employees of the same company

will speak volumes to the hiring manager. As I mentioned, because of how I processed my job elimination, I immediately began my job search. Not everyone unfortunately handled it the same way. One friend emailed me after his job loss, when I was rehired by our employer. He asked if there were any jobs, I replied, Yes. Then he said, they don't want any of the people they laid off. I told him that wasn't my experience, nor the experience of a mutual friend. It did not seem to matter. He saw his job loss as a judgment on his value as an employee. Robert didn't land work for two years, and when he did, it was at a lower salary. Another friend lost his job the same year I did. I called him one day and was amazed at his bitterness. In a few minutes, I learned how everything and everyone was unfair when he spoke of upcoming networking events, where I would once again have the pleasure of hearing how unfair everything is, I quickly decided I was busy. Except for two positions lasting five months. Ah, Jeremy was out of work for four years. I don't mean to minimize what anyone is going through. At the same time, I want to help others minimize the amount of time they are out of work. If your experience is like mine, you've worked for excellently run companies, as well as companies we wouldn't consider excellent. If you feel bad about your job loss. Consider what the father of the quality movement, W Edwards Deming said, that system will be the good person every time. Jim Collins, author of Good to Great and built Alas, says this about companies that succeed and those that do not. I'm paraphrasing. Leaders of great companies are modest, and understated. While leaders with gargantuan egos, led to the device, either the demise of their companies or their continued mediocrity. When thinking about your job loss, remember what Deming and Collins said. In other words, Don't sell yourself short because of the mistakes or short sightedness of others. Now that you have the opportunity to seek out



13:11

companies. One of the biggest challenges job seekers face is understanding how talented they truly are. In fact, the late publisher of Forbes magazine, Malcolm Forbes said, too many people overvalue what they are not and undervalue what they are. What usually happens is when we do something, it seems ordinary to us. However, when someone does something we cannot do, we're impressed. What we're not considering is whether the other person is impressed with what you do. Or also forgetting to ask ourselves, why did I keep my job so long? Why did I get raises? Why did I get promoted? Why did I receive those awards? Why did I get recognized as often as I did? Why was I hired for my last role. If you weren't recognized, it might be that your company cannot afford raises and promotions. It's possible a boss may think if you get awards and compliments, you'll ask for a raise which your budget doesn't permit. Unfortunately, there are times when a boss may not want to draw attention to you because she's afraid of you afraid you'll outshine her, afraid you'll get her job. If this doesn't seem important, keep in mind when you have a good understanding of your value, you'll have a better understanding of why a hiring

manager would want to hire you. As a result, you'll be more motivated in your job search. Knowing how to communicate your value is the most important skill of a successful job seeker. If you read the literature from other career experts, you may find that they frequently contain the 77 things you must do to land work. I believe their perspective stems from the fact that they sat in HR or were recruiters. I never felt that was the right way to help a job seeker. Stephen Covey tells us to begin with the end in mind. That is why my focus has always been on the interview with the hiring manager. There are two hiring managers secrets that are never communicated to job seekers. That could be hiring managers secret number one. the hiring manager will determine if you are a candidate for the role. I answering these three questions for herself during the interview. One, can you do the job? Two? Will you like the job enough to stay there? Three, can we stand to work with you? I'm going to repeat this. the hiring manager says to yourself, I'm going to determine if you're a candidate. by answering these three questions during the interview. One can you do the job to while you're like the job enough to stay there? Three, and we stand to work with your hiring managers secret number two is where communicating your value comes in. the hiring manager says to herself I will select the candidate who stands out for from all others by listening for how they made money for their employer saved money, improve productivity, and made a difference. Through repeat. the hiring manager will select the candidate by listening for how they made money for their employer saved money, improve productivity, and made a difference. For your expert Liz Ryan, shared a story of an applicant politely greeting the hiring manager sitting quietly throughout the interview and then thinking thanking him at the end of the interview. Liz shares how this is the totally forgettable candidate. In other words, this is what failure looks like.



