



## Landing Your Next Job in a Tough Economy



# Moving On

Acknowledge your feelings

Adopt a positive attitude

Exude enthusiasm and confidence

Think creatively

See opportunity in change





# Do Some Soul Searching

**Rock**



**← Hard Place**



# Do Some Soul Searching

**Additional education?**

**Certification?**



# Do Some Soul Searching

**Career Change:**

**Research  
Opportunities**



# Do Some Soul Searching

**Career Change:**

**Network**



# Do Some Soul Searching

**Career Change:**

**Seek informational  
interviews**



# Do Some Soul Searching

**Career Change:**

**Consider targeted  
training**



# Consider Project Work

Flexibility to accept or decline projects

Competitive pay

Ongoing visibility

Often leads to full-time position

Can help you narrow focus





# Job Search Challenges

Step out of your comfort zone

Entertain new ideas

Don't be too proud to ask for help

Don't be a Lone Ranger





# Getting Started

Focus on transferable skills

Develop a strategy

Network actively

Cast a wide net

Be flexible





# Work With a Recruiter



Helps you stand out

Leverage relationships

Specialized knowledge

Honest feedback

## Interviewing with Recruiters

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# The Visible and Invisible Job Markets

## Visible Job Market: Reactive

Want ads  
Online (RetirementJobs,  
CareerBuilder)  
Company websites  
Staffing companies

## Invisible Job Market: Proactive

Unadvertised  
Internal job postings  
New positions



# Networking

## Effective tools

Professional sites

Associations

Casual conversations

## Personal approach

1:1 is best

Be proactive

## Continuous process

Stay in touch with peers

Meet new people

## Work to help others

Give to receive



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# Elevator Pitch

Concise summary:

Who you are

What you offer

What you need

Craft different versions

Modify as necessary

Practice makes perfect



# Elevator Pitch

Your name

Your most recent position

Key strengths or accomplishments

Reason for leaving last position

What you'd like to do next



# Getting the Resume Right



Visually appealing



# Getting the Resume Right



At-a-glance format



# Getting the Resume Right



Multiple resumes



# Getting the Resume Right



## Use of keywords



# Getting the Resume Right



Clear examples of accomplishments



# CAR Statements

**C**hallenge: The conditions under which you did the work

**A**ction: What you did, actions you took

**R**esponse: The business impact of your actions



# Informational Interviews

Build rapport

Present your elevator pitch

Ask for referrals, leads, advice

Thank you, next steps



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# Success With Phone Interviews

Be punctual

Use a landline

Quiet, please

Use notes

Speak clearly

Smile!

Follow up





# The In-Person Job Interview

**The hiring manager is evaluating:**

Your abilities

Your motivation

Your personal qualities





# Responding to Likely Questions



Can you tell me about yourself?

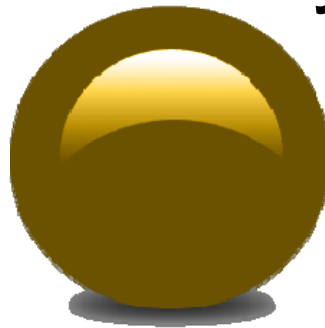




# Responding to Likely Questions



Why did you leave your last job?





# Responding to Likely Questions



How much do you know about our company?





# Responding to Likely Questions



What are your strengths? Weaknesses?





# Responding to Likely Questions



Most significant accomplishment?





# Responding to Likely Questions



Why do you want to work here?





# Interview Intelligence



## True or False?

It takes hiring managers just 10 minutes to form an opinion of job seekers.

You will meet with greater success if you interview during the morning hours.

Hiring managers often ask others, such as receptionists or assistants, for their opinions on prospective hires even if they weren't involved in the interview.



# Overcoming Potential Obstacles



**Issue:** *Long Tenure*

**Solutions:**

Show career progression

Emphasize performance

Promote stability



# Overcoming Potential Obstacles



**Issue:** *Defeatism*

**Solutions:**

Attitude is everything

Put the past behind you

Be receptive



# Evaluation and Follow Up





# Evaluation and Follow Up





# Evaluation and Follow Up





# Evaluation and Follow Up





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