



10 Tips for Improving Your Job Search Results

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#1 - Self-Awareness

- Know who you are
 - Values
 - What's important to you
- Know what you can do
 - Skills
 - Experience
 - Passions
- Self-assessments (MBTI, HBDI)
- Weave into all verbal and written communications
- Demonstrate through your personal interactions



#2 – Strategic Career Communications Portfolio



- Resume – clear, concise
- Social Media – professional, targeted
 - LinkedIn
 - Facebook
 - Twitter
- Emails – business-like
- 30-second commercial – conversational and non-rehearsed manner
- Thank you notes

#3 – Exceptional Resume

- Trends:
 - traditional along with key highlights for Twitter
 - short paragraph (30-second commercial) for email
 - modified for LinkedIn
 - Video for appropriate industries
- How you are qualified for the position
- What results you've delivered
- Work-in-progress – ask for feedback
- No spelling or grammar mistakes – don't rely on Spell Check



#4 – Be Prepared For The Interview

- Know yourself
- Be familiar with the company
- Practice traditional and non-traditional questions
- Be able to demonstrate what companies need:
 - Flexibility
 - Capabilities to deal with change
 - Collaboration
 - Creativity



#5 – Dress Professionally



- The first impression is critical!
- Always one level up from what is the norm
- NO club wear, sneakers, low cut tops, baggie pants, too tall a high-heel, colognes
- Suit, pressed shirt, tie, socks, polished shoes
- Business dress or suit, appropriate length, jacket
- Conservative jewelry

#6 – Where Are You Searching?



- Time spent = greatest return
- #1 – Networking! 90% of your time
 - Face-to-face
 - Professional social media avenues
- Classified – minimal
- Staffing agencies
- Build relationships through branding
- Give back to network

#7 – Monitor Internet Presence

- Google your name every day – recruiters and hiring managers will
- Ensure posted photos do not illustrate a situation in which your values can be questioned
- Don't get caught up only using the Internet for notification of a job opening – not the avenue of choice for employers



#8 – Follow Up

- Thank you notes:
 - Networking time
 - Advice
 - Introductions
 - Interviews
- Reconnect to keep network up-to-date and to ask for additional information and connections
- Do what you say you will do – when you say you will do it
- Follow up, follow up, follow up!



#9 – Non-Verbal's



- Just as important as what you say
- Firm handshake
- Smile
- Listen actively
- Lean your body into the conversation
- Eye contact
- Good posture (sitting/standing)
- Watch for and correct nervous habits

#10 – Build A Bridge to Your Dream Job



- Difficult market
- Dream job may not be open at the moment
- Find opportunity to demonstrate your skills, build skills and network, reflect your enthusiasm and self-motivation
- Keep eye on target – but in the meantime do an excellent job

Thank you - Questions

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