

Quick tips on...

Conducting a job search

- Develop daily habits and routines that will create forward momentum.
- Develop perspective – understand that you cannot control other people or any external event. However, you have 100 % control over your own actions and how you respond to those external events.
- Be clear on your goal. You need to know where you are headed, or you'll never get there.
- Have your marketing materials and messaging up to date, i.e., Resume, LinkedIn, Exit Statement, Marketing Statement, Networking Profile, Bio (if appropriate).
- Do let people help you (with networking, leads, coping through). Its ok to ask for help. You can't and don't have to do this on your own.

Building a resume

- Avoid a skills 'checklist' feel. Make the resume a story about your value.
- Pay extra attention to the top 2-3 inches of real estate, knowing many people won't read past that. The Summary is the most important part.
- Focus on outcomes rather than responsibilities whenever possible. Results, not processes.
- Don't make each bullet point too long. The details can be explored during the interview.
- The resume must be easy to read so pay careful attention to the graphic layout.

Interviewing

- Do your research before the interview. You must be well prepared.
- Ground yourself in your value. Understand your marketable skills, unique strengths, key achievements, expertise and how you impact companies.
- Be prepared to have phone, zoom, video and AI interviews – and multiple rounds with multiple people within the organization.
- Remember the interview isn't about you. It's about the organization. Aim to make the interview a conversation whenever possible.
- Practice the 'tell me about yourself' question till you comes out naturally.
- Prepare your 30-second commercial, exit statement, and be able to relate your career history in a compelling manner. Be prepared to tell some exciting accomplishment stories.

Networking

- Network, network, network. Over 80% of all opportunities result from networking.
- Create your Marketing Statement and messaging. The key is to be clear and succinct in your messaging.
 - What are you going to say? What do you need their help with? Who do they know that might know some of the companies or other people that can help you? Any Recruiters they know that are effective?
- Don't assume that someone in your network will not be able to provide assistance simply because they are not in your industry. You never know who they may know or have as a contact.
- Use LinkedIn as an outbound tool to identify a networking path into those target companies.