

SWEATY PALMS

THE ART OF THE SEARCH - INTERVIEWS TO ETIQUETTE

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OUTCOMES FOR TODAY

- ➔ What's involved in a job search
- ➔ How jobs get filled
- ➔ How recruiters work
- ➔ How to nail the interview

AND

- ➔ Get answers to your questions

SO WHAT DO I DO?

Just one person's opinion...

Recruiter

Talent Scout

Headhunter

Body Shopper

SEARCH MODELS

- ➔ **In-house recruiter**
FTE employee of company
- ➔ **Contract Recruiter**
On-site but not an FTE
- ➔ **Contingency Search**
Paid by company only when hire is made
- ➔ **Retained Search**
Paid up front to find the perfect talent match

THE SHOEMAKER'S KIDS GO BAREFOOT

- ⇒ Why I'm delighted to be here today**
- ⇒ What do parents know, anyway?**
- ⇒ Ashley finds her first professional job**

THE TOOLS YOU'LL NEED

- ⇒ Resume – not a CV
- ⇒ Cover Letter – even if I won't read it
- ⇒ List of advisors, mentors, references
- ⇒ A professional brand – think LinkedIn
- ⇒ A “Costco line” *shpiel*

THE RESUME

- ⇒ Keep it crisp – the shorter the better
- ⇒ Treat it like precious real estate – every word & space creates an impression
- ⇒ Use industry-relevant terms – for SEO purposes
- ⇒ Tell the reader which positions to consider you for

THE RESUME

- ➔ **Make it visually appealing / easy to read**
- ➔ **Use compelling verbiage –
Don't use “results-oriented”**
- ➔ **Set yourself apart –
Surely there's something special about you**
- ➔ **Let the YOU come through!**

THE RESUME SUCCESS ATTRIBUTES

Emphasize attributes that every employer wants (without using these words!)

- ⇒ Sense of urgency, bias for action**
- ⇒ Strong work ethic**
- ⇒ Fast learner**
- ⇒ Adaptable, flexible**
- ⇒ Easy to work with, personable, team-player**

THE RESUME

MORE SUCCESS

ATTRIBUTES

- ⇒ **Enthusiasm, energy**
- ⇒ **Creative, innovative – no box in sight**
- ⇒ **Internalizing feedback**
- ⇒ **Presentation, communications – candid, direct**
- ⇒ **Commitment, dedication – whatever it takes!**

Cite examples to illustrate these behaviors

COVER LETTERS

I AM NOT A FAN

- ⇒ You should have one, in most cases
- ⇒ Do not repeat what's in the resume
- ⇒ 2-3 nice paragraphs should do it
- ⇒ Never more than 1 page

COVER LETTERS

- ⇒ Show interest in the company
- ⇒ Get personal – speak of a particular motivation that’s driving you toward this job
- ⇒ Engage (not bore) the reader

*Covers don't get read first.
Sometimes they don't get read at all.*

YOUR NETWORK

ADVISORS, MENTORS, REFERENCES

- ⇒ **Keep your academic network going**
- ⇒ **Start creating an industry network**
- ⇒ **Seek advice & information**
- ⇒ **Be lawyer-like in your selection of references**

Never ask for a job!

CARE & FEEDING OF RECRUITERS

- ⇒ Make them allies
- ⇒ Invite them on LinkedIn
- ⇒ Flatter them (sincerely, of course)
- ⇒ Never ask for a job!
- ⇒ Ask them: “How can I help you?”
- ⇒ Apprise them of your progress
- ⇒ Thank them profusely

LINKEDIN

YOUR PROFESSIONAL BRAND

- ⇒ Are you on LI?
 - Photo – a smiling professional headshot?
 - How many connections do you have?
 - Who to invite?
 - How many recommendations?
- ⇒ Infuse buzz words into your profile
- ⇒ Let *success attributes* shine through

Other social media? Facebook, Twitter, Blogging

HOW JOBS GET FILLED?

- ⇒ Online posting sites – LI, Monster, Hotjobs
- ⇒ Aggregator sites – SimplyHired / Indeed
- ⇒ Company web sites – careers section
- ⇒ LI: inmails / intro requests / groups
- ⇒ Colleagues' referrals
- ⇒ Parents' referrals (marriage not required)
- ⇒ Cultivating recruiter goodwill
- ⇒ Informational Interviews

IT'S A NUMBERS GAME

**The more people you connect with,
The more jobs you'll hear of,
The more applications you'll submit,
The more phone screens you'll get,
The more interviews you'll have,
The more job offers you'll receive, and...
The more OPPORTUNITIES you'll have!**

INTERVIEW PREP

WHAT SHOULD I KNOW?

- ⇒ Industry sector
- ⇒ How the company is organized
- ⇒ Major products
- ⇒ Recent successes
- ⇒ Challenges / Risks
- ⇒ Competitive landscape
- ⇒ Corporate culture

Research the company – How?

INTERVIEW PREP

WHERE SHOULD I GO?

