



PARKSIDE CHURCH  
career  
connections  
workshop

*Whatever you do, work at it with all your heart,  
as working for the Lord . . .*

*Colossians 3:23*

*A one-day course to maximize  
your job search efforts*

*Saturday, August 23, 2014*

*8:00 AM to 4:30 PM*

# Parkside Career Connections Job Seeker's Workshop

A ministry to help those who are looking for employment,  
in career transition or considering a change.

## Workshop Agenda

### August 23, 2014

8:00 AM	Registration/Breakfast	
8:25	Welcome/Overview of Day	Dan Larison
	Introductions of Speakers	
8:45	<b>Session 1 – Getting Ready</b>	Bonnie Troyer
10:00	Break	
10:15	<b>Session 2 – Getting the Interview</b>	Kim Lindsey
12:00 PM	Lunch	
12:45	Real Life Experience	Kim Lindsey
1:00	<b>Session 3 – Getting the Job</b>	Marty Guastella
4:00	General Q&A	Panel Response
	Networking	
4:30	Adjourn	

## Follow-up sessions

Attend six sessions from 7:00-9:00 PM in Room 202 at Parkside Church

Session	Session Date	Subject	Session Leader
1	Tuesday August 26, 2014	Career Interest Survey	Ken/Bonnie
2	Thursday August 28	Resumes & Correspondence	Marty
3	Tuesday September 9	Research and Resources	Kim
4	Thursday September 11	Networking	Kim/Bonnie
5	Tuesday September 16	Interviewing	Marty
6	Thursday September 18	Mock Interview	Marty

Stay connected all of the time through our group on LinkedIn – “Parkside Career Connections”. . . job leads are posted on our group and on Parkside Classifieds. Tools and programs are posted on the LinkedIn group.

# I. GETTING READY:

## Preparing & Organizing a Job Search Campaign

### A. Getting Focused

Preparing a job search campaign is no easy task. It takes the right mental attitude, careful thought, strategy, planning and a commitment to follow through. To be successful, you must understand the “product” you have to sell. Let’s examine each key aspect to prepare an effective job search campaign.

#### 1) Get Your Mind Right:

a: *Put the past behind you*

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b: *The changing world of employment*

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#### 2) Focus On The Future: Finding a job is a full-time job.

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#### 3) Don't Let The Stress Get You:

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## B. Getting Organized

You must be organized to be effective and timely. A high level of organization ensures you will be able to manage and promptly respond to the many activities you will address. Let's examine each key aspect to organize an effective job search campaign.

1) **Set-up a Work Area:** Gather the tools of a results-driven job seeker.

a: *Computer, printer, internet access, email address*

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b: *Phones (home, cell, answering machine, outgoing messages)*

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c: *Record keeping*

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d: *Immediate family awareness, involvement and support*

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2) **Professional Business Attire:** Dress for success.

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**3) Evaluate your Finances:**

a: *Set a Budget*

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b: *Unemployment, insurance and retirement plans*

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c: *Job search expenses are tax deductible*

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**4) Resources for the Job Search:**

a: *Information resources*

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b: *Accountability and support partners*

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## C. Getting Aware

The “product” that you are selling is you. Before you can be effective selling, you must know your product well. Gather your thoughts in preparation for presenting yourself most effectively.

**1) Know Your Talents and Interests:** Quantify your work experience and education; define strengths, weaknesses, likes, dislikes, interests; occupational assessment.

a: *Ask those who know you well*

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b: *Review your career choice and the rationale: what makes you well-suited for what you do or want to do? Complete career interest surveys, read and work through “Discovering Your Natural Talents” by John Bradley and Jay Carty*

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**2) Establish Realistic Career Goals:** what kind of position or career; entrepreneur?

a: *Define your immediate goal (what are you looking for right now)*

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b: *Define your short-term goal (3 to 5 years)*

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c: *Define your long-term goal (5+ years)*

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## D. Getting Started

Now that you know your product, how can you best market it? Who are the customers, what are their needs, how will you find them and convince them to buy your product?