17:35

Hiring managers secret number two is why it is essential that you be prepared to communicate your value. To repeat, the hiring manager selects the candidate who stands out from all others by how they communicated how they made money for their employer save money, improve productivity and made a difference. I coached a friend on how to interview he met with a staffing firm the best candidates for companies. He told me they never called him back. They never called him back because he would not communicate his value. I understood his dilemma he didn't want to boast. I told him you can say my bosses appreciate how I do x. My co workers appreciate how I do Why? Well, you can lead a horse to water, but you can't make them drink. His choices resulted in him earning a salary that was at least 10k lower than what he could have earned. When I interviewed six years ago for my current role, I brought 17 achievement stories to communicate by my value. Of course, at 54 I had time to rack up my achievements. When the hiring manager began the interview saying Tell me about yourself. I replied that the best way to get to know me is to hear my achievement stories. achievement stories contain the situation, the

obstacles we faced, the actions we took, and the quantified results. I'd usually begin with this story. In the former role, I noticed products were implemented in the sale system at breakneck speed. I couldn't stop the staff or were doing this, but I could perform an audit. I've found one product where the customer had paid us for three years. However, because the product was not implemented correctly. We never recognized the revenue. Thanks to my efforts, we were able to recognize 7.2 million in one year. We also implemented process changes to prevent this from happening in the future. At this point, I would ask the hiring manager if I could share another and then this is the achievements story that I would usually share. When I was an operations manager, I quickly decided my quickly learned my director did not think highly of my predecessor. After my predecessor trained me, I analyzed the responsibilities and found I could reduce cycle time by 66%. I then reached out to the director, and asked if I could take on additional responsibilities that were carried out by employees who had just been laid off. What I found, is most hiring managers are not comfortable interviewing. As a result, offering to share a number of your achievements stories, get them off the hook. In other words, the more time I took in the interview, the less time and the 30 minutes allotted for the interview they have to fill up. During my interview, what the hiring manager saw was not just someone presenting facts, but also someone who was excited about his work. I enjoyed what I did and my excitement about my work. And what I've been able to achieve showed as I described each accomplishment. American businessmen Paul Meyer said, enthusiasm glows radiates, permeates and immediately captures everyone's interest. Because I've enjoyed the work I've done, and I've enjoyed solving these problems. My enthusiasm captures everyone's interest. When the hiring manager sees your enthusiasm show, like the fact that you are excited about your work. Show also finds you hard to forget, I brought 17 achievement stories to my last interview. I'm not saying that I had the chance to share all of them, but I did share many of them. I also took hard copies of my achievement stories, so that I could refer to them in the interview. I later offered these hard copies to the hiring manager.



22:04

If your achievement stories are not Top of Mind, here's how I collected that information. performance reviews, I worked at a place where at the end of every year, my boss had to convince his his peers why I should get a raise, and above and or a bonus. As a result, my performance reviews were a great place to find achievements, I might have forgotten about awards. Every time you receive an award, you have evidence that you were special. Depending on the number of achievements, you might want to list your awards as achievements. Usually the reason you received the award is an achievement. promotions. getting promoted is an achievement. Your promotion says to the hiring manager. This

woman is so good that we gave her more responsibility and a higher salary. Here are additional sources for your achievements, stories, bosses and co workers. If you're racking your brain trying to think of achievements, consider giving a list of the achievements you've identified to bosses and co workers. And then ask them what's missing? What have I left out emails, if you have access to your old emails, go through each one to see what you can find. I did this every year when my boss asked for my achievements. This gave him the information or the ammunition he needed to negotiate for my raises. This is the ammunition you need to win over the hiring manager. If you don't have access, ask your friends who still work there. When you contact them explain that you'll be happy to return the favor when the tables are turned LinkedIn recommendations. Just the other day, I was reading my LinkedIn recommendations and was reminded of an accomplishment I have not included in my LinkedIn profile or resume. As you read each recommendation, think about the work you did with that person. It may jog your memory and help you remember things you've left out. Before before you go to the interview without any numbers. Keep in mind what the hiring manager will say. So what In other words, she wants to know how your achievements positively impacted the population. If your former boss or co workers don't have that information, a friend and finance may be able to help you. I've dedicated 16 pages of my first book, job hunting secrets from someone who's been there to achievement stories. And this could be a helpful resource for you. The amount of effort you put into this task will impact the speed with which you get hired. I'm not saying that Every achievement needs to add up to 7.2 million or 66% reduction in cycle time. There are all kinds of achievements from mastered software, trained employees organized events, among others. the hiring manager wants to know what you've done, because this is the best indication of what she can expect from you if you work for her. Your resume contains the bullets of your accomplishments. But your achievements stories bring these accomplishments to life by providing the details and background in a way one line on your resume. Never can. Sometimes a picture says 1000 words when push comes to shove, when push comes to shove, we as job seekers have to make the difficult decisions as to how we are going to spend our time. Before you even consider passing on achievement stories. Consider this. Each resume bullet is a high level summary of an achievement story. Few things make a cover letter stronger than a few sentences from your achievements stories explaining how you made money, save money and improve productivity. your LinkedIn profile can contain all of the details around your achievement stories, intrigue, recruiters and hiring managers alike, as well as provide ample room for the keywords used to locate talented people like you. Of course, your interview is where you'll shine. Very few things impress a hiring manager more than hearing how you overcame obstacles took action and achieved not only results, but quantified results.



