HR Tomorrow 2011

HR Tomorrow . . . Today

Creating Your Transition: Accelerating Your Job Search

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Today’s Agenda

- Premise: Speed to Market
- Focus
- Style and Attitude Assessment
- Keys to Successful Job Search
  - Networking (part of Visibility)
  - First (and Second) Impression Management
    - Resume
    - In-Person
- Labor Market/Employment Trends
U.S. Job Satisfaction Hits 22-Year Low

- Americans of all ages and income brackets continue to grow increasingly unhappy at work - a long-term trend that should be a red flag to employers, according to a report released by The Conference Board.
The Prediction for 2011 – A NEW Low!

- A survey done by a leading career management company found that 84% of the participants plan to “actively pursue other employment options in 2011”

- More anecdotal . . . . but another sign . . . .
  - 340 (personal LinkedIn connections) as of 1/1/11
  - 71 (of my) connections changed jobs in 2010
  - 40 to 45 of the 340 connections are newer (just prior to 1/1/11)
  - the percentage can be calculated as closer to 25%

Survey by Right Management: Pursuing the Growth Agenda – Key Trends for 2011
5 Keys to Successful Job Search

- Articulate a Clear Focus
- Target Your Market
- Plan Your Visibility Strategy
- Get Your Tools Together
- Manage Your Time
Articulate a Clear Focus

- Identify your market value: Skills, industry, level of position, problems you can solve.
- Gather marketplace information to support your decisions.
- Clearly articulate your focus in all aspects of your search.
Target Your Market

- Conduct research that fits your focus: create a target list, share it with your network, identify good connections.
- Look for opportunities to connect with target organizations whether or not there are open positions.
- Maintain open communications with your contacts for continued referrals.
Style and Attitude Assessment

1. How decisive are you about choices and direction?
2. How do you think your confidence will be throughout a job search?
3. How well do you tolerate frustration?
4. How much are you affected by stress?
5. What is your general outlook on life and work?
6. Do your work habits exceed 9 to 5 limits?
7. How would you describe your outside manner?
8. Do you see yourself as a team player and do others agree?
9. How do you view a job search at this point?
Job Holders’ Techniques for Finding Employment

- Networking
  - Twin Cities 70+%\)
  - ‘Other’ Cities 50+%\)
- “Help Wanted” Ads 15%
- School Placement/Career Services 10%
  (excluding professors, classmates & alumni)
- Direct Contact with Employers 5%
- Posting Resumes/Online Profile 5%
- Combination of Techniques 25+%\)
Plan Your Visibility Strategy

How many ways can I be visible?
- Network 30 - 60%
- Target Marketing 20%
- Search Firms 4%
- Ads 5%
- Internet Resources 8 - 20%
- Miscellaneous ???%
  - Write/Present
  - Volunteer
  - Participate in Professional Groups
  - Take on a temporary assignment
How To Network

☐ Meet as many people as you can
☐ When you meet someone, tell them what you do
☐ Act like a host, not a guest
☐ Don’t do business while networking
☐ Give and get
☐ Follow-up (make this your top priority)
☐ Keep in touch
☐ Make friends even when you don’t need them
☐ Edit your contacts
☐ Do it - and start right now!
Networking Sources

- Relatives
- Friends
- Clients/Customers
- Vendors/Suppliers
- Professional Colleagues
- Classmates
- Professors
- Acquaintances
- Social Club Members
- Religious Affiliation Members/Clergy
- Neighbors
- Professional Association Members
- Supervisors
- Bankers
- Lawyers
- Doctors
- Insurance Agents
- Politicians
- Business Persons
- Other Job Seekers
Are all contacts created equally?

- **Friendly**
  - A: they will take your call immediately; if you have difficulty on the phone trying to articulate your goals, you can call them later and try again – and they will gladly take your second call.
  - C: they are either a ‘jerk’ or you can only call them once based on how you know them; your call to them has to be perfect!
  - B: if you do not grade them an A or C, give them a B.

