



Your Action Plan: Get Focused and Get Prepared

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Credentials

- **US Air Force experience**
- **Author of career assistance book**
- **While in the military I assisted over 25,000 people find jobs, gain experience and assist them with career goals**
- **Assist the US labor department**
- **My story....**

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- Research Companies - Finding out general information will allow you to ask intelligent questions of the recruiter, and learn where you might fit in at the company
- Resume - It is essential to have a resume that reflects your current skills and experiences, as most companies will be forwarding copies of resumes to many departments within their organization. Typos, grammatical errors, and inaccurate information are out of the question. The second an employer sees any of these, he or she will instantly lose faith in you. Make sure that others have proofread your resume for accuracy; your program coordinator in the Office of Co-op & Career Services is available to check it over. And, of course, the resume itself must be well written and your accomplishments clearly stated. Be prepared to print many copies.



Which one should you present?



Answer: It Depends!!

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Resumes and Research

- **When looking for employment you should:**
 - Research
 - Research
 - Research

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Research

- **Why?**
 - Do you want the job?
 - If you prepare for the job you'll have a better advantage against your competition
- **How?**
 - Contact the employer (HR department, Hiring manager – depending on size of company)
- **What?**
 - The company (mission statement, job description, social networking)
- **When?**
 - **BEFORE YOU APPLY!!**

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Why Research?

- **Become Prepared**
 - It shows prospective employers that you are interested
 - Stats: People applying for the same exact job 5 years ago has increased by 150%.
 - If 10 people applied for the job 5 years ago, that means that this time around 25 people are applying for the job.
 - Less chance to be noticed unless **YOUR** resume stands out in the stack

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Why Research?

- **Employers can tell that you've given the effort to research the company and **their** NEEDS**
 - YOU MUST FOCUS ON THEIR NEEDS AND HOW YOU WILL HELP MEET & EXCEED THEIR NEEDS
- **It does give you a leg up from the competition**
- **Employers just like educators can tell when you've prepared the information on your resume**

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How to Research?

- **Read the job description**
- **Look at the company size**
 - Is it a large company
 - Talk to HR
 - See if you can find a contact through social networking
 - TIP: Employers are more likely to look at your resume if you mention someone that works for the company in your cover letter
 - Is it a small company
 - More likely talk with the hiring manager
 - Always see if you can get a contact through social networking- may not be possible- see if you can speak with the secretary first to gather some additional information before speaking directly with the hiring manager
- **Contact the company with 3-5 focused questions**
- **Where to obtain additional information (handout)**

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3-5 Focused Questions

- **Some of my top picks:**
 - What specific qualities are you looking for in a candidate?
 - You may want to mention a few things in the job description already and state that you're looking for other items that aren't in the job description.
 - How soon are you looking to fill the position?
 - Is there anything specific the hiring manager is looking for that may be missing from the job description?

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What Research?

- **Does the company have a mission or vision statement?**
 - If they do, are you going to be a good fit for the company?
- **Read the job description**
- **Buzz words**
 - Where to find them
 - What to look for (they are industry specific)
- **Current job openings**
 - Do they have a lot?

Example: One for all and all for one..... – what if you aren't a team player?



What Research?

- **Is the company big on certifications?**
 - Do you have that certification
 - By not having that certification are you going to get tossed aside?
 - Bring some other traits that are just as good as the certification
 - Example: The company is big on PMP certifications (if you don't have it list your experience and successes- Over 20 years of project management experience on over 50 multimillion dollar projects)



When to Research?

- **ALWAYS PRIOR TO SUBMITTING YOUR RESUME!**
- **Never blindly send a resume.**
 - It will get filed in the trash bin.
- **Give yourself at least 5-10 solid hours prior to writing the resume and submitting it**





So do you think it's important to Research?

- **Stats:**

- People who have found positions in 2009- over 87% researched the companies prior to submitting their resume
- Out of the 87% people they all stated that the research assisted in with their interview and ensured securing the job.

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Now that you've completed your research...

- You should always make every resume you submit specific to meet the employers needs.
- Submitting 5 well thought out researched resumes is **MUCH** more important than blasting 50 resumes out to various companies.
- Resume tips: gear your resume to highlight your expertise, try to keep it to 2-3 pages, think about what will set you apart from other resumes that end up on the recruiters desk

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Cover Letters

- **THEY ARE A MUST!**
- **What to put in?**
 - Contact from social networking
 - The person's name from HR (or the secretary you spoke to)
 - Something about the companies mission
 - Why you would be a good fit for the company
 - Always be polite and thank them for their time.
 - ALWAYS WRITE TO THE PERSON WHO'S RECEIVING THE RESUME (NEVER PUT TO WHOM IT MAY CONCERN)
 - Refer to pg. 35 in book



Other things to consider while creating your resume

- Job Hopping
- Diversity in the workforce
- Thinking outside of the box

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Job hopping

- **Is job hopping bad?**

- If this question was asked in the early 80's...my answer would be yes.
- Now, my answer is definitely no.
- Example:
- Harry- worked as an accountant for 20 years
- Tom- had several different positions, there he managed IT financial applications, then he went on to become a CPA and then was the CFO at this last company.

Who would you hire?

