

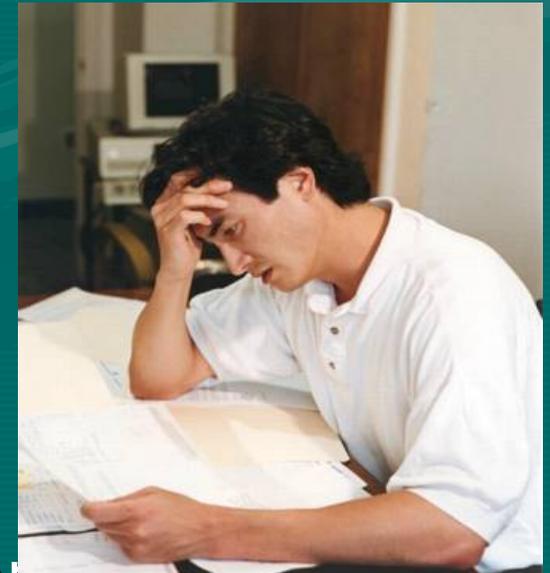
Career Transition Workshop

*...Differentiating Yourself in
a Challenging Job Market*

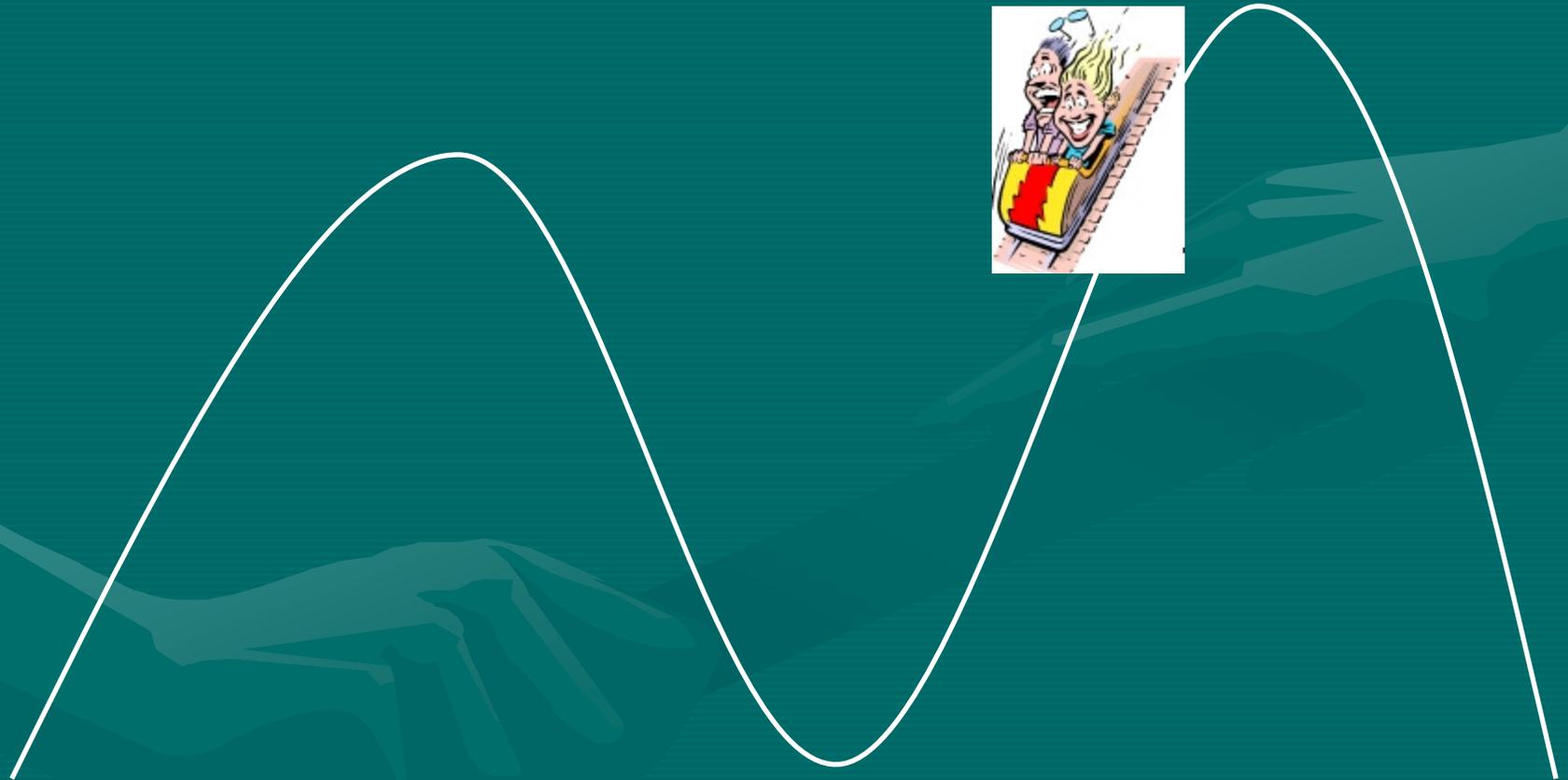


Change and Loss

- Losing a job is one of the most stressful things that can happen to a person.
 - How will I pay my bills?
 - When will I get another job?
 - What will people think?
 - How am I going to recover?



THE ROLLERCOASTER



JOB SEARCH STRATEGIES



Hidden Job Market

There are two ways to find a job:

1. The employer looks for you
(websites, job sites)

PASSIVE

2. You look for the employer