27:01

your portfolio your key to standing out and contains all of your achievements stores just in case you weren't able to share all of them in the interview. That way, you can pass these on to the hiring manager so she can read them after the interview. My unspoken objective has always been to make the hiring manager feel as if they'd be stupid not to hire me. So I followed a no holds barred strategy. Some might be shy about sharing all of their accomplishments. I have a different perspective. I don't like being unemployed. I don't like it when the paycheck isn't coming in. I also knew one interview was my only chance to convince the hiring manager of the wisdom of hiring me, so I wasn't going to squander it. After presenting as many achievements stories as I felt appropriate, I asked if I could share what past supervisors had said about me in their LinkedIn recommendations. Few things are more valuable to a hiring manager than hearing what your former bosses said about you. Here are a few examples. Director Julie Smith said, I am constantly impressed by his thoroughness. No detail goes past him without him asking if it makes sense or could be better. This particular skill of Clark's has saved our team a lot of money. Senior Manager when Rogers said his exceptional analytic skills have helped deliver a long line of business improvements and successful projects. district manager Glen Thomas said he possesses an outstanding ability to articulate ideas and decision alternatives in critical situations. This forms the basis for necessary business consensus building around his proposals. My achievement stories and LinkedIn recommendations were kept in plastic sleeves in the nicest looking binder I could find at Office Depot. a better word for this notebook is a portfolio, which is an excellent way to stand out from all other candidates. It is another way of saying you are different from all other candidates. My Portfolio contains resumes, lists of accomplishments, achievements, stories, and LinkedIn record recommendations from among other things. To add to the credibility of these recommendations, I took screenshots of each LinkedIn recommendation so that the hiring manager could see the name of the former boss, their title and their picture. One thing, which I believe maximize their power, was I highlighted the strongest sentence in each recommendation. As a result, the hiring manager did not have to read through 12 lines. To find the positive comment. I placed three recommendations on each page. And there were three pages of recommendations. On the last page, I noticed additional recommendations could be read in my LinkedIn profile. The portfolio also included actual emails with recognition that I've received from a variety of people a list of the awards, I've received work examples and references. One fact that is often missed. One fact that is often missed by most job seekers is how the job seeker and the hiring manager have a lot riding on this decision. We're busy trying to get hired, the hiring manager is trying to hire someone who will enable her to meet her annual objectives get along well with her team, be viewed positively by her higher ups and her peers. In other words, she has as much on the line as the job seeker, some might say even more. That is why it is in your best interest to do everything possible to make her feel that you are the best candidate.



