Prayer for Job Seekers

God, our Creator, we turn to you seeking your divine help and guidance as we look for suitable employment.

We need your wisdom to guide our footsteps along the right path, and to lead us to find the proper things to say and do in this quest. We wish to use the gifts and talents you have given us, but we need the opportunity to do so with gainful employment.

Do not abandon us in this search, but rather grant us this favor we seek so that we may return to you with praise and thanksgiving for your gracious assistance.

Grant this through Christ, our Lord. Amen
Today’s Discussion Leaders

• Jo Webster – ’85

• Ann Yaggie ’87 and Pat Sauer ’86

• Steve Voller – ’87

• Mark Richards – ’85

• Experts in the audience – ‘72-‘07
Agenda

7:30 a.m. – 9 a.m.

• Self Assessment & Interviewing
• LinkedIn Strategies
• Creating a “Board of Directors”
• Interactive Exercise
• Open Q&A – Any search issue
What else you’ll get out of today

• You will gain *at least* one new insight this morning
• Support – You’re among empathetic friends that you share a common bond with through CSB/SJU
• An opportunity to vastly expand your network
Housekeeping

• Session is informal & interactive
• Handouts available for note taking
• Restroom locations
• Please turn cell phones to vibrate
JOB SEARCH GOAL: 5 Points Every Day!

1 Point: Getting a Lead, Referral, or Introduction to Potential Hirer

2 Points: Obtain Appointment with Hiring Decision Maker

3 Points: Meet the Hiring Person

4 Points: Get a Commitment from a Decision Maker to Hire You or an Action that Leads Directly to Hiring You.

REFERENCE: Jeffrey J. Fox' "Don't Send A Resume And Other Contrarian Rules to Help Land a Job"
What Employers Want To Know

• Can You Do the Job?
  √ Skills, Knowledge, & Experience

• What is Your Level Motivation
  √ Energy Level

• Can We Work with You?
  √ Emotional IQ

• Your Value Proposition
Branding

I’m a right brained CFO that sees opportunities and possibilities that many others have missed. My intellectual approach and past experience enable me to quickly adapt to new businesses, to understand the essential elements of new problems, and evaluate people and organizations. In every encounter, whether a group or a single person, I assume good intent and use open, honest and direct communication to drive results. My management style is to engage people in an ongoing dialogue, helping them to understand their objectives, how they make a difference and how to embrace change as an everyday part of their job. People would say that I push them forward, without throwing them over the cliff; I make them climb, but they always have a rope, and I never let them fall.

- Rich Faber, SJU 1982
Self Assessment

• Capitalize on Strengths in:
  √ Cover Letter
  √ Resume
  √ Interview Questions
  √ Marketing Materials
  √ Branding

• Know and Minimize Weaknesses
Steps for Earning Endorsement

1. Know Yourself
2. Control Yourself
3. Know Others
4. Do Something for Others
SOCIAL STYLE Model™

Analytical
Serious
Exacting
Indecisive
Logical

Driving
Independent
Formal
Practical
Dominating

Amiable
Dependable
Supportive
Pliable
Open

Expressive
Animated
Forceful
Opinionated
Impulsive

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Assertive Behaviors

Verbal Behaviors

Ask Assertive

Tell Assertive

Slower ... Pace of Speech ... Faster
Less ... Quantity of Speech ... More
Quieter ... Volume of Speech ... Louder

Relaxed ... Use of Hands ... Directive
Lean Back ... Body Posture ... Lean Forward
Indirect ... Eye Contact ... Direct

Non-Verbal Behaviors

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Steps for Earning Endorsement

1. Know Yourself
2. Control Yourself
3. Know Others
4. Do Something for Others
Exercise & Homework

• Identify 1 to 2 others in attendance today to create accountability with.

• POST MEETING:
  √ Follow-up with each other via email or conference call.
  √ Discuss your learnings / observations since the workshop
  √ Report on status of completion of assessment tools
O.K., I'm on LinkedIn!
Now what?

Tips and Tricks to Move Your LinkedIn Account to the Next Level
Brief Introduction to LinkedIn

• LinkedIn has been described as “Facebook for professionals.”
• It is a business-oriented social networking site used to establish and maintain connections with others to facilitate growth of business, industry, and professional relationships.
5 Things To Do Today To Improve Your LinkedIn Account

1. Start Over
2. Make New Friends
3. Join the “Right” Groups and Work the Crowd
4. Use the Built-in Tools
5. Access Resources Outside of LinkedIn
1. Start Over

- Have your “Board of Directors” review your profile
- Look at your profile from the perspective of an employer. Would you hire you?
- Ensure that your profile is complete
- Now that it is complete, cut out the unnecessary parts – get rid of clutter
- Add extras that build your professional image
- Consider turning off updates while you make changes
2. Make New Friends

