



“No such thing as luck, only preparation!”

**“BEING DIFFERENT” - A Job Seeker’s guide to
success in the new world! By Darren Saul**

SO WHAT’S THIS ALL ABOUT?

- 1. Personal branding**
- 2. A resume that SELLS you and then knowing what to DO with it!**
- 3. Networking (in both the real and virtual worlds)**
- 4. Real interview prep.**
- 5. Knowing how to engage your audience**
- 6. A relentless positive attitude!**

You gotta BE DIFFERENT!!

***It’s a NEW WORLD with NEW RULES and JOB SEEKING requires
a NEW (HOLISITC) APPROACH!***

PERSONAL BRANDING SO OPPORTUNITIES COME TO YOU!

SO WHAT IS PERSONAL BRANDING?

Personal Branding is EVERYTHING. Do you have a brand? Or better still YOU ARE YOUR BRAND!! In the words of Jeffrey Gitomer - *"It's not who you know but who KNOWS YOU"*. Everything you say and do (in both the real and virtual world) is either strengthening or weakening your personal brand - take a moment to think before you act or speak and you won't need to look for opportunities - OPPORTUNITIES WILL COME LOOKING FOR YOU!

PERSONAL BRANDING IS:

- Your reputation as a first class individual
- "WOW" people! EVERYTHING you do has the potential to be WOW if you desire it. WOW people are remembered, respected, trusted and sought after.
- BE DIFFERENT! What are you doing to stand out and be counted??
- Positioning yourself as a person of value that can help other people
- Being known as a "doer" rather than a "this is what I want to doer"
- Always being that smiling, friendly, enthusiastic, passionate and professional person where nothing is ever too much trouble (even at 2am)
- The fact that you are not afraid to be different from everybody else and proud of it
- Being that trusted and trustworthy advisor to others in your circle of influence
- Being known as a leader, a participant, and not just a wall-flower
- Someone who can listen instead of always talking! (ie. a great conversationalist)

- Always being prepared - preparation is half the battle already won. Knowing which outcome you want to achieve and keeping that top of mind during any interaction (face to face or other) will guide your behaviour in the favourable direction
- Being confident - the execution of any action is rendered merely mediocre and will not have the desired effect (Confidence also comes from preparation)
- Having a great sense of timing - the correct action at the wrong time is useless. Take a moment or two to qualify the situation and seize the opportunity if it feels right. Otherwise wait patiently with your “eyes open” for the next one
- Being a person of action! Activity breeds results. Opportunities will not come knocking at your door. You must continue to execute favourable actions based on preparation, with confidence and at the right time

When you walk into an interview your reputation has already arrived. Your personal brand is 3/4 of the battle - it is created by EVERYTHING you do (personally and professionally) - so make it count!

WHAT IS THE QUALITY OF YOUR BRAND? FIRST CLASS OR ECONOMY...

A CAREFULLY CRAFTED RESUME THAT YOU KNOW HOW TO USE

A resume is a SELLING TOOL not a document! Too many people get bogged down in the details and the words (usually way too many). The simple job of a resume is to get you an interview - after that you take over and the resume takes a bow (to the bin). The resume NEEDS to differentiate you from your competition and SELL (YOU). It needs to engage the reader and create an emotional response that drives the reader to pick up the phone IMMEDIATELY. Keep it short, easy on the eyes and use point form wherever possible. Give it PERSONALITY (capitals, bold, underline, italics). Use exciting/articulate language. Sell your soft skills and hard skills. QUANTIFY your experience and achievements with evidence ie. "solely responsible for increasing revenue by 30% for 3 consecutive years". Simple yes?

Here's an example of a strong PROFILE SUMMARY.

- 5 years experience as a LAN/WAN Network Engineer in a large corporate multi-site environment
- Developed and implemented a strategy to reduce call-resolution time by 50% in 5 years.
- Very strong skills (9/10) with Windows XP/Vista, Exchange, AD, Linux, Cisco Routers/Switches, Checkpoint Firewall and NEC PABX
- A strong passion for customer service!
- *MSCE and CCNA qualified*
- *Bachelor of IT Networking - St Leonards University NSW*
- Highly developed interpersonal/customer-facing skills
- **Enthusiastic, a positive thinker and a consummate professional!**

SWIM AGAINST THE RECRUITMENT TIDE!

Don't just apply to a job advertisement and wait. Don't even apply and follow up with the consultant. Let's change the game! – Let's be consultative. At the very least, endeavour to have a phone conversation with the relevant consultant BEFORE you send your resume (a face to face meeting, even for a brief coffee would optimize your chances). That way you will be able to qualify the opportunity at hand and sell your skill-set accordingly. You will be viewed as a potential candidate instead of just a statistic. The consultant will then ask YOU to send in your resume and he will act on it. This is one of the most basic sales principles.

