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The Fine Art of
Attracting
Employers

Tennessee Career and
Technical Education
Conference



Vital Career Skills

Do you think an employer will hire a candidate who is not liked, or one who is likable?

What do employers like or dislike about candidates?

By the end of this presentation, you will learn the answers to these questions, and more

HIRING SECRETS!

More Vital Career Skills...

By the end of this presentation, you will learn the importance of proper phone etiquette, and how candidates should “act” on the phone.

By the end of this presentation, you will understand more about how recruiters distinguish “winners” from “losers.”

By the end of this presentation, you will more fully appreciate

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*Things a Résumé Will **NOT** Do:*

#1 A résumé will NOT get any candidate a job. Someone will probably have to like the candidate (and if they don't like the candidate, then he or she probably won't get that job).

#2 Overcome the lack of a positive attitude. Confidence creates the impression of **COMPETENCE**.

#3 Put a **SMILE** on an interviewer's face, except in rare instances, such as upon reading a hilarious "résumé blooper." If a candidate wants an interviewer to smile, then ***THE CANDIDATE SHOULD SMILE***. (One of the most powerful of all forms of persuasion.)

*More Things a Résumé Will **NOT** Do:*

#4 Prove anything. A resume lists claims. The candidate must back those claims up with skills, knowledge, examples (work samples), references, and other evidence.

#5 Overcome a situation in which the candidate is a **STRANGER**. Testimonials help. Personal referrals are “golden.”

*More Things a Résumé Will **NOT** Do:*

#6 Make a positive, memorable, personal, first impression.

#7 Help a candidate network interpersonally. There is nothing personal about a document. (Brochures do not really create sales for companies, either.)

#8 Distinguish “winners” from “losers.” Winners are often too busy to write a résumé.

Attractive People Are Not “Born,” They Learn to Behave in Ways That Make Them Attractive

Students should answer the following questions:

Do your teachers think that you are a “rising star,” and say so?

If not, why not?

Did you go “all out” or just try to get by in every class?*

** Students tend to let their guard down just like many other candidates do when they think someone isn't important. If you are in the public eye in any way, the only safe bet is to think of everyone you meet as someone who could be very important to your future success. Look nice. Be nice. Try hard. Care. Make a positive impression. SMILE.*

In Some Ways Using a Résumé is Like Begging With a Tin Cup

When a candidate uses a résumé he or she is saying:
“I am looking for a job. *I need a job.*”

Recruiters look for candidates who are not looking.

Those candidates are already too busy:

They are already successful at company “A” (kicking company “B’s”...rear end). Company “B” would like to hire the candidate who presently works for company “A,” so that it can quit getting its rear end kicked, and turn the tables on Company “A.”

The candidate’s solution, if he or she is not already employed?

GET BUSY!

Even if a candidate is not employed, he or she should be extremely busy (NOT looking for a job):

I'm presently working very hard at school, preparing to be an effective manager.

When I am not involved in my studies, I volunteer at church, and a local school.

In my spare time, I collect quotations from leaders I admire.

I am always looking for ways to become better at communicating.

Our school club runs several successful fund-raisers every semester; the causes we support are all for the good of the community, and that keeps me “pumped up!”

Writing a paper about customer service based on my observations of various businesses, and talks I have had with managers.

Developing a software manual for a shareware program that I am co-creating with my roommate.

Even if a candidate is not employed, he or she should be extremely busy (NOT looking for a job).

Worksheet for students:

I'm presently working very hard at school, preparing to be _____.

When I am not involved in my studies, I volunteer at _____, and a _____.

In my spare time, I collect _____.

I am always looking for ways to _____.

Our school club _____; the causes we support are all for the good of the community, and that keeps me "pumped up!"

Writing a paper about _____ based on my observations of _____, and talks I have had _____.

Developing _____ that I am co-creating with my roommate.

In a Traditional Job Search, Most Candidates Construct One Prefabricated Message

Is the message right?

A “one-size-fits-all” communications strategy is rarely on target, or well crafted (in advance) enough to make a candidate appear to be, “the prefect candidate.”

Solution?

Ask questions first, write a résumé later.

If a Candidate Must Write a Résumé in Advance...