**1) Developing a Marketing Plan:** Think through how to market yourself and document the plan, review it often, track progress, review with key contacts.

a: *Professional objective/Career Summary*

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b: *Positioning statement*

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c: *Your competencies*

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d: *Target market/companies*

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e: *Channels*

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**2) Compose Your Resume(s) and Letters:**

a: *Types of Resumes: chronological, functional, narrative; all achievement-driven*

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b: *Types of Letters: cover, generic and specifically tailored*

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c: *What's your online image – "Google" yourself*

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## II. GETTING THE INTERVIEW: Marketing Yourself Effectively

### A. Seeking Job Opportunities

You may have heard that it's often WHO you know rather than WHAT you know that opens the door to a good job opportunity. Truthfully, there are many ways to enter and probe both the *publicized* and *hidden* job markets with each having varying degrees of success. To be effective, you must utilize every channel available. Let's examine each marketing method.

1) **Warm Networking – Utilizing Personal Contacts:** The “Girard 250 Law”

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2) **Cold Networking – Informational / Referral Interviewing:** RAIN – establish Rapport, obtain Advice, obtain Information, ask for Names

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3) **Large-Scale Networking – Face-to-face meetings in structured situations:** Professional Associations, Job Fairs, etc.

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4) **eNetworking via Professional / Social Contacts:** LinkedIn, Twitter, Facebook; also professional online forums, Classmates, Pinterest, blogs, etc.

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5) **Internet Job Posting Boards and Classified Ads**: Which boards to utilize; setting up notifications; how to respond to openings to maximize your return

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6) **Employment Services**: Utilizing executive recruiting firms, temporary-to-permanent placement services, college career centers, etc.

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7) **Direct Marketing to Targeted Employers**: Identify selected employers and their hiring authorities; approach them directly for a potential job opportunity (leverage your marketing plan, cover letters, and resume)

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## B. Conducting Effective Research

To target a group of employers for a Direct Marketing campaign or to approach a specific company for an employment opportunity, you must understand how to conduct research. You must research the company and its competitive industry BEFORE first contact. There are numerous sources where you can uncover valuable information.

1) **Research Sources – Reference Library, Online Sites:** Information abounds.

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2) **Utilizing NAICS / SIC Codes:** Use these coding systems to identify and evaluate specific industries and the companies you target.

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3) **Research the Company:** Their website, press releases, news articles, Google, etc.

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4) **Research the Industry:** Use news articles, trade websites, e-zines, etc. to find market and competitor information, trends, industry thought leaders, hot topics, buzz words.

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5) **Research the Interviewer:** Use Google, LinkedIn, etc. to find information.

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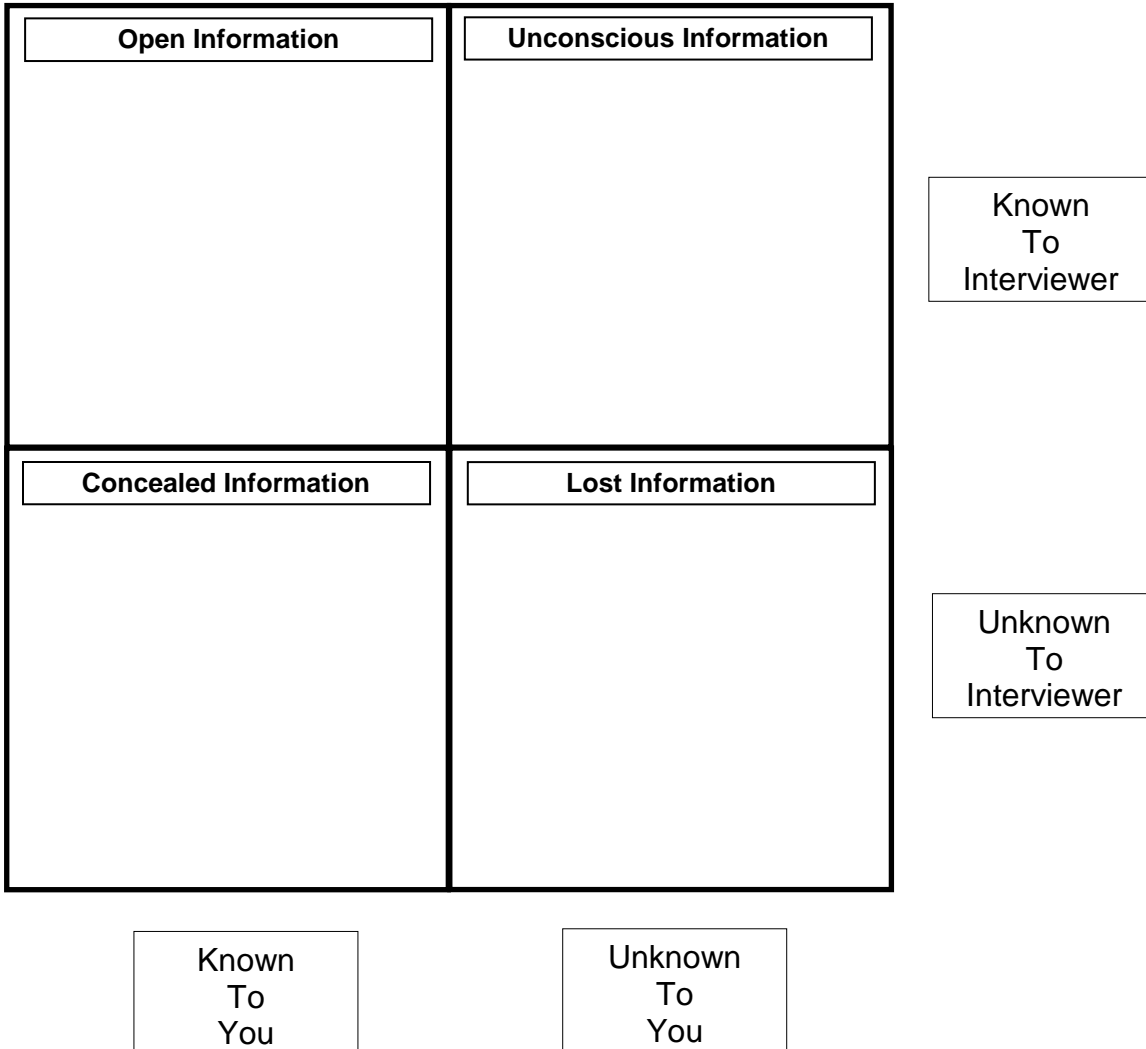
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### III. GETTING THE JOB: Understanding Interview Dynamics

