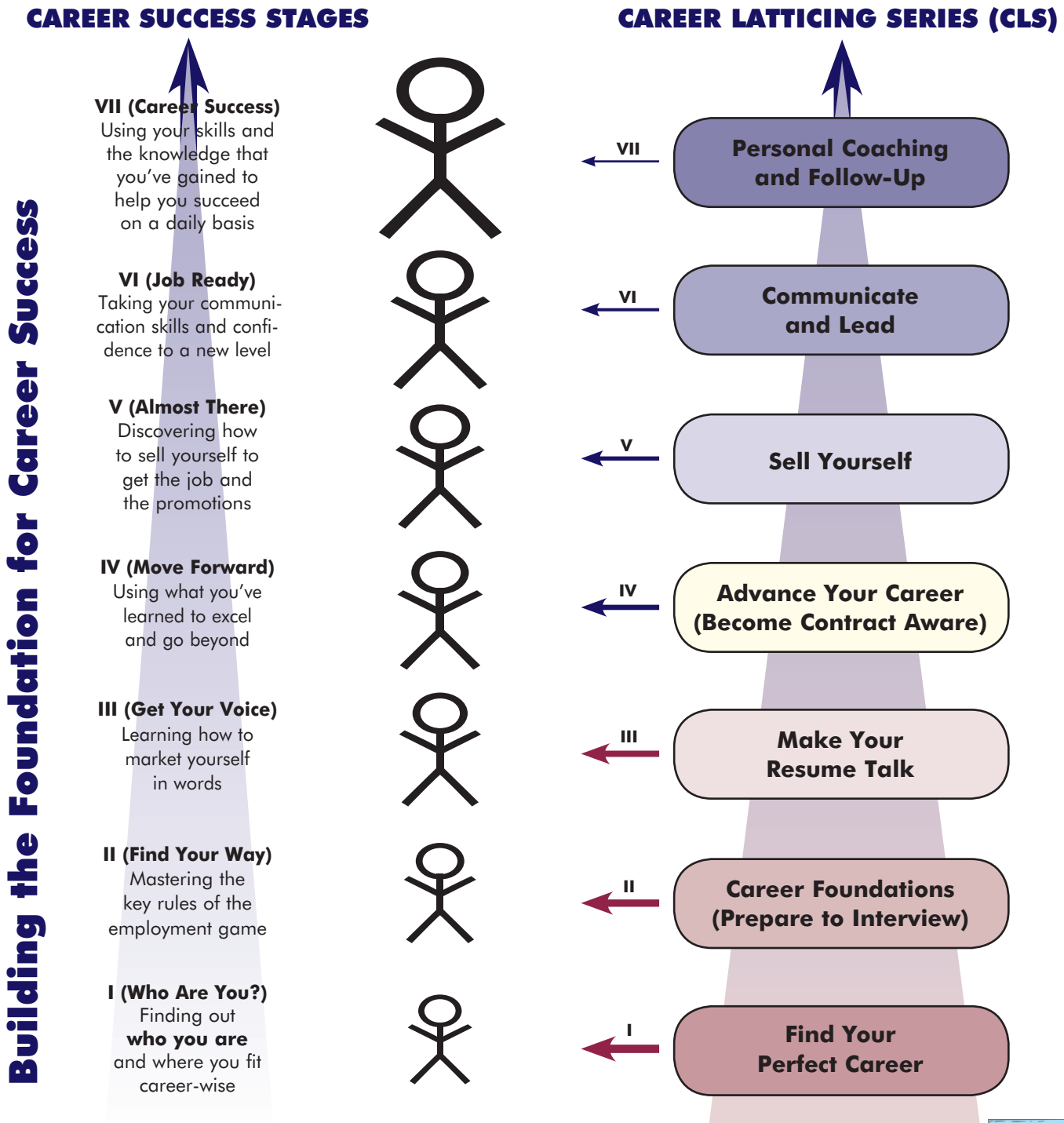


# Career Foundations: *Prepare to Interview*



**The Avadon Group 7-Step Path to Career Success**

The objective of the Avadon Career Latticing Series Program is to help individuals rethink their career, prepare them to make a meaningful contribution, help them to create the road map that ensures the best chance of employment and career success, and provide the navigational tools that will get them to their desired destination.