“SAVE AS”

“SAVE AS”

“SAVE AS”

The importance of proper phone etiquette, and how to “act” on the phone.

Is the timing right?

If you are running out the door or a neighbor’s stereo is booming in the background—make an appointment to call back.

If you are not prepared, e.g., with your résumé in hand and your research about the company—make an appointment to call back.

Are you in a quiet room with no distractions? If you have a “hold button,” excuse yourself for a moment while you switch phones.

Phone Etiquette

Spit out the gum. Do not eat, smoke, or drink (except perhaps water, to keep your voice clear) in a manner that would indicate any such behaviors are taking place to the caller. Either do not do these things at all, or cover the receiver if you must.

If you must sneeze, sniffle, cough, burp, or make any other noises in a similar vein—cover the receiver.

Remember you are on a “first date”; you should be on your very best behavior. It typically takes around two to three interviews to “get lucky.” In the meantime, have a “twinkle in your eye” and listen to the interviewer’s signals.

Interview Secrets

The candidate is probably qualified, “on paper”—or the interviewer thinks he or she is—otherwise there would be no phone call or interview in the first place.

The candidate should ask questions about what the recruiter is looking for:

Could you describe the ideal candidate for the position?

If at all possible, the above question should be posed prior to answering the “tell me about yourself” opening question that will typically be asked by the interviewer. One way to handle this delicately is to say:

“I am delighted to introduce myself and my background for your consideration. Just so I might use our time with one another wisely, could you help me understand your hiring needs for the position a little better?”

The hiring decision maker wants a candidate to be the solution to their hiring problem

If you are not the ideal person, bow out gracefully, but not before offering to be helpful: “I know of someone who might be perfect for the position you are describing; let me check with this individual and call you back. Meanwhile, what I am looking for is actually more along the lines of _____. If anything arises at your company, or if you hear of anything I would appreciate any similar efforts on your part.”

Do not be so selfish. People who are helpful are far more likely to receive help when they need it. If you use the above strategy, you will make a lot of new friends.

Concentrate on being a likeable person. Make the interviewer want you, even if you turn out to be the “great catch who got away.”

Send a “Thank You” note whether or not you get the job. There may be another job.

Do not slouch.

Stand up.

Be energetic.

Look your best (this inspires confidence).

Be a great conversationalist. This usually means listening, anytime the interviewer (or your date) wants to talk.

Take turns.

Take notes (use the notes to ask some insightful questions).

SMILE!

*Try to relate to the individual you are talking to as a person, and find common ground (so that you are not such a **STRANGER**, after all).*

Ask the interviewer:

How his or her day is going;

How long he or she has been with the company;

How he or she got started at the company;

And especially, ask about his or her biggest challenges (these are “silver bullets”).

Try to understand the values of the person with whom you are speaking, and relate to them (or at least respect them).

Find common ground, be helpful...

If you can find out about personal likes or dislikes, or any common experiences, hobbies, or points of reference (such as you both grew up in a particular small town), you will be in a better position to not be a **STRANGER** anymore).

The number one goal is another in-person meeting, assuming you want the job. (And perhaps even if you don't want the job—you should still be helpful. Meet anyone you may be able to help).

Ask for another in-person meeting, or another chance to follow-up with a phone conversation, additional comments, or even questions that might arise after the fact.

Try to “smoke out” any misguided objections.

Make a statement such as:

“I realize how important it is for both candidates and employers to come to the right decision about whether or not they should be working with one another. From my point of view this has been a really positive conversation! Since reaching the right decision is so mutually important, could I be so forward as to propose that we follow-up on the phone in a few days after we’ve both had time to reflect, or for your permission to call you if I have any further questions that come to mind about your needs?”

If the answer is “No,” ask if there are any particular concerns about your candidacy so that you might clarify your suitability for the position.

If the answer is “Yes,” you will probably be offered a chance to schedule an interview or given additional information (e.g., the interviewer’s boss is presently out of town, and further meetings will be scheduled upon her return).

There is nothing so powerfully persuasive as a passionate performer.

–Robert Lahm

*DO WHAT YOU LOVE
LOVE WHAT YOU DO AND
DELIVER MORE THAN YOU PROMISE*

–Harvey Mackay

Beware The Naked Man Who Offers You His Shirt