You may have a very short window in which to perform favourably so again: **Preparation, Confidence and Timing are key!** I have given this advice to many frustrated people over the years and the results have been astonishing!

DO UNTO OTHERS AS YOU WOULD LIKE THEM TO DO UNTO YOU, AND THEY WILL

Every time you enter into any form of interaction you are creating a relationship and leaving an impression. Let's make it a positive one. Respect peoples' different priorities, situations and treat them like you would like to be treated. It's so simple yet so easy to forget. Ask them for their time. This in itself disarms and relaxes the recipient and immediately shifts the dynamic in your favour.

ALWAYS deliver what you have promised. This means honouring an appointment (if something comes up inform the other person with ample notice if possible), arriving on time and following up on a request. The other person's time is AS valuable as yours. We often tend to get caught up in our own lives and forget this simple truth.

This is absolute common sense 101 and if you do unto others as you would like them to do unto you, you may be surprised at the outcome. People will tend to do the same, they will keep you top of mind and opportunities will present themselves in abundance!

KISS

When candidates have a recruiter's ear on the other end of the phone they **MUST** keep it simple and relevant to the role at hand ("KISS")!

I speak to dozens of candidates every day and I ask most of them to please give me a quick and relevant snapshot of their background – I usually receive the exact opposite!

MAJOR REASON: Lack of preparation ie. lack of forethought about what they actually want to achieve as a result of the call.

CONSEQUENCE: Rambling and a poor chance of progressing to the next stage!

RESULT: Frustrated candidate and frustrated recruiter.

Here's what you can do to avoid this:

- Think about the desired outcome of the call before you make it
- Ask for permission to have a brief chat – VERY POWERFUL!!
- Prepare a 30 sec. personal commercial that gives the recruiter a snapshot of who you are, what your specialty is and thus demonstrate how well you fit the role
- Practice executing it! – keep in mind your voice tone and body language (which can be detected on the phone eg. a smile)
- Use intelligent questioning to engage the recruiter and qualify the opportunity rather than rambling...(prepare the q's)
- When the opportunity arises (and it will) then elaborate and SELL!
- Remember to "KISS" and you will achieve much more

And you wonder why recruiters never answer or call back...

SLOW DOWN!

Call me pedantic but it always amazes me how many candidates race through the process of leaving a voicemail message. Here comes the kicker - when they leave their name and number it's done so fast that you have to re-listen to the message 3 times before catching it all (even if they actually repeat it in the message).

STRATEGY: Leave your message clearly and slowly and you will only need to do it ONCE.

RESULT: Less work for the receiver and a better impression/chance for you!

Even voicemail costs money (and time) these days...

NETWORKING FOR JOB OPPORTUNITIES

Approximately 70% of job opportunities never make the job boards. They are obtained through 1st, 2nd or even 3rd generation referrals. What does that tell you? Networking is the BEST way to secure that dream job!

WHY?

Because people tend to hire someone that they know or someone that is referred to them by a friend/colleague before they hire a stranger. There is less risk. And it's cheaper. (no recruitment fees)

This is why your **Personal Brand** is so important! Now it's time to **position** that personal brand. I call this ACTIVE NETWORKING. **BUT don't forget to develop and practice your 30sec. Personal Commercial!** (The objective of a personal commercial is to engage the other person in a way that they will be interested in conversing with you!)

SOME WAYS TO NETWORK ACTIVELY:

- Proactively building relationships with recruiters. (regardless of whether there is a job at hand)
- Proactively contacting past colleagues to inform them that you are "on the market"
- Proactively sourcing opportunities from friends and family
- Using Social Media sites (eg. LinkedIn, Facebook) to source opportunities and promote your cause
- Going to Employment Expos.
- Doing various professional and personal development courses

THEN THERE IS PASSIVE NETWORKING: GOOD OLD-FASHIONED SOCIAL CONVERSATION!

Opportunities WILL present themselves while immersed in good old-fashion conversation (preferably face to face) with just about anyone - neighbours, patrons at the local watering hole (caffé' across the road), car park attendants, and even the caretaker of your building. **ANTENNAS UP!**

EXTENSIVE INTERVIEW PREPARATION

The job interview is by far the most important spoke in the wheel we know as the recruitment process. YET, even though it has been around for decades, there are STILL so many interviewees not having the slightest idea how to perform during them.

REASON: It takes lots of work!