- **Helpful**
  - A: they have the power to hire you or are well connected to the people that do (they are or were on boards, in executive roles, etc.).
  - C: they are not likely to be of any job/career help at all (through their connections or personal world).
  - B: if you do not grade them an A or C, give them a B.
Get Your Tools Together

- Accomplishment Based Resume
- Target List
- Networking Summary Sheet
- Network List
- Career Portfolio
- Commercial
- Public Statement
- Five Conversation Starters
Resumes: Writing

- Common Formats:
  - Chronological
  - Functional
  - Combination
  - Electronic
  - ‘key-word’ concept

- Memorable Resumes:
  - Format
  - Layout
  - Proofreading

- Resume Sections:
  - Objective
  - Qualifications Summary
  - Experience SECTIONS
  - Education SECTIONS
What’s Wrong With Your Resume?

- Poor Formatting
- An introduction or statement of objectives that is too general
- Burying, or not including, important information
- Resumes that are too long
- Applying for a job for which you are not qualified
- Personal information not relevant to the job

By Annie Fisher
LinkedIn’s Top 10 Overused Resume Phrases

1. Extensive Experience
2. Innovative
3. Motivated
4. Results-oriented
5. Dynamic
6. Proven track record
7. Team Player
8. Fast-paced
9. Problem solver
10. Entrepreneurial
10 Reasons Applicants are Rejected at an Interview

- poor interview manners
- poor appearance
- unrealistic demands about the job
- unrealistic salary demands
- knowing little about the company
- talking too much at the interview
- talking too little
- being overly charming
- being overly modest
- lack of follow-up

Source Book: How To Sell Yourself On An Interview
Top 10 WORST Job Tips

1. Don’t Wrap It Up
2. Tell Us Everything
3. Use Corporatespeak
4. Don’t Ever Postpone a Phone Screen
5. Don’t Bring Up Money
6. Send Your Resume Via an Online Job Ad or the Company Website Only
7. Never Send a Paper Resume
8. Wait for Them to Call You
9. Give Them Everything
10. Post Your Resume on Every Job Board

Liz Ryan (Business Week)
(Modern) Interview Theory:

Past performance (or behavior) in the same or similar work is the single most reliable predictor of future performance (or behavior) in a given job.

- and/or -

Impact we make on others in the first 2 - 5 minutes:
60% visual
33% vocal
7% content

Phone interviews – 70% vocal (never more than 30% content)!
Social Media

- Social Anthropology
- LinkedIn versus Facebook (versus MySpace)
- You never get a second chance to make a first impression
- Dialogue in front of hundreds
- Google yourself!

- OR -
Labor Market/Employment Trends

- Large vs. Small Employers
- Skill/Education Update Required
- Need For Cross-Functional Knowledge
- Hit-The-Ground-Running!
  - Accomplishments!
- Increasing Use of Temporaries, etc.
- Importance of Career Resiliency
JWT – Key Trends that Brands will NEED to Understand!

- All the world’s a game
- The urgency economy
- Non-commitment culture
- Eat, Pray, Tech
- De-teching
- Retail as the third space
- Creative urban renewal
- Worlds colliding
- Hyper-personalization
- Outsourcing self-control

presented by Ann Mack, Director of Trendspotting for J. Walter Thompson – 3/30/11 –
see http://www.jwtintelligence.com/2010/12/10-trends-2011-2-minutes/
2010 Trends (Entrepreneur.com)

- Economic Turmoil
- Green Power
- The Senior Market
- Discount Retail
- Local Business
- Education
- Parental Outsourcing
- Health and Wellness
- Texas
- Affordable Alcohol
- Pets
Hot Ideas (Sources) for 2011

- Entrepreneur.com
- Springwise.com
- CoolBusinessIdeas.com
- sbinfoCanada.about.com
- ExecuNet.com
- BusinessTown.com
- startupnation.com
- businessIdeasprofitable.com