## What Is This All About?

1. By incorporating and identifying skills for job transition and how to obtain new positions in the changing global economy, you will gain insight and knowledge into navigating the current employment market.
2. You will learn ways to showcase your skills and abilities by learning effective techniques for interviewing and job seeking.
3. You will apply critical thinking to discover job options, learn research and networking skills, and learn how to verbally market yourself.

I

## Outcomes of This Course

1. An increased understanding of what it takes to compete — as an individual seeking a new job and to be re-employed.
2. Improved productivity — by decreasing the cycle time to new opportunities, through enhanced promotion and networking skills.
3. Greater accountability — by establishing that it's a personal choice to enhance career opportunities, and, potentially, quality of life

II

## Suggested Reading

1. *Brag! The Art of Tooting Your Own Horn Without Blowing It*; by Peggy Klaus
  - a. [www.bragbetter.com](http://www.bragbetter.com)
2. *Knock 'Em Dead*; by Martin Yate
  - a. [www.knockemdead.com](http://www.knockemdead.com)
3. Avadon's LinkedIn Group
  - a. go to: [www.avadongroup.com/html/resources.html](http://www.avadongroup.com/html/resources.html) click the LinkedIn logo and join the group to discover more resources

III

## Course Curriculum

1. First session – Understand the Context (You, trends, and the global job market)
2. Second session – Research and Preparation
3. Third session – Skill Development
4. Fourth session – Take Action

IV

## Let Us Begin: Understanding the Context

1. Introductions
2. What questions are on your mind?
3. Career Latticing – explaining the series

V

## What the Heck is “Latticing”

1. What in the World is Latticing?
 

It wasn't long ago that when you went to work, the expectation was that you would have ample opportunity to move up in the company and stay 10 years, 20 years, or even retire there. This was “moving up the corporate ladder.” The ladder was the key visual word. You went straight up, if all went well.

With the influence of the Internet, and work moving across the globe, change is now so rapid that a steady long-term climb has become very rare. As work began to change, a new pattern emerged early in the 21st Century: you start with one company, then skip to another in order to move up... (*cont'd on next slide*)

VI



### Interview Preparation\*

Interviews are like sales calls. And, as any sales pro knows, you only get the sale by asking for it.

Remember, you aren't begging for a handout when you ask for a job, you're offering prospective employers your experience and ability to contribute to their goals. If employers need your skills — or if you can create a need in their mind — you'll get the job.

At the moment, that need has never been greater. Employers are in turmoil — the economic recession has stripped their companies of talent and expertise. So, follow these eight steps, and learn to ask for the job.



**1. Prepare for the interview.** Learn what your prospect needs. Research the employer, formally and informally. If you are answering an advertisement, go beyond its sparse facts to learn as much as you can about the organization. Determine which of your skills, traits or experiences the employer needs, then tailor your credentials accordingly.

**2. Learn about the interviewer.** When you enter the interview, start by learning everything you can about the interviewer. Forget labels and generalizations that categorize personality types, concentrate on that particular individual. Put yourself in his or her shoes: fear and greed are usually at work.

**3. Use “consultative selling.”** A type of selling that works best is called “consultative selling.” By asking the right questions, you help the employer come to the inevitable conclusion that you're the right choice:

- a) Identify the problems and show you are the person to solve them.
- b) Learn the organization's weaknesses and demonstrate how you can provide the solution. This technique can create demand.

**4. Motivate yourself.** The desire to close — to ask for and get the offer — is essential. It can be scary to be so bold, and most job hunters are not used to it, but it can be done with practice:

- a. You just have to psyche yourself up.
- b. Sell yourself first.
- c. Be confident and courageous, because it takes audacity to ask for the job.

**5. Know when to close.** When should you try to close? All the time: keep trying to close throughout the interview in small ways.

**6. Overcome objections.** One stumbling block for many candidates is the inevitable objection: “You're over/underqualified, too old/young, etc.” There are hundreds of reasons given why candidates are not right for the job. Many are just excuses or stalls to avoid the risk of hiring someone.