The objective of any interview is simple: to facilitate the identification of the right candidate for the role. Realising that objective, however, is not as straight forward. Now interviews can be formal or casual. They can be professional or they can be friendly. They can be conducted in an office environment or at the cafe' down the road. All these styles are absolutely fine and there are no rules, however there are a few fundamentals that must not be overlooked:

- **PREPARE**
- **ENGAGE YOUR AUDIENCE**
- **CREATE RAPPORT**
- **QUESTION**
- **SELL!**

“So how do we do this Darren?” you ask.

Easy, just apply these simple strategies and your interviews will be fun, exciting and effective. Who knows, they might even earn you a standing ovation!

PREPARE

- **RESEARCH** as much as possible. Studying the job add, job description and company website. Do a Google (and now Bing) search for any relevant information. Speak to people who might know of the organisation or even work there.
- **Chelate** and practice articulating behavioral based scenarios (**ROLE PLAY**) so that you can perform more confidently and give the

interviewer as much useful insight as possible into your ethics, style, philosophy, attitude, skills and experience.

WARNING: The ease at which information can be accessed nowadays (especially on the web) makes it even more important to maintain a favourable personal AND web reputation – Facebook, LinkedIn, Google, Bing...

ENGAGE YOUR AUDIENCE

We all know what it's like to be in a conversation with someone (or should I say be listening to someone) while being 100 miles away in our thoughts. Maybe we're thinking about lunch, about the weekend or even how we are going to strategically escape from the conversation.

The same goes for an interview – if you're not engaging your audience it's a monologue NOT an effective interview!

SOLUTION:

- Be funny
- Be interesting
- Speak with your hands
- Articulate with passion
- Be creative
- Use the volume and tone of your voice to engage the audience
- Use your eyes (very powerful tool)
- Sit or stand in different ways to keep the audience entertained
- Mirror the body language tone of your audience but you don't have to mirror their exact posture
- Be enthusiastic
- Be natural
- Enjoy yourself

- Prepare all this in the front of the mirror enough times for it to become automatic!

CREATE RAPPORT

Spend a couple of minutes at the beginning of the interview creating rapport. It relaxes everyone involved allowing for a more insightful interview.

There are many ways to this and a little can go a long way:

- Question to discover common ground – sports, family, food, coffee, culture, language, film, travel. Try and stay away from the weather and “Did you find the place OK?” Waste of a question! Always leave politics and religion to the professionals!
- A little humour
- A friendly smile
- A gentle tone of voice
- Body language that RELAXES the other party, NOT INTIMIDATES them

No need to be 100% professional – it’s not a court case!

QUESTION

Questioning is EVERYTHING. If your questions aren’t effective at drawing out what you need, how can you gather insight and make an informed decision?

The key is preparing and practicing your questions in advance!

Fundamental topics to cover for the interviewee are:

- Is it a newly created role or a replacement and why?
- Career progression path
- Training
- Company stability
- Management style

- Company culture
- How long has the manager been with the company and in the role?

SELL!

REMEMBER: The interview is about you selling yourself and your skills.

After gathering the information needed you must sell your agenda to the max! Think in terms of what THEY want! Good roles are hard to find - it's not good enough to go through the motions without ENERGY, PREPARATION, ENTHUSIASM, PASSION AND CONFIDENCE. You must paint the absolute best picture possible to ensure that you DIFFERENTIATE yourself from the rest!

QUESTIONS YOU COULD BE ASKED IN AN INTERVIEW

Preparing for your interview is essential for success. Before your interview take the time to review questions that you are likely to be asked. It is not necessary to memorize answers. Rather, practice talking about yourself, your skills/competencies, and your experiences so that you are prepared to answer a variety of questions. The following questions can serve as a guide to prepare you for an interview.

- Tell me a little about yourself (keep your answer career oriented)
- What are your strengths? Weaknesses?
- What causes you to become stressed and how do you handle it?
- What do you consider your greatest accomplishment?
- How do you define success?
- What style of management do you feel you respond to best?
- What are the most important features you are looking for in a job/company?
- How would your co-workers/supervisors describe you?
- Give me 3 reasons why I should hire you
- What did you like the most and the least about your last place of employment?

BEHAVIOURAL INTERVIEW QUESTIONS

Once used to assess senior and executive candidates, behavioural interviewing is now used to assess candidates at all levels and across a range of industries.

The theory behind behavioural interviewing is that *the best predictor of future performance is past performance*.

Behavioural interviewing techniques will help interviewers assess leadership qualities, ability to work well within a team, ability to work well under pressure, self-motivation, initiative, pride in your work etc. rather than simply your level of skill in a particular area.