the hidden job market (targets,
networking)

ACTIVE

** Majority of all positions are filled *without* employer advertising.

Job Search - How

PASSIVE

Posted Positions

Focus
Identify targets
Apply
Interview
Offer

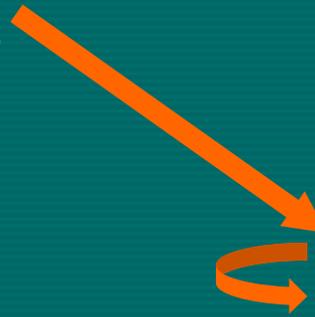
20%

ACTIVE

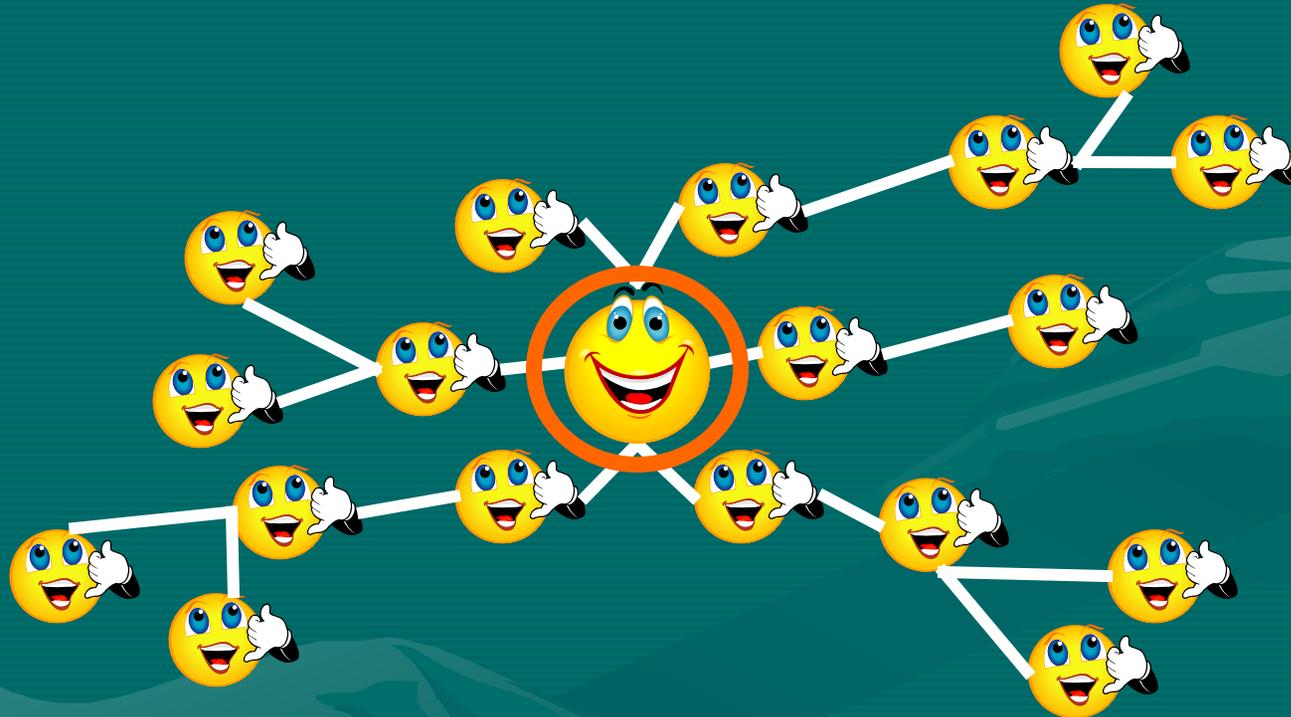
Non-Posted Positions

Focus
Identify targets
Find Connections
Make Contact
Apply
Interview
Offer

80%



NETWORKING



DEVELOP YOUR WRITTEN AND VERBAL ELEVATOR PITCH



HOW TO NETWORK

- Do NOT call up everyone you know and tell them you are looking for a job!