- a. Turn the weaknesses into strengths: “However, that means I'll start being productive for you that much faster. As I've mentioned, I solved this problem at XYZ Company.”

**7. Sum up and ask for the job.** When appropriate, summarize. Say what you have to offer based on your accomplishments. Sales people call these “features.” Show how the features will benefit the employer.

**8. Confirm the close.** Repeat the terms of the offer as you have discussed it. Ask for clarification of any terms not fully described or understood. Each time you close, ask the interviewer, “Do you have any questions?” When you have been completely clear about how you will help the employer — then and only then — close.

**It may surprise you to learn employers like to hear candidates say, “I would like to work here.” Flattery goes a long way today when genuine.**

\*Excerpted from *How to Ask for – and Get – the Job* by Niels H. Nielsen, *National Business Employment Weekly*.

## Personal Branding

1. Create your reputation through repetition
2. It takes 5.5 times of hearing and seeing a message for it to sink in.
3. It takes at least six repetitions to create your reputation
  - a. Networking
  - b. Your application
  - c. Your cover letter
  - d. Your resume
  - e. The interview
  - f. Your follow-up (especially if the job fits you like a glove)

XI

## Branding Yourself

### Creating a Reputation

Key Words + Images

### Buzz Words

Skills You Are Most Proud Of

### Attach Words to You

What's Special About You

Preferences to Bragalogues

As an example: *I have skills, and I am very proud of my success at \_\_\_\_\_ Company, where I was recognized for my \_\_\_\_\_ (achievement).*

## Personal Branding – Buzz

1. Buzz words
  - a. Create your reputation through repetition
  - b. Key Words + Image = Buzzzzzz
    - i. Skills you are most proud of
    - ii. Skills you want to use
    - iii. Attach these words to you
    - iv. Think!! What's special about you

XII

## Personal Branding – Bragalogues

1. In it's simplest form, fill in the following blanks:
  - a. I have \_\_\_\_\_ skills and I am very proud of my success at \_\_\_\_\_ company, where I was recognized for \_\_\_\_\_ (achievement).
2. Hint: You will also use these points in CLS Class 3 to Make Your Resume Talk.

XIII

## Your Assessments

1. A review of CLS Class 1: "Find Your Perfect Career"
  - a. Holland occupational themes
  - b. Adaptive skills
  - c. Transferable skills (see next slide)
  - d. Job-related skills
2. Application and "Ah-hahs!"
  - a. What did you learn?
  - b. How will you apply this in your career search?

XIV

## Transferable Skills

1. Do you identify with some of these?
  - a. Persistent, results-oriented
  - b. Planning skills, computer skills
  - c. Customer-service skills, multi-tasking abilities
  - d. Budgeting and financial skills
  - e. Detail-oriented, sales skills
  - f. Effective negotiator, communication skills
  - g. Team player, organizer
  - h. Proactive, patient
  - i. Self-initiator, self-motivator

XV



**Transferable Skills**

*(Revisiting your skills from Class 1: Find Your Perfect Career)*

Generalities

- Persistent
- Results-Oriented
- Planning Skills
- Computer Skills
- Customer Service Skills
- Solution-Oriented
- Proactive
- People Skills
- Good Communicator
- Highly Motivated
- Tough
- Multi-Tasking Abilities
- Budgeting – Financials
- Detail-Oriented
- Sales Skills
- Negotiating Skills
- Dependable
- Self-Initiator
- Patient
- Verbal Skills
- Gets Along With Others
- Understanding
- Communication Skills
- Team Player
- Organizational Skills
- Scheduling Abilities
- Problem-Solver
- Good Attitude
- Self-Motivator
- Responsible
- On Time

What are some of yours?


**Transferable Skills**

2. What are some of yours?

- a.
- b.
- c.