31:32

As I've mentioned before, you first need to understand your value. When you have a good understanding of your value, you'll have a better understanding of why a hiring manager would want to hire you. Two things affect us more than how we think. Yet, how many of us take time to consider is my thinking helping or hurting my situation. We frequently believe that success comes from following a few well thought out steps. When we think this way. We're ignoring how our thoughts drive everything we do. The same defender of France, Joan of Arc said, All battles are first won or lost in the mind, are your thoughts on your side. As I mentioned before, the stories we tell ourselves about our situation will play a critical role in determining our success in the job market. When I was job seeking, I repeatedly reviewed my accomplishments in detail, this was very helpful because it reminded me of what I've been able to do, and the value I can bring to any employer. I also told myself, the situation could be a lot worse. I could be fighting in Iraq or Afghanistan. I couldn't be deathly ill, I could have a horrible wife and horrible kids. By thinking these thoughts, I was able to put this chapter of my life in perspective, and do what I needed to do to move on to the next chapter. Cynthia Shapiro, and her wonderful book, what does somebody have to do to get a job around here said, what you're telling yourself with your inner voice comes through in every stage of your job search process. When you have negative or insecure self talk, constantly running through your head, it will tend to govern the tone of your cover letters, emails, phone screening, and interviews. Cynthia shares how successful athletes visualize getting basket, making touchdowns or hitting home runs. Job seekers need to do the same thing. We need to visualize succeeding in interviews, excitedly sharing our achievements, stories, and enjoying getting to know hiring managers and their teams. your self talk plays an incredible role in your life. If you say anything that sounds the least bit negative, stop yourself and say, I'm better than that. I'm capable and talented. I'm going to share my achievement stories with hiring managers and help them understand how I can help them solve their problems. We all live by widely accepted beliefs or concepts and for most of us, there aren't a lot of widely accepted beliefs when it comes to Java. Most of what we're told comes from the people we meet during our job hunt. For example, HR says I only apply to jobs if you have 80% of the requirements. Now, the 80% requirement sounds logical until you read a job description that is one continuous sentence, and 15 lines long. the hiring manager says he's so busy, he didn't have time to create a job description. In fact, the description online is only a template. It doesn't describe the actual job. the hiring manager tells you that they haven't fleshed out the responsibilities for the role. In other words, they don't know what you will do. The job requisition is so full of corporate jargon, you're not really certain what the responsibilities are. The job requirements appear as if they're looking for a Nobel Prize winner. I've encountered all five situations. I've applied for positions where I didn't have 80% of the requirements. Because of the exposure I received. During the interview, I

was asked to interview for another role. That is where I work now, six years later. I know others who've done the same thing.



36:14

Hiring managers tell us we'll decide by end of month, a former friend and co worker decided to apply to my employer after his last job was eliminated. He met with the boss and the entire team. Everyone liked him and it seemed like he was going to be hired by end of month. Just as my boss said, there was just one thing. my boss's work schedule was busier than ever. As a result, she delayed making a decision. My friend had no choice but to take a position with another employer. I went to church with someone who interviewed with an excellent company that told him he would receive an offer. This went on and on until he finally said, hey, it's been six months either make an offer or I'm moving on. Hiring managers tell you they'll decide by end of month because they want you to stop looking. They want you to stop looking so you'll still be available when they actually get around to making a decision. Hiring managers tell us you're a top candidate. Just like they say we'll decide by end of month. They tell you this because they want you to stop looking so that you'll still be available and they actually make a decision. What makes the situation worse is they do not know whether the top candidate will accept their offer or even still be available. And they need a second top candidate if the top candidate declines their offer or is no longer available. Because they don't know whether the top two candidates will accept the offer or still be available. They may tell anywhere from three to five applicants, they are top candidates.



38:06

External recruiters say your salary expectations are way too high. As Liz Ryan wisely points out, IT personnel agency people and recruiters tell every job seeker to lower their expectations. They'll have an easier time finding those job seekers work and collecting their finder's fees from employers. It's much easier to put people into low paying jobs than high paying jobs. agencies have more low paying jobs to fill than higher paying ones. Liz recommends vetting recruiters so you can find one who appreciates what you have to offer. Instead of making you think you're worth less than you really are. External recruiters saying great work culture. I'm always amused when I see recruiters do this. How would external recruiters know it's a great work culture, they don't work there. Further, the fact that they're touting the work culture tells you something about the salary and benefits. If recruiters can't tout salary or benefits, the only thing left is the work culture.



39:25

Most job seekers believe if you apply for three jobs a day, you'll eventually get interviews and eventually get hired. People do this because that's what employers tell them to do. Unfortunately, employers leave out some important facts. When applying for jobs went online. HR was flooded with applications. applicant tracking software was developed to sort through 1000s of applicants and identify who should be interviewed. Unfortunately, it didn't work out as planned. applicant tracking systems eliminate between 75 and 90% of all candidates, but they're notorious for Miss reading resumes. A test was done where a resume containing 90% of the requirements was submitted. The system misread the resume. They were the score 14 and rejected the candidate and HR VP decided to test his company's ATMs by applying for an open position. The ACS rejected his application. Okay, what's the job seeker to do? The best solution I found is a website called job stan.co. That's jlb sc a.co. I don't make a penny making this recommendation. I recommend job Stan because of what it does. Job scan compares your resume to the job description. It then assigns a score to your resume based on how well it matches the job description. It then makes recommendations as to how to change your resume. I've submitted my resume received a score of 56% made revisions subjects suggested by job scan, and my resume rose to a 74% match. But there's more to get getting through the ETS than simply word matching. There are also formatting rules that need to be followed. First, list your jobs under the heading work experience. Second, enter each job on your resume with the employers name first, followed by your title, and then the dates you held the title suggestion, just list the years This eliminates those gap months that none of us want to speak to avoid tables and graphics because ACS systems can't read graphics and they mystery tables. Besides work experience, use these titles to label the various parts of your resume. Summary education, professional development, community involvement etc. straying from these could result in the HTS system excluding your information. Repeat the information in the summary section of the resume because some ETS systems do not recognize the summary. Use normal fonts like Helvetica or Arial. Because the ATMs can't read fancy fonts and will reject your resume out of confusion. Use the acronym and the spelled out form of any given title, certification or organization. You never know whether the ACS is looking for a certified public accountant or a CPA.