- Remember, it's not necessarily who you know that counts, but who you *get* to know that is important!

SOCIAL NETWORKING

- Linked In
- Facebook
- Twitter



Linked **in**.

The LinkedIn logo is displayed on a white rectangular background. It features the word "Linked" in a black sans-serif font, followed by "in" in a white sans-serif font inside a blue square, and a period at the end.

follow us on
twitter

The Twitter logo is displayed on a white rectangular background. It features the text "follow us on" in a grey sans-serif font, with "twitter" in a blue sans-serif font below it.

MEMBERS



- Linked In – 80 million users
- Users maintain a list of contact details of people they know and trust in business
- A contact network is built up consisting of your direct and indirect connections
- Employers can list jobs and search for potential candidates.
- Job seekers can review the profile of hiring managers and discover which of their existing contacts can introduce them.



Hey there! **azcapitoltimes** is using Twitter.

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What are you doing? **Join today** to start receiving **azcapitoltimes's** updates.

Join today!

Already using Twitter from your phone? [Click here.](#)



azcapitoltimes

Brewer signs more restrictive abortion bills; Kyl criticizes stimulus package; Sen. Carolyn Allen's medical bill finally becomes law...

7:09 AM Jul 15th from web

Secretive MCSO-connected group known as SCA that gave the AZ GOP more than \$100,000 during last year's election finally reveals members

12:45 PM Jul 14th from web

GOP closes Senate caucus after Harper, Allen exchange words; Brewer signs bills on abortion, guns, vetoes others - AzCapitolTimes.com

7:10 AM Jul 14th from web

Name AZ Capitol Times
Location Phoenix, Arizona
Web <http://www.azcapi...>
Bio The Arizona Capitol Times is an award-winning newspaper that covers state government, politics and legislative news for the Capitol community.

60 following 993 followers

Updates 192

Favorites

Following





CONNECTING THE GOVERNMENT COMMUNITY

- Main
- Invite
- My Page
- Members
- Rankings
- Blogs
- Groups
- Forum
- Jobs
- Events
- Multimedia
- Knowledge

Welcome to GovLoop - Social Network for Government 2.0, Mayra Ruiz-McPherson!
Here are a few things you can do right now...



Invite Friends



Customize Your Page



Add Content

Welcome!

GovLoop is the premier social network connecting the government community.

[Join today](#) if you are:

- * gov't employee (fed/state/local/intl)
- * public policy student/professor
- * good gov't organization
- * gov't contractor with good intentions

Quick Links

- GovLoop - [History](#) [10 Reasons Getting Started](#) - [10 Tips Best of GL](#)
- GovLoop Rules - [FAO Etiquette](#)
- Twitter - [GovLoop](#) [HashTag](#)
- Network On - [LinkedIn](#) [Facebook](#)
- GovLoop RSS - [Blogs Forum](#)

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Posted by [Jerry Gallucci](#) on April 8, 2009 at 1:56am



[Project of the Week - DoDTechipedia and DefenseSolutions.gov](#)

Posted by [Mary Davie](#) on April 8, 2009 at 12:30am



["Sweet GovTweets" Tues 7 April, 2009 edition](#)

Posted by [Silanthia](#) on April 7, 2009 at 10:14pm — [1 Comment](#)



[Imagine What A Network Perspective Could Do for Acquisition 2.0](#)

Posted by [Kim Patrick Kobza](#) on April 7, 2009 at 10:11pm



[GovLoop BBall Winner - Noel's Snowballs...](#)

Mayra Ruiz-McPherson

Sign Out

- Inbox (1 new)
- Alerts
- Friends (2 requests)
- Settings

Quick Add...

Highlights of the Week

Member of Week



Project of The Week



Member Search

Search by Name, Location, Agency, Title, Keyword

BUT BE VERY CAREFUL WHAT YOU POST!