**You still need to be prepared to answer the question-
why did you job hop?**



Diversify the workforce

- Companies are currently looking to diversify their workforce- most companies in the early 2000s put diversification programs in place now they are hiring with the policy in mind
- What does this mean for you?
- You have to find some way to show that you have multiple different skills especially if you worked for the same company for many years...so how do you do that?

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Think outside of the box

- **Jim- accountant for 20 years for the same company looking for a supervisory position with no previous supervisory experience**
- **Looked at his extra curricular activities, volunteering, teaching**
- **Added: supervised youth groups for 10 years, managed a group of teaching assistants with college curriculum, and managed the church trivia night for the past 15 years- who says Jim doesn't have supervisory experience – NOT ME!**

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What do you put in the resume?

- **Be specific**
- **You should gear your resume based on the conversation with the company contact, the job description, and what tools you have that set you apart from the rest of the applicants**
- **What if you have had multiple jobs in the past?**
 - List the company name at the top once and list positions at that company



Time to sit down and write the resume

- **Review the job description and information back from the company contact**
 - What strengths do you have for the position?
 - What weaknesses do you have for the position?
 - **How can you turn your weaknesses into strengths?**
 - Examples:
 - Type 80 words per minute- but you can type 75?
 - CPA preferred- what if you aren't a CPA because you just haven't taken the test yet? What if you are taking the test in a month?
 - Must have supervisory experience- how many parents do we have in the audience? You probably have some supervisory experience. (coach a kids soccer team, what about lead the boy scouts on a hike?)

If it's important enough to put in the job description or mention on the phone then it's important enough for you to notate something about that skill



Writing the Resume

- **Be focused- put your mind where your body is!**
 - Ensure you are in the right frame of mind when writing your resume
- **Gear your resume towards documentation the manager is use to seeing**
 - Research student- review some of the documents the teacher has written and model after
 - Executive assistant- be direct and specific- using lots of bullet points
 - Project Manager- don't write paragraphs- write simple bullet points giving as much detail as possible in each

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Tips on Resume Writing Direct from HR departments...

- Try not to say I did this and I did that
- Saying my team once or twice is okay, but saying it throughout shows that YOU never actually did anything the team did
- Don't write in paragraphs (this depends on the type of position you are applying for)
- Don't try to be funny in your resume- Be Professional

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Resume writing

- Put your resume on quality paper (24lb white or ivory and black font) if you need to present a paper copy
- Always give your e-mail address, physical address, and a phone number for them to reach you
- Always make some reference of your references even if you state that they are available upon request
- Put your education
- Always put skills that are needed and those that are desired that you have- **PUT THIS IN A SEPARATE SECTION**



Submitting the Resume

- **You should try to submit it the same day you contact the company**
 - Have most of your research completed prior to calling
- **Is it okay to call the company back?**
 - Ask during the initial call where they are in the interviewing process
 - Give it a week

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Prepare yourself!

- **Preparation is the key to ensure you have the right recipe.**

- Do you go home without preparation and make a 12 course meal?

- Do you have all of the items for the cake, the punch, the salad, do you have the steak, what about the potatoes?



Start thinking about things you can do to prepare yourself now for the job you want in the future (even if it's 3 months away)



Action Planning

- **So you've figured out what job you want...now what?**
- **Go beyond researching companies**
- **Volunteering**
- **Get Certified**
- **Job study programs**
- **Where can you find these programs?**

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What do I tell my clients who don't have any extra curricular activities???

- **Get some.**
- **When clients are out of work**
 - Do something to keep them busy- at least 5-10 hours a week
 - This activity should focus on a key factor they need to help them with their job search
 - Examples:
 - Cook- soup kitchen
 - CIO- assist/manage/teach children/adults with a computer class
 - Project managers- manage a church gathering, school event, etc...

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What if you don't have the right experience for the job you really want?

- **Go and get some...**
 - Volunteer
 - On the Job programs
- **Research to find out what the right experience is**
 - **THIS IS REALLY IMPORTANT-** You don't want to spend time working towards goal X when you should really be after goal Y.

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Can you do it?

- **Remember how I told you I assisted over 25,000 people while I was in the military?**
 - It wasn't my main position
 - It was something I did as a part time option
 - School
 - Learning what I wanted to do
 - Called around and with my background this would be a good fit if I wanted to get into HRIS



Resources...

- **The bureau of labor statistics- Occupational outlook handbook**
 - Training and education needed
 - Earnings
 - Expected Job Prospects
 - What workers do on the job
 - Working conditions

<http://www.bls.gov/OCO/>

**My book: Any Tom, Dick, or
Harry Can Get a Job**

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Contact Information

- **Kelly Wibbenmeyer, MBA/PMP**
- **Author of Any Tom, Dick, or Harry Can Get a Job**
 - Available for sale at Amazon and Barnes and Noble
- **Can assist with your job needs:**
 - Finding the right career at 20 or 40 or even 70!
 - Preparation for the interview

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Questions?



Breakout Discussion Questions

- ***Based on the presentation you just heard and your own experience, please discuss the following questions.***
- **If you meet someone who just started a new career search, and they asked you for suggestions, what three steps would you recommend?**
- **If your search is not going as well as you would like, what do you think you should change? What items do you think you need to put more focus on? On the flip side, What seems to be working for you? (Or at least generates some activity such as call backs / interviews...)**
- **Do you have any thoughts / ideas on how to research perspective employers? What tools do you suggest and what are the Pro's and Con's of those tools?**

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