43:04

Some people do land work by applying to three jobs a day. I did. But applying to three jobs a day was just the start. I landed work because my cover letter contain three very strong recommendations from prior bosses. Both my cover letter and resume contained quantified examples of how I had made money for my employer saved money, improved productivity, and made a positive difference. before the interview, I reminded myself,

hiring managers decide whether you're a candidate by determining one can I do the job to will I like the job long enough to stay there? Three, can we stand to work with you? I did everything possible? So the hiring manager answered these questions positively. During the interview, when asked Tell me about yourself, I responded that the best way to learn about me is to hear my achievements stories, and I excitedly shared many achievements stories. I brought a portfolio to the interview, which enabled me to share examples of my work. Prior awards personal accolades from former bosses, along with strong recommendations from nine different individuals. Near the end of the interview, I asked the hiring manager if she had any concerns about my ability to do the job. When she did, I addressed those concerns. In addition, my resume was formatted to increase its chances of getting through the applicant tracking system. It was also customized with words from the job description to increase its likelihood of being accepted by hrs applicant tracking system. I also applied to a firm high net referred up before I still work there six years later. Finally, because this wasn't my first interview, I was more relaxed and therefore more successful. I even talked with the receptionist while waiting, which was significantly more relaxing than sitting and thinking about the upcoming interview. You may have heard of the candidate who bombed his interview, then shook everyone's hand and proceeded to walk into a closet. I shared the story because I suspect this was his first interview. And second, to remind us that every interview is good for us. Even if we don't land the job. The additional practice means we'll be more relaxed in the next interview. society tells us to follow the rules that are laid out for us. Usually, that's not a problem. But there are exceptions. In early 2013, I wasn't getting anywhere with my applications. After receiving one too many recommend rejections. I decided I needed to understand what was driving these decisions. So I went into LinkedIn and found a friendly looking recruiter at the company which just rejected me. I called him and he was kind enough to tell me since my last salary was with a New York City area employer, they thought I'd never be interested in any job paying a Florida salary. acting on this kind advice. I began working for Robert Half as a contractor at a Florida salary. I started getting interviews, and five months later landed a permanent role where I've been working for six years. If you're getting endless rejections, making a call, like I did, may give you the information you need to land your dream job. I know people who've been out of work for 18 months, who should have made that call 12 months ago. What do you have to lose? And most importantly, what do you have to gain.



47:12

After moving to Florida in 2013, I reached out to a friend I've helped out in the past. When he was unemployed, I wrote a LinkedIn recommendation for him. This time the shoe was on the other foot. I was unemployed and his employer had an opening. He contacted the hiring manager and advocated on my behalf. An interview was scheduled. In the interim, I