- Keep professional and personal sites separate
- Realize that the picture you post today, even if it is deleted later, can be posted by someone else months or years later
- 45% of employers check social media sites before hiring

follow us on
twitter

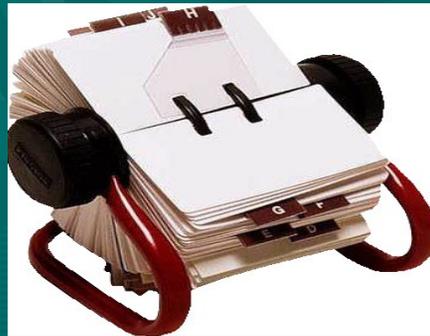
AVOID THESE SOCIAL MEDIA MISTAKES

- Banish casual language from your professional vocabulary.
- Set your privacy settings on the equivalent of "high alert."
- Be vigilant about keeping your good name (and image) clean by avoiding embarrassing social circumstances in the first place (or at least being photographed in them.)
- Don't give out TMI – too much information!



NETWORKING THE OLD FASHIONED WAY STILL WORKS, TOO!

- **Make a list of everyone you know**
- **Highlight your top ten contacts and start there**



TARGET COMPANY LIST

Government

- Cities
- Towns
- Community Colleges
- Federal
- School Districts
- Military
- Universities
- Financial Aid
- Lenders

Health Care

Hospitals

Nursing Homes

Rehab Centers

M.D. Offices

Urgent Care

501C3's

Dental offices

Finance

Banks

Mortgage

Credit Card

Brokers

Trust Cos.

NETWORKING MEETINGS

- 15-20 minute duration
- Present your target company list
- Present your Bio or resume
- Goal is to get information and referrals



TELEPHONE TECHNIQUES

- Develop a "script"
- Speak slowly and clearly.
- Remember that body language is missing, so tone sets the stage. Smile!
- Make sure your voice mail message on home and cell phone is clear and professional! Include alternate phone number and your email address.



Cold Calling

- Contacting organizations where you don't know anyone
 - It still works
- The easier way
 - Use contact names you've found
- The funky way
 - Pick up the phone
- Two approaches
 - Ask for an informational interview
 - Ask for a job



INTERVIEWING STRATEGIES & TECHNIQUES



Interviewing Success

is directly correlated
with the amount and quality
of preparation.



Interviewers Want to Know...

- **Can you do the job?**
- **Will you do the job?**
- **Can they stand you while you do the job?**

INTERVIEWERS NEED TO ...

- **“See” you working in the job!**



TYPES OF INTERVIEWS

- Phone screen - pass/fail
- HR professional or a recruiter - pass/fail
- Panel - "A" or "B" from all members
- Hiring manager
- Tour
- Test proctor



PHONE INTERVIEWS

- Stand
- Smile
- Have your cheat sheets
- Put a note on the doorbell
- No barking dogs
- Check in vs. RAMBLING: "does that answer your question? Would you like me to expand on that?"



WHAT SHOULD I WEAR?



INTERVIEW CLOTHING

- Depends on the job
- Dark colors exude authority
- Natural fabrics
- Dry cleaned or professionally laundered garments
- Your shoes tell a lot about you!
- Cover tattoos – and easy on the jewelry and perfume!

BEFORE THE INTERVIEW

- Research the organization – Google your interviewers name. Read the organization's entire website, Facebook page, etc.
- Use your network contacts
- Review your resume and accomplishments
- Complete the interviewing matrix
- Mock interview with the Career Center
- Develop your questions
- *PRACTICE, PRACTICE, PRACTICE*

TIPS AND TECHNIQUES

- Visit the agency inconspicuously before the interview
- Arrive 10-15 minutes early
- *Note:* you are being interviewed once you arrive in the parking lot
- Make sure you mind your manners at all times
- Pay attention to communication styles

TAKE WITH YOU

- Leather portfolio
- A decent looking pen
- Business cards
- Extra resumes
- Reference List
- Notepad in the portfolio



THE SWEATY PALM

- Wash your hands in the restroom with cold water and soap just prior to the interview.



INTERVIEW PREPARATION

- What are you selling that the market is buying?
- Why should I hire YOU??
- Skills and traits – skills get you in the door, traits get you hired. List your three top skills and traits.

INTERVIEW ANSWERS....