LinkedIn

- ➔ **Whom have they hired lately (skill sets)?**
- ➔ **Whom do I know there?**
- ➔ **What other jobs have they posted?**

Finance Sites - Yahoo, Schwab.com, others

- ➔ **Stock performance & price (for tie-breakers)**

Glassdoor.com

- ➔ **How do others rate this Company?**
- ➔ **Confidence in CEO?**

GLASSDOOR.COM ~ SALARY INFO

	Avg. Salary	Ranges
Research Associate II		
2 Roche Salaries/Palo Alto	\$66,178	\$62k - \$70k
Research Associate III		
5 Roche Salaries/Palo Alto	\$77,200	\$71k - \$84k
Research Scientist I		
3 Roche Salaries/Palo Alto	\$96,667	\$90k - \$107k
Research Scientist II		
2 Roche Salaries/Palo Alto	\$129,756	\$112k - \$147k

GLASSDOOR.COM ~ CO REVIEWS

“A nice place to work.”

Current Senior Scientist in Pleasanton, CA– Reviewed 4/23/12

- **Pros** – The facilities are nice the building is green. The commute is OK if you live in the East Bay and it is close to BART. The people are very nice and there are social activities for those interested. Roche is a stable company that rarely seems to have layoffs and often is buying new companies.
- **Cons** – Sometimes upper management seems somewhat distant. It is a global company and has that big corporate feel most times. Due to the large size of Roche it lacks the energy one can get a smaller company or start-up.
- **Advice to Senior Management** – Management needs to find a way to be more accessible to the employees.

THE INTERVIEW

FIRST IMPRESSIONS

*You don't get a second chance
to make a first impression...*

- ➔ On time
- ➔ Dress / hair / accessories
- ➔ Handshake!
- ➔ Carrying bag
- ➔ Copies of resume
- ➔ Portfolio of your work (if app)
- ➔ Paper & Pen

THE INTERVIEW

OPENING SCENES

- ⇒ Arrival
- ⇒ Waiting – be observant
- ⇒ Greeting – first names, please
- ⇒ Handshake – like you mean it!
- ⇒ Drinks on the house? – Try water

DILBERT OFFERS WATER...

DILBERT | Scott Adams



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THE INTERVIEW

QUESTIONABLE SCENES

- ⇒ “Tell me about yourself...” 3 minutes
You: Is that what you were looking for?
- ⇒ Open-ended questions
You: Respond, breathe, pause
- ⇒ Close-ended questions – respond *yes/no*,
You: Would you like to hear more?
- ⇒ Probing questions
You: Clarify your response

*** Get the business card ***

THE INTERVIEW

CLOSING ACT ~ YOUR TURN

Yeah, there ARE stupid questions.

- Ask smart, insightful, strategic questions
- Show “knowledgeable” curiosity –
Ask @ products, industry space, competition
- Leave room for more quest’s at later stage
- Hiring process? When might I hear back?
- How did I do? Solicit feedback
- Red flags? Be sure to clarify

THE INTERVIEW

CLOSING ACT ~ EXITING

- ➔ Escort out –
Express enthusiasm for job
Be personable (have a beer?)
- ➔ “If it’s OK, I’ll plan to follow-up in a week, if I don’t hear from you first. Is that alright?”
- ➔ Beware the elevator question(s)

THE INTERVIEW

BODY LANGUAGE

- ➔ Posture – standing / listening / speaking
- ➔ Eye contact
- ➔ Focus
- ➔ Smile, warmth
- ➔ Enthusiasm
- ➔ Don't be weird

Cover the ink (tattoos), lose the piercings

THE INTERVIEW

HOW'S THE "FIT" ?

Corporate Culture

- ⇒ What is it?
- ⇒ How do you assess it?
- ⇒ Are you the right fit?
- ⇒ Hard to fake it

Federal Reserve v. Commerce One

(govt agency)

(.com startup)

THE INTERVIEW

HOW'S YOUR DELIVERY?

- ⇒ **Confident**
- ⇒ **Answering on Point, Concise / Check-in**
- ⇒ **Pacing**
- ⇒ **Active listening**
- ⇒ **Direct / Forthcoming / Transparent**
- ⇒ **Animated / Energetic**
- ⇒ **Engaging / Interesting & Interested**
- ⇒ **Breathe!**

THE INTERVIEW

SUCCESS ATTRIBUTES –

AGAIN!

- ⇒ **Strong Communicator**
- ⇒ **Natural / Comfortable in your own skin**
- ⇒ **Honest / Candid / Direct**
- ⇒ **Humor / Enthusiasm**
- ⇒ **Friendly / easy to work with / collaborative**
- ⇒ **Admits mistakes / Internalizes feedback**
- ⇒ **Intellectual curiosity**

POST INTERVIEW THANK YOU VERY MUCH

- ➔ **Email to every interviewer / Personalize it!**
- ➔ **2 to 3 paragraphs in body of email**
- ➔ **Mention something you learned from them**
- ➔ **Relate it to your interests**
- ➔ **Show enthusiasm**
- ➔ **No hard selling**
- ➔ **Compliment them (genuinely)**

POST INTERVIEW FOLLOWING UP

Be guided by stated timeframe

- ⇒ Wait one week
- ⇒ Lob an email
- ⇒ Update them on your job search

When you get declined –

- ⇒ Send email asking for a quick phone chat
- ⇒ If yes, call & ask for feedback

ANY QUESTIONS?

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Invite me into your LinkedIn network!