#### A. Communication Fundamentals

- 1) **Communication Model:** This graphic illustrates the various types of information communicated before, during and after the interview process. Information is received and processed by the interviewer on multiple levels, simultaneously.



The job interview process begins before you walk in the door. It is a highly dynamic exchange of information. Doing well and making a good impression depends upon your ability to understand the exchange of information process.

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2) **The Employer's Goal:** Select "the best candidate with the lowest risk."

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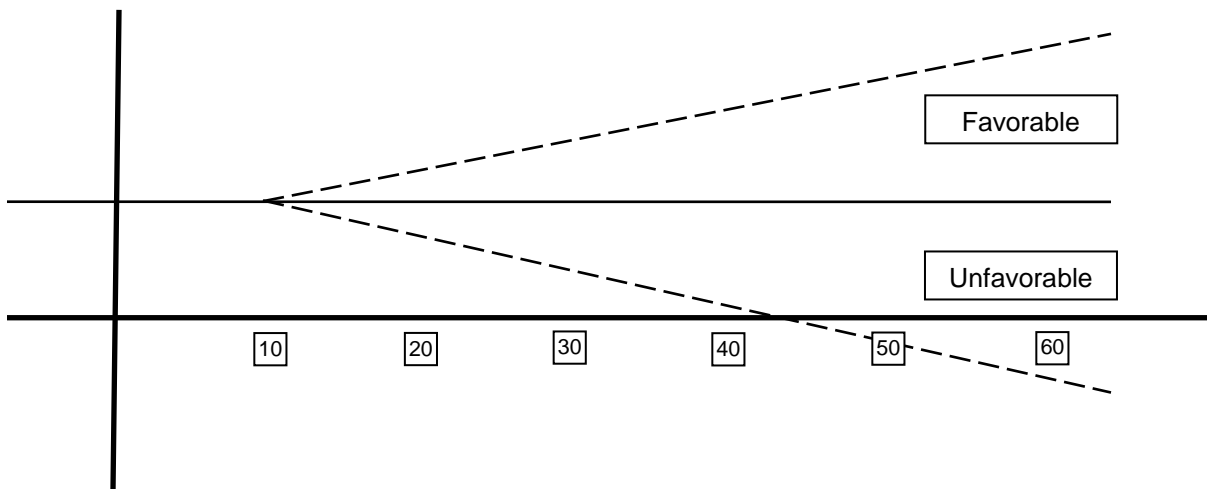
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3) **The Critical Time Curve:** most interviews are decided in the first ten minutes. Then the interviewer invests the balance of his time justifying that decision.