- Interviewing is like a tennis match....
- Ideal: you talk 60% and the interviewer talks 40%
- Responses



USE THE TESTIMONIAL APPROACH

- *"My managers always tell me they appreciate my ability to work independently."*
- *"My co-workers say that I'm the 'go to' person in our area when it comes to software issues."*
- *"My customers often mention how pleased they are that I get back with them so quickly."*

Interview Answers

- Answers must be two minutes or less
- Develop 10 “stories” to work into your interview



10 STORIES

- The 10 stories that can be shared in two minutes or less to be used in your interview responses:
- Technical stories
- Interpersonal conflict stories
- Customer service stories
- Problem resolution stories

Story Example

- “Last month a really irate citizen called. He was incredibly upset that he did not get an interview for a recent posting at our agency. After listening to his concerns, I explained to him that it was not that he was not a good candidate for the position, but that we received over 100 applications for the job. We chose the top seven applicants to be interviewed. He seemed satisfied once I shared that information with him. I also referred him to his local One Stop Workforce Development Center to receive additional help in finding employment.”

Interview Preparation Worksheet

List 5 reasons why you are the best candidate and give examples for each reason.

1.

2.

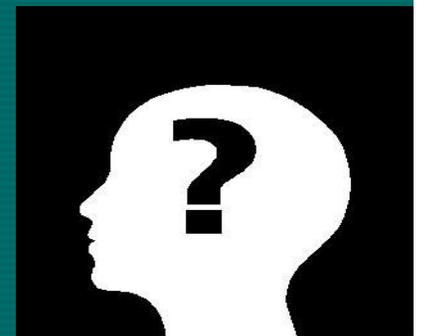
3.

4.

5.

COMMON QUESTIONS

- Tell me about yourself?
- What are your strengths?
- What are your weaknesses?
- Tell me about a time....
- Describe for me.....



DIFFICULT QUESTIONS

- **What are your weaknesses?**
- **What salary are you looking for?**
- **What's the biggest mistake you have made in your career?**
- **Who was your worst boss?**
- **Why did they choose you to be laid off?**

Answering the Questions

- **S** = State the situation
- **T** = What was the task at hand?
- **A** = What was the action you took?
- **R** = What was the result of the situation or your action?



This technique helps to keep you focused and ensures that complete information was provided.

ASK 1 OR 2 GOOD QUESTIONS AT THE END ...

- Realize that by the time they ask you if you have any questions, the interview is over.
- Sample: "If I were selected for this position and in six months you looked back and said, 'Jan was a really good hire!' what would I have accomplished to cause you to say that?"



STRONG CLOSE

- Express interest in the position
- Ask for the job: *“After our discussion today, I feel confident that I could come in and hit the ground running. I hope I’m selected!”*

After the Interview Ends

- Send a thank you letter
 - Email
 - Handwritten
 - Formal Letter
- Evaluate your performance
- Keep an interview log for follow up
- Follow up with the decision maker



REFERENCE LIST (4-6)

REFERENCES FOR JAN M. PLANK

1. Name

Title

Organization

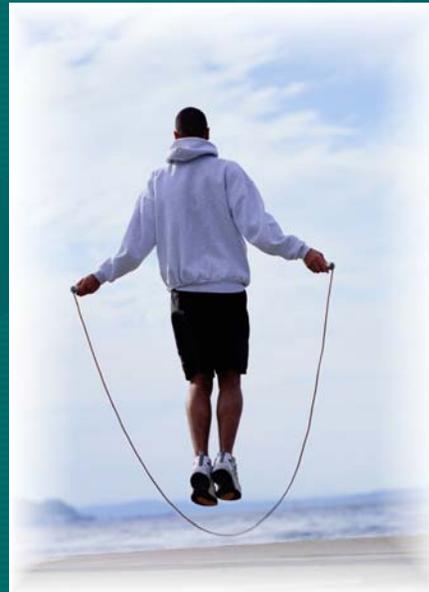
Phone

Email address

**One statement regarding how you know this person
(i.e. Sam was my last supervisor at AHCCCS)**

NEWSTART

- **N** UTRITION
- **E** XERCISE
- **W** ATER
- **S** UNSHINE
- **T** EMPERANCE
- **A** IR
- **R** EST
- **T** RUST



Community Resources

- Workforce Connections
- Associations
 - <http://www.awee.org/>
 - <http://www.wehelpwomen.com/>
- <http://www.az211.org/> - excellent resource for issues ranging from unemployment, financial crisis, personal counseling and more!
- Job Search Guide
http://www.careercenter.az.gov/CareerWhats_New.asp
- Interviewing Guide
<http://www.careercenter.az.gov/CareerInterviewing.asp>
- Resume Guide
[http://www.careercenter.az.gov/CareerResume_Development.a
sp](http://www.careercenter.az.gov/CareerResume_Development.asp)

QUESTIONS?