was advised to apply for the position. The morning of my interview, I received the automated rejection letter. When I interviewed That afternoon, the hiring manager never mentioned the rejection. In fact, I was in the running for that position for a couple of months. I have also read about job seekers who received the automated rejection letter, ask their friends at the employer to recommend them to the hiring manager, and were called into interview two days later. Studies have shown referrals make up 40% of all new hires, some estimates are even higher. We've all seen messages saying Do not call the hiring manager. Now this seems logical until you learn hrs applicant tracking system rejects between 75 and 90% of all applicants, and there's no porteus for Miss reading resumes. So if you receive an automated rejection letter, you have nothing to lose, and potentially a lot to gain by calling the hiring manager. an organizational and leadership expert told me if you are targeted and make a strong case for why contact would want to speak with you. I have found outreaches directly to hiring managers VPS of talent in the light, give back a reply probably eight out of 10 times. It is essential that you prepare what you're going to say make it brief and make a strong case for why contact would want to speak with you. When you do this, it can be wise to call early before the secretary comes in to intercept your call. It is also important to be prepared to leave a voicemail, since the hiring manager may be away from his desk, or unable to pick up. Of course, don't forget to mention your name and callback number at least once potentially twice at the beginning and end of the voicemail message. While I've no doubt in my books job hunting secrets from someone who's been there and LinkedIn strategies to take your career to the next level will enable you to find the job of your dreams. Sometimes we feel like working with a career expert before you do that. do us all a big favor. Before you lay out your hard earned money. Google the name of the person you're considering and add these words, scam or and that's or capitalize a scam or ripoff or complaint or review, or better business bureau or BBB, or fraud. The site ripoff report calm can also be helpful. Other searches such as job dash scam, and job dash search, that's that scam can help. I've been ripped off, it's hard to believe people will do this. However, they know the average job seeker knows very little about today's job market. And therefore, it is very easy for them to appear like experts.



50:53

Your resume is one of the most powerful tools that you bring to the job. Unfortunately, there are many aspects of the resume that are not well understood. Have you ever seen those presentations where someone decides that he needs to cram every important fact into one page and ends up creating something that no one wants to read? You don't want to do that. If the recruiter or hiring manager doesn't find your resume, easy to read, he's not going to waste time trying fonts play a critical role in making your resume easy to read. Helvetica is the best font. And in fact, in a recent article, Bloomberg business asked

three typography wanks which fonts make your resume look classiest Helvetica was the consensus winner. Another reason to use popular fonts and I tell vedika or Arial is that the applicant tracking system can't read fancy fonts and will reject your resume out of confusion. In addition, Helvetica is the one resume font that is considered professional, honest and safe. By contrast, Times New Roman has the reputation of being state communicating that you didn't think about the font you chose. In order to in order for people to read your resume, they have to want to read it whitespace margins and multiple rows between sections can mean the difference between being read or being trashed. Stuffing too much into smaller space will turn people off. After all, why should they struggle to read your resume when there are 100 more on their desk? Remember, you don't have to cram everything in your resume on one page. Putting your information on two pages will make it easier to read and will increase its chance of getting read read, wouldn't you do it? Your Email is one of the most overlooked parts of your resume, because for many of us, it has become a part of our identity. As a result, most people don't think about how others may react to their email. Avoid using any email containing birth year, you might make the reader think you're too qualified or not qualified enough for the role they're looking to fill. religion should be avoided at all costs unless you want to work at a church, synagogue or mosque. Politics like religion should also be avoided at all costs. While sports teams might seem harmless, a hiring manager who is upset in how your team beat his team might not appreciate your tastes and teams.



53:59

Shoot is great when messaging your friends and family, but it sends the wrong message in the business world. It says I'm not a professional. I don't act like a professional, especially publicly. So I could be an embarrassment if you hire me. To clarify paraphrase 2 million resumes and aol.com email could subliminally communicate, you have at least 20 plus years experience are resistant to change, and possibly a technophobe. I read an article in CIO magazine recently, where a hiring manager said we would never consider someone for an IT job if they had an aol.com email. familien even says that using hotmail or yahoo.com in a resume with just duties or an older style format, could lead people to think your skills are not up to date. A family email, like the 10 of us, may make the hiring manager wonder if you'll get the office sick when the flu is going around. She also might wonder if you'll ever get their email, since your 13 year old also acts as accesses your account. Here are some emails that can help you send the right message. If you went to a prestigious university, let them know by including your email from the institution in the heading. Don't assume hiring managers will read The education section of your resume. Job pumped up org says using a profession centered email introduces you as a professional. By using your profession in your email. You're saying I love what I do. Since