3. Own the words you choose to use to create your BUZZ!

XVI

**Second Session:**  
Research and Preparation

1. Be clear
2. Employers’ insight
3. Pulling it together
4. Resume prep – your ultimate marketing document

XVII

**Reading List**

1. *List of Generations* by Isabel Costa  
([www.esds1.pt/site/images/stories/isacosta/secondary\\_pages/10°\\_block1/Generations Chart.pdf](http://www.esds1.pt/site/images/stories/isacosta/secondary_pages/10°_block1/Generations Chart.pdf))
2. *Mixing and Managing Four Generations of Employees* by Greg Hammill  
([www.fdu.edu/newspubs/magazine/05ws/generations.htm](http://www.fdu.edu/newspubs/magazine/05ws/generations.htm))

## Be Clear – What You Want in a Job

1. Let's review your assessments:
  - a. What stands out in your strengths that you want to use in your career?
  - b. List three (3) strengths you want to use in your notes section
2. What additional benefits or workplace items are important?
  - a. Examples are Flex Benefits, Stability, Team Environment, Pay, Appreciation, Training
  - b. List seven (7) workplace items that are important to you in your note section
3. **Key Point:** Knowing what you want is just as important as knowing what you don't want!

XVIII

## What You Want/Your Desired Career

### What do you want in your employment?

- Reasonable wages to live comfortably on
- Flex benefits OR Training/cross training
- Fairness OR Work-based competition
- Respect AND Appreciation
- Boundaries OR Harassment-free
- Flexibility OR Stability
- Free weekends OR Great benefits
- Large paychecks OR Team environment

List your 10 wants:

- |          |           |
|----------|-----------|
| 1. _____ | 6. _____  |
| 2. _____ | 7. _____  |
| 3. _____ | 8. _____  |
| 4. _____ | 9. _____  |
| 5. _____ | 10. _____ |

...and your 5 deal breakers!

- |          |          |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ |          |

## Be Clear – What You Don't Want in a Job

1. What stands out in your profile that shows what you don't want to do in your job?
  - a. Perhaps you are good with data and would rather work on your own
  - b. Perhaps you help people get excited, but are drained when you do work totally on your own
  - c. List two (2) items you definitely would prefer not to do in your job
2. What are potential deal breakers for you in a job?
  - a. List three (3) deal breakers

XIX

## Be Clear – Your Bragalogue

1. Let's create your unique selling-point statements – your Bragalogues
  - a. When I worked at \_\_\_\_\_, I was recognized for (buzz or strength words) \_\_\_\_\_. In one instance, I \_\_\_\_\_ (provide past specific story with the skills you want to highlight, making sure the words and examples match).
  - b. **Be real!!**
2. Think of a couple of other success stories
  - a. Write them in your notes sections

XX







### Bragalogue Bullet Points/ Resume Marketing Tips

Your objective begins the branding process. In marketing circles, it is well known that to gain attention, credibility, and be remembered, a person must hear or see information on you at least 5.5 times.

What will they hear? What will they see in writing? You can further it by weaving your successes or highlights into bullets points.

- Success 1:     • \_\_\_\_\_
- Success 2:     • \_\_\_\_\_
- Success 3:     • \_\_\_\_\_

Bullet points **create impact** and **prove your point**. Then, increase your branding by remembering “repetition”!

**Resource:** “Make Your Resume Talk” by Richard A. Hart (*Dick Hart says, “Focus on what’s the most important thing you’ve ever done and what you’re proud of!”*)

Get help from friends and family: sometimes it’s easier to have others help you with your highlights. Also, consider Blogger.com to highlight you and your skills, and to have others help you in an easy-to-access way!

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### What Employers Want/Skills Employers Value

**From CEO Online (March 7, 2006): Are You A Natural Born Leader?**

**Develop a different perspective on career advancement:** Career advancement in the traditional organizational structure consisted of upward promotions throughout one’s career. Leaner organizational structures preclude that expectation within 21st Century businesses. Instead, career advancement and the ability to add value to the business will increasingly be evidenced by “career latticing.” People will develop a broader base of experience and more extensive networks by making a number of crisscross career moves.