Here are a few examples:

- Give me an example of a stressful situation and how you dealt with that
- Tell me about a time when you took the initiative/lead to solve a particular problem
- Give me an example of when you had to work with someone who was difficult to get along with. In what way was this person difficult? How did the relationship progress? What did you learn from the experience?
- Give me an example of a time when you had to analyse an established work process. What were the problems? What were the solutions? What was the result of your work?
- Tell me about a time when you had to persuade someone to see your point of view. What tactics did you use? What were the outcomes? What did you learn?
- Give me an example of a time where you failed to meet a goal. What did you fail to do? What were the consequences? What was the outcome?
- Provide me with an example of a time when you had to motivate others. What were the outcomes?
- Tell me about a time when you had to make a difficult decision that affected those with whom you worked. What was the outcome?

QUESTIONS TO ASK IN AN INTERVIEW

- How would you describe the corporate culture?
- What seem to be the qualities that stand out in individuals that have flourished working in this department/organization?
- What opportunities exist for advancement?
- What is a typical day like in this position?
- Is there anything else I should know that would help me understand the position?
- Why is this position available?
- How many people have held this position in the last three years? (If it seems like there has been high turnover, ask for an explanation)
- What are the typical hours of this position? Will overtime, night or weekend work be required?
- What type of growth do you foresee in the next few years? Why?

CHERRY ON TOP: BODY LANGUAGE and **CONFIDENCE** are just as important as what you say. Body language and confidence contribute to 80-90% of how the audience perceives you. So execute with passion, enthusiasm and confidence at all times – your body language will follow.

THE ART OF ENGAGING YOUR AUDIENCE AND LEAVING A FAVOURABLE IMPRESSION

We all know what it's like to be in a conversation with someone (or should I say be listening to someone) while being miles away in our thoughts. Maybe we're thinking about lunch, about the weekend or even how we are going to strategically escape from the conversation!

The same goes for an interview. Best bet that the interviewer has had 3 interviews before yours and will have another 3 after. They probably will have a hard time differentiating you from the rest of the pack and will be relying on their notes made during the brief encounter. HOW BORING!

THUS, you need to develop the art of being interesting, different and memorable. That's called ENGAGING THE AUDIENCE! Knock their socks off so they don't need to look at their notes – they should have already subconsciously decided who the perfect candidate for the role is – YOU!

“BUT HOW?” YOU ASK.

TRY THESE:

- Be funny
- Be interesting
- Speak with your hands
- Communicate with passion
- Be creative
- Use the volume and tone of your voice to engage the audience
- Use your eyes!! (very powerful tool)
- Sit or stand in different ways to keep the audience entertained. Mirror the body language tone of your audience but you don't have to mirror their exact posture

- Be energetic – listen to your favourite song in the car before the interview
- Be enthusiastic!
- Be natural
- Enjoy yourself
- Prepare all this in the front of the mirror enough times for it to become automatic!

YOU'VE PREPARED, YOU'RE READY, THIS IS YOUR CHANCE – TAKE IT!

MAINTAINING A POSITIVE ATTITUDE!

“YOU BECOME WHAT YOU THINK ABOUT ALL DAY LONG”

- Earl Nightingale

“IT’S NOT WHAT HAPPENS TO YOU, IT’S WHAT YOU DO WITH WHAT HAPPENS TO YOU”

- Aldous Huxley

“WHATEVER THE MIND CAN CONCEIVE AND BELIEVE, IT CAN ACHIEVE”

- Napoleon Hill

“WE ARE WHAT WE REPEATEDLY DO. EXCELLENCE, THEN, IS NOT AN ACT BUT A HABIT ”

- Aristotle

SUCCESS can be defined as the **PROGRESSIVE** achievement of a desired goal. Human beings are most **HAPPY** when they are on track to achieving a goal, **NOT** when they reach it. When we do achieve a goal the feeling of elation is short-lived and we naturally start thinking about achieving another. It is the **JOURNEY**, then, that really brings us what we want! **SO WHAT DOES THIS HAVE TO DO WITH JOB HUNTING? EVERYTHING!!...**

A POSITIVE ATTITUDE is something that you must work on every day. Unfortunately negative thought is a reflex whereas positive thought is a lifelong challenge. And the answer lies within US...

IF YOU WANT TO STAY POSITIVE GIVE THESE A GO:

- Be more aware of your internal thoughts and feelings
- Start each day with a positive message – a quote or a few pages from your favourite book
- Surround yourself with positive people who encourage you and distance yourself from the others
- Smile more!
- Watch less (TV), read more!

- Before you respond to anything take a moment to think and then respond in the positive
- Take a walk and re-equilibrate your thoughts
- Do something you love
- Perform a random act of kindness
- Give without expectation
- Look at material things as “replaceable” things

DON'T WORRY BE HAPPY!!