you won't be the first to have chosen top accountant or system analysts. Use your zip code or area code when creating the email address. Nothing is more professional, and a straightforward, no nonsense email like che ferguson@gmail.com You can't go wrong with it. You can see the summary introduces you to the reader. It begins with your title and then shares your strengths. A summary is used for many reasons. People are busier than ever, and don't want to search your resume to find your strengths. A resume with a summary shows you're trying to make their job easier. Unlike an objective, which can be interpreted as this is what I want. A summary communicates This is what I have to offer. This goes over a much better with hiring managers. Introduce yourself with the title of the position you're applying for, then add strengths. In this example, the first sentence says quickly master my role, become your trusted advisor, make the complex simple resolve your most challenging problems. The summary goes on to list additional strengths added 10 million to the bottom line up the time to perform the role by 66% successfully implemented three corporate driven IT projects. The summary contains seven strengths and accomplishments. This gets people's attention. In addition, the phrase, I'm commended because means that I'm not tooting my own horn, someone else's. This communicates humility, which is very appealing to hiring managers. As noted earlier, labeling jobs, professional experience or career achievements or something similar can cause the ACS to never read your work experience because it wasn't labeled work experience. As I mentioned before, list each position first with the employers name, your title and the year you work there. Because the applicant tracking system looks for the company name first.



58:17

Your work experience should be listed in years, not years and months. And here's why I say this. At one point in my career. I was laid off in October and did not land a position until the following April. Which do you think looks better on my resume, a position that ends October 2010 and new positions that begins April 2011 or a position that ends in 2010 followed by a new position that begins in 2011. If the hiring manager sees that you were unemployed for any period, it raises questions in the hiring manager's mind. Why was he unemployed is something that matter with him. Don't put yourself in that position. Each position is an opportunity to communicate what you've accomplished in the role. When you review the bullets in the next slide, you will see that each bullet contains accomplishments. Don't make the mistake of listing responsibilities. Hiring managers determine what your responsibilities are by looking at your title. Hiring managers want to know how you're different. That's where your accomplishments come into play. Here's an example of how to describe your work experience. Notice each bullet begins with an action verb. Also notice the extensive use of numbers in every bullet. quantified results mean everything to a hiring manager. They always want to know so what how much of a

difference did it make As I mentioned, you want to start each bullet with action verbs and action verbs like created, develop, achieved, etc. You obviously don't want to repeat any of the action verbs, but that looks makes you makes you look like a slacker. I found it helpful to consist to consult lists of action verbs on the internet. If you Google the following three phrases, you'll get an endless list of action verbs to choose from action dash verbs dash four dash resumes dot PDF. The second one is 185, dash powerful dash verbs dash, that dash will make your resume awesome dashes between all of them, and action verbs dot PDF. When you get to your older that is 10 to 2010 to 20 plus year old positions, strongly considered combining them. The older they are, the less interesting they are to the hiring manager include accomplishments with these positions, but significantly less accomplishments then your most recent jobs. For example, in a recent role, I used five bullets, each with multiple lines as well as three lines of accomplishments above the bullets. In order roles I combine positions. For example, my resume has two positions from 1989 to 1995. This is actually a combination of five roles. Unlike the recent role, I had only one line of accomplishments above the bullets. I also use only one bullet for each position. When you include your education, omit your graduation year, it may make you seem too old or too young. include all certificates or training pertinent to the role you're applying for. Awards can speak volumes, just be prepared to explain what each award was for. I kept this information in my portfolio. Also, if your resume has two pages, don't forget to add your reach number at the top. That way if the first page is lost, they can easily contact you. Before submitting your resume. As I mentioned earlier, there is a wonderful tool called job scan.co. It compares the words in your resume to the job description. By using job scan suggestions, you'll increase the likelihood that hrs ATM system accepts your application, I strongly recommend it and do not benefit from making the recommendation. As we near the end, there's so much more I could say.



1:03:01

If you want to learn more about all of these topics, as well as others that I haven't had time to address, you will find everything you need in job hunting secrets from someone who's been there, and LinkedIn strategies to take your career to the next level. Feel free to connect with me on LinkedIn. I have 25,000 connections so I can still connect. You can also write follow up. You can also follow me on my website, the wiser American calm. Thank you for your time. And now go show the hiring manager how talented you truly are. Thank you, Don, it's time back to you, Clark. Well, a lot of great information. Thank you very much for taking your time, not only to do the research, write multiple books, but for your interest in helping all of us advance our careers again. We wish you well as you continue sharing your experiences and your philosophies with others. Thank you, Don, and to our audience. Thank you for taking the time out of your busy schedule to join us. Your continued investment in your career will not only give you greater control over your

career, but your personal happiness too. We encourage you to stop back to the career community and watch on demand lectures by additional authors who will share tips and strategies to help you advance your career.