- On time everyday • Getting there • Follow instructions • Honest • Team player • Getting the job done •
- Work hard • Flexibility • Make it happen • Leadership • Financial stability •

**WIIFM** (What’s In It For Me)? Remember to talk in their language!

**STAR** Formula: **S**ituation-**T**ask-**A**ction-**R**esults

**Telling Your Story:** Say what you have done and remember ROI-Return On Investment (*Make sure to attend CLS Class 4: Advance Your Career for further information*):

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## Assessing the Interviewer's Workplace Style

### Workstyle Quadrants

		Productivity- or Task-Oriented (Closed)			
		<b>Analytical/Thinker</b> Conscientious (DISC) Intuitor (Jung) Engineer/IT Accountant	<b>Driver/Director</b> Dominance (DISC) Sensor (Jung) Visionary Executive		
Ask-Oriented (Indirect)				Tell-Oriented (Direct)	
		<b>Amiable/Relator</b> Steadiness (DISC) Thinker (Jung) Social Worker Supportive Roles	<b>Expressive/Social</b> Influencer (DISC) Feeler (Jung) Sales Performing Artist		
		People-Oriented (Open)			

What styles have you seen?

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Can you guess what style you may be?

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## Communication Styles\*

### The Director

The quadrant dominated by a fast pace (Direct) and a nonexistent attitude about relationships (Closed) is for Directors — who are often best known for their aggressive, competitive natures. It is difficult to find a Director scientist in a laboratory, because they work so hard to get out of the lab. Instead, the Director prefers to have the corner office. He or she is the person in an organization who can be depended on to get results, but may be criticized for having too little concern about the effect of those results on the feelings of others. Directors are very independent. As project leaders they shape the environment around their project to best suit their needs, aggressively pushing team members forward with an approach that announces, "If you can't stand the pressure, get out of my way."

*Communication with Directors is done at their quick-pace level, with an emphasis on getting right to the point. Always see things from their viewpoint, avoid chitchat, and show how your ideas will move the project toward the Director's goals.*

\*Adapted from *Behavioral Style: Understanding Communication Styles Can Advance Your Relationships — and Your Career Prospects, Part 2* by David G. Jensen, which focused on communication styles in relation to hiring for scientific positions.





## Positive and Negative Reasons for Leaving a Job

### Verbal Interviewing Skills

Define if the following reasons are positive or negative!

- |                       |                           |                       |
|-----------------------|---------------------------|-----------------------|
| • Wild card           | • Hard boss               | • Advancement         |
| • Lay off             | • Injury                  | • Promotion           |
| • Fired               | • Falsifying Info         | • More pay/money      |
| • Business dosed      | • Theft                   | • Self-employment     |
| • Relocating/Marriage | • Child care              | • School              |
| • No respect          | • Transportation          | • Take a job you love |
| • Quit                | • Family members          |                       |
| • Safety issues       | • Drug use/alcohol issues |                       |

### 10 Interview Questions\*

**1. Tell me about yourself.** It's the most-often-asked question in interviews, so you need to have a short statement prepared in your mind, but be careful it does not sound rehearsed. Limit the statement to work-related items unless instructed otherwise. Talk about things you have done and jobs you have held that relate to the position you are interviewing for. These are key features that will benefit the interviewer. Start with the item farthest back and work up to the present.

**2. Why did you leave your last job?** Stay positive regardless of the circumstances. Never refer to a major problem with management and never speak ill of supervisors, co-workers, or the organization. If you do, you will be the one looking bad. Keep smiling and talk about leaving for a positive reason such as an opportunity, a chance to do something special or other forward-looking reasons.

**3. What experience do you have in this field?** Speak about specifics that relate to the position you are applying for — remember your bragalogues and features, and turn them into benefits for the interviewer. If you do not have specific experience, get as close as you can.

**4. What do co-workers say about you?** Be prepared with a quote or two from co-workers. Either a specific statement or a paraphrase will work. Sgt. O'Keefe, a co-worker of mine while serving in the U.S. Marine Corps, always said I was one of the hardest workers he had ever known.

**5. Who was your best boss and who was the worst?**

- With the question, the interviewer is trying to discover if you assess blame or carry a grudge.
- A good answer would be: I have learned from each boss I have had. From the good ones, what to do, from the challenging ones — what not to do.
- Early in my career, I had a mentor who helped me a great deal, we still stay in touch. I have honestly learned something from each boss I have had.

**6. What do you know about this organization?** This question is one reason to do some research on the organization before the interview. Find out where they have been and where they are going. What are the current issues and who are the major players?

\*Excerpted from the ubiquitous *50 Common Interview Questions*, which is adapted from *The Accelerated Job Search* by Wayne D. Ford, Ph.D, published by The Management Advantage, Inc.