- Check Network Statistics to see where you stand
- Do an Advanced Search to find people in your industry or profession – beware the IDK
- LIONs are friendly!
- Who do you know personally that should be a 1st degree connection
- Keep the old? Maybe.
- Groups (see step 3.)
3. Join Groups

- You can direct message people in the same group you are in without worry of IDK
- You stay on top of industry/profession news
- Searches by group members will bring up your name
- Can't find a group that meets your needs? Create a group!
3. Join the “Right” Groups

- “Birds of a feather flock together” - Jan Voller
- Join groups that consist of people in your industry, profession, or target company
- How does the group complement your professional image or advance your career?
- Consider not showing logo
  - Duplicates
  - Professional image
3. Join Groups and Work the Crowd

- Participate
- Ask questions
- Answer questions
- Send direct messages to group members
  - asking specific questions
  - ask for introductions
- Start discussions
4. Use the Built-in Tools

- Check out other profiles for an image you would like to replicate
- Adjust your settings
- Become familiar with the site by using it, try out the tools, then review your profile.
- Click around and explore.
LinkedIn Address

- Create your personalized LinkedIn Address
  - Put it on your business card
  - Put it in your email signature
  - Put it in your resume
4. Use the Built-in Tools

- Blog Link/WordPress
- Reading List
- SlideShare/Google Presentations
- Box.net/Huddle Workspaces
- My Travel
- Polls
- Company Buzz
5. Outside Resources

- People not on LinkedIn – invite them
- Books
- Internet
  - Google It
  - Blogs
- Education Sessions
  - Alumni resources
  - LinkedIn Events
  - Community resources (library, tech school, etc.)
### Who is on the “Board”?###

<table>
<thead>
<tr>
<th>Personal</th>
<th>Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Characteristics:</strong></td>
<td></td>
</tr>
<tr>
<td>- Knows you well</td>
<td></td>
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<tr>
<td>- Gives it straight</td>
<td></td>
</tr>
<tr>
<td><strong>Characteristics:</strong></td>
<td></td>
</tr>
<tr>
<td>- Long tenure in an industry</td>
<td></td>
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<tr>
<td>- Good reputation</td>
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</table>

<table>
<thead>
<tr>
<th>Profession</th>
<th>Networking</th>
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<tbody>
<tr>
<td><strong>Characteristics:</strong></td>
<td></td>
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<tr>
<td>- Holds the position you seek</td>
<td></td>
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<tr>
<td>- Has been in transition</td>
<td></td>
</tr>
<tr>
<td><strong>Characteristics:</strong></td>
<td></td>
</tr>
<tr>
<td>- Openly practices the 80% rule</td>
<td></td>
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<tr>
<td>- Well known networker</td>
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</table>
What can a “Board” provide?

<table>
<thead>
<tr>
<th>Personal</th>
<th>Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Key areas to ask for help:</td>
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</tr>
<tr>
<td>• Honest opinion on pitch</td>
<td>• Guidance on business model/trends</td>
</tr>
<tr>
<td>• Evaluate feedback received</td>
<td>• Networking into specific firms</td>
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<tr>
<td>• Make difficult decisions</td>
<td>• Preparation for interviews</td>
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</tbody>
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<td>Key areas to ask for help:</td>
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</tr>
<tr>
<td>• What worked for their search</td>
<td>• Understand their networking</td>
</tr>
<tr>
<td>• Key networking contacts</td>
<td>• Tools/Tips for your networking</td>
</tr>
<tr>
<td>• Evaluation of documents</td>
<td>• Networking contacts</td>
</tr>
</tbody>
</table>
Exercise & Homework

• Select/design the categories you want Board members
• List 3-5 people for each Board category
• HOMEWORK:
  √ Invite one person per category to join Board
  √ Be clear on what you seek from them
  √ Set a meeting
  √ Figure out how you can help them
QUESTIONS FOR
FELLOW ALUMNAE/I & PANEL
Special Thanks

• CSB Alumnae Association
• SJU Alumni Association
• RJF Agencies – Bill Jeatran (‘82) and Tim Fleming (’82)
• Our distinguished (volunteer) panel of presenters
Your Input

• Feedback on Today’s Session

• Suggestions for Future Sessions

• See alumni/nae websites
Assessments ...

• ....
Good Luck
&
Godspeed
Key Characteristics of the Social Styles

**Analytical**
- Need: To Be Right
- Orientation: Thinking
- Growth Action: To Declare

**Amiable**
- Need: Personal Security
- Orientation: Relationships
- Growth Action: To Initiate

**Driving**
- Need: Results
- Orientation: Action
- Growth Action: To Listen

**Expressive**
- Need: Personal Approval
- Orientation: Spontaneity
- Growth Action: To Check