"Self-Fulfilling Prophecy" and "Cognitive Dissonance" play a part in this decision.



☆ ***You never get a second chance to make a good first impression!***

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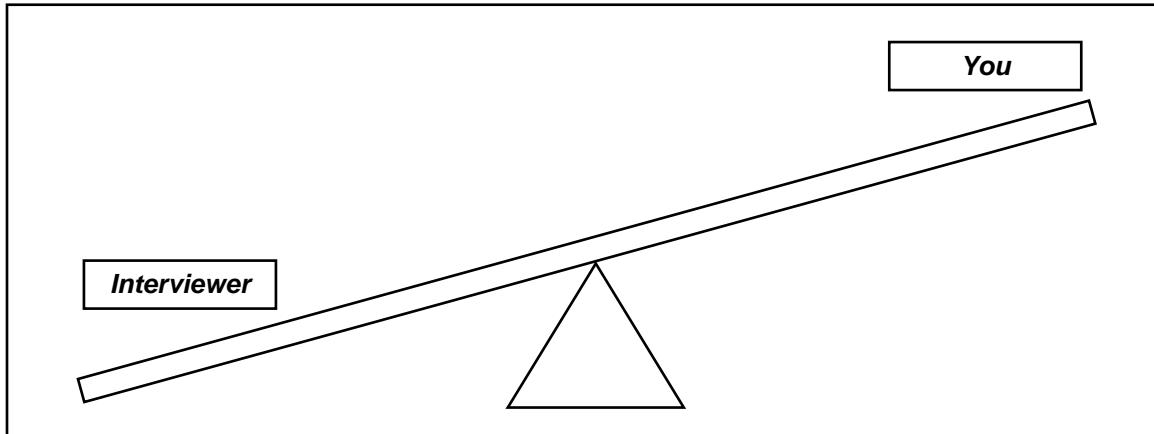
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4) **Find a Balance:** the interview should be an exchange of information and mutual needs.



Like a “see-saw” the interview is more effective (and fun) when the discussion moves back and forth rather than being controlled by one of the parties.

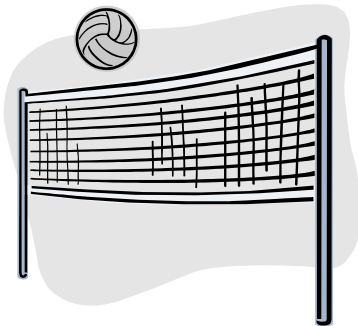
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5) **Have a Conversation Not an Interrogation:** Questions and answers should be exchanged by both parties; no one person should interrogate the other. Ideally, control of the interview bounces back and forth.



*Like volleyball, the rule is you may ask up to three questions in a row but you must return the volley after the third response.*

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## B. The Employer's Perspective of the Interview

There are five "common elements" most interviewers look for and evaluate during the interview process. They are: Attitude, Chemistry/Personality, Communication Skills, Experience/Education, and Potential. Let's examine each of these elements.

1) **Attitude:** this element can be divided into three types of behavior:

<b>Aggressive</b>	<p>This type of behavior violates the rights of others. The purpose of aggressive behavior is to humiliate and dominate rather than to simply express one's honest emotions and thoughts.</p> <p>Aggressive behavior is frequently a hostile over-reaction or outburst, which results from pent-up anger. People who behave aggressively are often insensitive to the needs and feelings of others.</p> <p><i>Characteristics: Demanding, attacking, dominating, over bearing, arrogant, self-enhancing, hostile, self-centered, controlling, and intimidating</i></p>
<b>Passive</b>	<p>This type of behavior allows your rights to be violated by others. The passive person does not directly express his/her feelings, opinions or ideas, often believing that other people's needs are more important than his own.</p> <p>The passive person loses self-respect and may feel angry and resentful, blaming others for his state of affairs.</p> <p><i>Characteristics: Inhibited, indirect, deferring, self-effacing, self-denying, indecisive, reserved, self-conscious, accommodating, submissive</i></p>
<b>Assertive</b>	<p>This type of behavior is a learned way of expression (how you feel, what you think or believe, what you want or need) that is honest and direct. An assertive person acts in a confident yet humble manner, reflecting self-respect.</p> <p>Behaving assertively helps an individual to reduce anxiety and stress in interpersonal relationships and express feelings and needs without having to feel guilty or alienate others in the process. It is a way of communicating with others in a more satisfying manner without sacrificing personal needs and/or respect and without violating or infringing upon the rights or feelings of others.</p> <p><i>Characteristics: Direct, open, honest, sincere, respectful, self-confident, responsive, responsible, sensitive to others, in control of self and situation</i></p>