**7. What have you done to improve your knowledge in the last year?** Try to include improvement activities that relate to the job. A wide variety of activities can be mentioned as positive self-improvement. Have some good ones handy to mention.

**8. What kind of salary do you need?** A loaded question. A nasty little game that you will probably lose if you answer first. So, do not answer it. Instead, say something to the effect of, "That's a tough question. Can you tell me the range for this position?" In most cases, the interviewer, taken off guard, will tell you. If they're not and they don't tell you, say that it can depend on the details of the job. Then give a wide range.

**9. Why do you want to work for this organization?** This may take some thought and certainly should be based on the research you have done on the organization. Sincerity is extremely important here and will easily be sensed. Relate it to your long-term career goals.

**10. Do you know anyone who works for us?** Be aware of the policy on relatives working for the organization. This can affect your answer even though they asked about friends not relatives. Be careful to mention a friend only if they are well thought of.

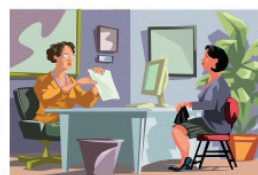
### What if Your Interview Is Tomorrow?

1. The basics
2. Intelligence gathering
3. Total recall
4. The night before...
5. The day of
  - a. Parking lot
  - b. Lobby/reception area

XXIX

### Interview Practice

1. One on one
2. Panel interview
3. Phone interview
4. Tough questions



XXX

### Other Tools - Portfolios

1. Portfolios and their use — so you can maintain or showcase:
  - a. Samples of your work
  - b. Extra resumes or applications
  - c. Illustrated bragalogues (case studies)
    - i. Formula: What was the challenge before I came?
    - ii. What did I do to solve it? What were the results?
    - iii. Clearly articulate the ROI for the company.
  - d. Certificates
  - e. Letters of appreciation, emails, congratulations

XXXI

### Other Tools – Salary Negotiations

1. Websites where you can find information:
  - a. [www.Salary.com](http://www.Salary.com)
  - b. [www.indeed.com/salary](http://www.indeed.com/salary)
  - c. Department of Labor: [www.dol.gov/dol/audience/aud-unemployed.htm](http://www.dol.gov/dol/audience/aud-unemployed.htm)
  - d. NC SOICC Career Briefs: [www.soicc.state.nc.us/soicc/info/briefs.htm](http://www.soicc.state.nc.us/soicc/info/briefs.htm)
  - e. [www.careers.org](http://www.careers.org)
  - f. [www.onetonline.org](http://www.onetonline.org)
2. Take advantage of the ESC to find out more on local jobs or service jobs

XXXII

## Portfolios and Their Use

### Showcase Samples Of Work

- Illustrated Bragalogues
- Case Studies
- Certificates
- Pats on the back
- Letters of appreciation, congratulations, accommodation, and so forth

### Answer these questions:

1. What was the challenge before I came? \_\_\_\_\_  
\_\_\_\_\_
2. What I did to solve the problem. \_\_\_\_\_  
\_\_\_\_\_
3. What the results were? (Clearly articulate the ROI for the company.) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### List some of your accolades, certificates, and pats on the back:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Salary Negotiations

To figure out an hourly rate from an annual rate, take the total annual figure and divide it by 2080 and you'll get the hourly rate.

### Resources

#### Overall

- [www.Salary.com](http://www.Salary.com)
- Department of Labor Website: [www.dol.gov/dol/audience/aud-unemployed.htm](http://www.dol.gov/dol/audience/aud-unemployed.htm)
- [www.careers.org](http://www.careers.org)
- [www.careerkey.org](http://www.careerkey.org)

#### For North Carolina

- NC SOICC Career Briefs: [www.soicc.state.nc.us/soicc/info/briefs.htm](http://www.soicc.state.nc.us/soicc/info/briefs.htm)  
(This is extremely helpful for learning about salary ranges in North Carolina and the educational experience required for/related to that range.)
- North Carolina Economic Labor Market Information with wage information:  
<http://eslmi40.esc.state.nc.us/websaras/index.asp>





## Networking!

1. Your immediate friends and family
2. Local events
  - a. Alumni events
  - b. Business gatherings
  - c. Professional organization meetings
    - i. PMP Chapters
    - ii. ASQ Chapters
  - d. Fairs
3. Create your support system
  - a. Classmates meeting regularly make things happen
  - b. Pair up with your accountability partner

XXXIII

## More Resources

1. Joblinks
2. Career sites:
 

a. <a href="http://www.indeed.com">www.indeed.com</a>	f. <a href="http://www.LinkedIn.com">www.LinkedIn.com</a>
b. <a href="http://www.careerbuilder.com">www.careerbuilder.com</a>	g. <a href="http://www.careerkey.org">www.careerkey.org</a>
c. <a href="http://www.monster.com">www.monster.com</a>	h. <a href="http://www.gcflearnfree.org">www.gcflearnfree.org</a> (for computer skills)
d. <a href="http://www.USA.gov">www.USA.gov</a>	
e. <a href="http://www.simplyhired.com">www.simplyhired.com</a>	
3. Your local library
4. The community college system

XXXIV

## Networking Tips & Tools

### Starting Point

- Personal Business Cards – 1st set free from: [www.vistaprint.com](http://www.vistaprint.com)
- Create a Hart Resume Business Card: Avadon CLS Class 3 – Make Your Resume Talk

### Networking Venues

#### Consider finding:

- Local job-seeker groups and networks
- Business networking groups
- Events connected with your local business journals

### Networking Rules

- [www.bni.com](http://www.bni.com)
- *Masters of Networking: Building Relationships for Your Pocketbook and Soul* by Dr. Ivan Misner & Don Morgan

## Networking Support: Utilizing a Buddy Support System and a Career Mastermind

### Job-Seeking Buddy Support System

- Talk 15 minutes each week
- Have three (3) goals to communicate
- Team with another job seeker that is at a similar place

### Utilizing a Job-Seeking Buddy Support System for Success!

From time to time, we all need help with keeping ourselves focused on the day-to-day events that lead to success with our career and personal lives. As a job seeker, one of the best and easiest tools to put into place is a “Job-Seeker Buddy Support System.” Your job-seeker buddy should be another job seeker or peer — someone who shares the common goal of elevating their career, and, even better, someone who is seeking a job in a similar field as you.

Once you find your job-seeking buddy, there are some general guidelines to make the system work for you.

**1. Before the call, you:**

- Make a standing weekly 15-minute call appointment;
- Before the call, write down the three goals you wish to accomplish and move your business forward that week; and
- If you are engaged in a coaching or training system, it is a good idea to set your goals to correspond with the course so that your "JSB" can help you to implement the gold nuggets imparted that week.

**2. When on the call you:**

- First celebrate the success regarding your goals from the previous week;
- Then talk about the challenges of goals not met and help each other brainstorm suggestions to overcome those challenges; and
- The last part of the call is to tell each other next week's goals.

It is always fun to include a mentor on the progress of your Job-Seeker Buddy Support System. Mentors love to celebrate successes. Consider dropping them a line about the "wows," "ah-hahs," and triumphs you have achieved through this process — it will make their day. When you find that job, be sure to tell your support system so they can all celebrate with you.

*Greatest of luck with your endeavors and many blessings are wished to you on your journey of success.*

**Other Resources**

**Overall**

- GCF Learning - [www.gcflearnfree.org](http://www.gcflearnfree.org); basic computer skills
- Articles and resources - [www.CareerKey.com](http://www.CareerKey.com)
- Personality/career preferences - [www.careerkey.org](http://www.careerkey.org)
- Career tests and tools, and job search - [www.careerbuilder.com](http://www.careerbuilder.com)

**North Carolina Resources**

- Background Check - [www.nc123.com](http://www.nc123.com); Check record for North Carolina - \$15.00
- Cary ESC Joblink Career Center - Becky Long at (919) 469-1406, ext. 211
- Raleigh ESC JobLink Career Center - Gene Norton at (919) 212-3849
- Human Resource Development Director of Wake Technical Community College - Pat Taylor at (919) 747-0206.
- Fast Trac: Starting Your Own Business (Wake Tech BIC Center) - <http://bic.waketech.edu>

**Notes:**

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