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2) **Chemistry / Personality**: this element can be divided into three approaches:

a: The Used-Car Salesman Approach

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b: The Military Approach

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c: The Proper Approach

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3) **Communication Skills**: this element can be divided into four areas:

a: The Most Important Aspects of Communication - listening and truth.

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b: Written Communication - resumes, letters, applications, testing, continuity.

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c: Verbal Communications - 20-90 seconds, grammar, consider listener, continuity.

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d: Non-Verbal Communications - handshake, eye contact, voice-tone/expression, body language, posture, gestures, continuity.

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4) **Experience / Education:** KSAs (knowledge, skills, abilities) and accomplishments.

a: Draw Analogies - examples that illustrate you can meet their needs.

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b: Speak Generically - use language that has a broader application.

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5) **Potential:** what's their "ROI" Return On Investment.

a: Immediate Impact and Future Contribution - examples that illustrate you can effectively meet their needs, now and later.

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## C. The Employee's Perspective of the Interview

There are five "common elements" you need to be aware of to maximize your interview:

- Getting Tuned-In
- Asking The Right Questions
- Answering The Negative Questions
- Salary Negotiations
- Maximizing Your Opportunities.

1) **Getting "Tuned-In"**: you must quickly assess and respond to your surroundings.

a: Remember Your Manners / Etiquette - no gum, no coffee, no cigarettes.

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b: Office Environment / Activity / Secretary - be observant and chit-chat.

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c: The Interviewer's Attitude - is it open and friendly, or closed and suspicious.

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d: Badges of Glory / Desk - be observant.

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e: Small Talk - break the ice, be natural and brief, make them comfortable with you.

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2) **Asking “The Right” Questions:** you must surface needs and draw analogies.

a: Make a Statement, Use a Turnaround Segue to a Question - use your research.

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b: About The Position - essential job duties and company needs.

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c: About The Company - current events and future opportunities.

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d: About The Interviewer - their experience with the company and key issues.

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e: Questions To Avoid - these are no-nos!

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3) **Answering “The Negative” Questions** - these can be the most dangerous!

a: *Know Your Weaknesses and How to Address Problem Areas* - three or four at least, and what you can do to improve or what you learned from the experience.

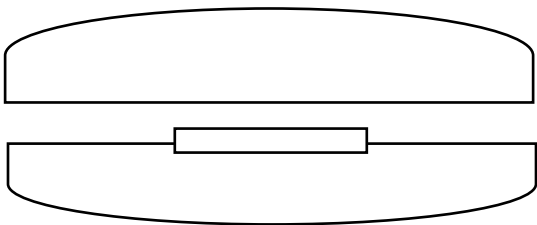
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b: *Use “The Sandwich Technique”*



***“Where’s the beef?”  
Wendy’s Clara Pellar***

☆ ***Remember: Positive – Negative – Positive !***

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**4) Salary Negotiations** - he who comes up with a number first loses!

a: Awareness of a Realistic Range - every position has a budgeted Base Salary (BS) range and Total Compensation (TC) package established.

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b: Discussing Your Current Compensation - speak in a range; “opportunity” is what you are looking for; it’s more important than the money, which will follow.

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c: Your Responsibility - to accept, reject or negotiate an offer.

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d: Negotiating the Offer - keep to a broad range, utilize leverage, off-tax benefits, early review / adjustment.

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e: Confirm Your Acceptance of the Offer - put it in writing.

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5) **Maximize Every Opportunity** - get the most from every interview.

a: Recap / Close the Interview - it's good to confirm your confidence.

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b: Thank You Notes - be professional and differentiate yourself.

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c: Follow-up - stay on top of the situation; it's not over until it's over.

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d: Future Consideration - this may not be the right job for you today.

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e: Inter-Company Referrals - remember, the interviewer knows a lot of people, both inside and outside his company.

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