

Gaining the Competitive Edge

Successful Career Management



Robert Wood Johnson Foundation

SMDEP Alumni Event

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Our Agenda

- Introductions
- The Career Development Process
- Résumé Tips
- Effective Interviewing Techniques
- Q & A and Final Comments

The Career Development Process

Career Development Process



Source: Northwestern University Career Center Online:
<http://www.northwestern.edu/careers/explorecareers/career/development.html>

The Career Development Process

- Diagnose the Problem
- Identify Short-Term and Long-Term Plans
- What's the Prescription?
- How will success be defined?
- Follow-up – when, how often, with who?

Where Do You Fit?

- Assessing My Current Situation
- Exploring My Options
- Making Decisions About Where To Go Next
- Acting On My Decisions



Activity

Your Personal Board of Directors

Successful Career Management Tips

- ❑ Begin with a clear sense of direction.
- ❑ Design Personal Marketing Materials.
- ❑ Prepare for Interviews
- ❑ Always Follow-up
- ❑ Communicate Respectfully
- ❑ Understand Other Points of View
- ❑ Continually Expand Your Network

- ❑ The Career Development Process is Cyclical – it doesn't end when you get a job or are accepted into a program.

Question

Define “résumé” and describe the purpose?

What is a résumé?

- ❑ A *tailored* personal marketing tool used to present your qualifications and credentials.
- ❑ The *purpose* of a résumé is to secure a interview.
- ❑ Provides a *first* impression to an employer or organization.

Résumé Facts:

- ❑ On average, an employer spends just 30 to 60 seconds reviewing your résumé!
- ❑ Companies sometimes receive hundreds of applications and résumés for one open position.
- ❑ Submitting résumés is only one part of the job search process – even the best applicants can be overlooked without a clear strategy!

Where to Begin....

- ❑ Know your audience.
- ❑ Identify trends in your career field.
- ❑ Research potential employers.
- ❑ List personal information.
- ❑ Choose a format.
- ❑ Organize information.
- ❑ Tailor for a specific purpose or job opening.

Activity

Résumé Critique

Types of Résumés

- ❑ Chronological
- ❑ Functional
- ❑ Combination
- ❑ Federal
- ❑ Curriculum Vitae (CV)

Résumé Formats - Chronological

Characteristics:

1. Presents employment and education in reverse chronological order.
2. Most commonly used style (especially for new professionals).
3. Highlights recent employment and activities.

Advantages

- ❑ Easy to organize.
- ❑ Emphasizes on steady employment record.
- ❑ Allows employers to easily see your history and career progression.

Disadvantages

- ❑ Calls attention to employment gaps.
- ❑ Calls attention to frequent job changes.
- ❑ May be difficult to showcase your broad skill set.

Résumé Formats - Functional

Characteristics:

1. Focuses on specific skills and strengths important to employers.
2. Lists relevant experience and information first.
3. Easily allows you to use skills gained in both paid and unpaid work.

Advantages

- ❑ Brings older accomplishments to the forefront.
- ❑ Deemphasizes a gap in work history.
- ❑ Focused on areas important to an employer.

Disadvantages

- ❑ May cause some employers to question whether you are trying to hide something.
- ❑ Deemphasizes job titles and previous employers.*
- ❑ No detailed work history.*

Résumé Formats - Combination

Characteristics:

1. Integrates the best components of both a chronological and functional format – showcases relevant skills and experience first while showing upward mobility in a particular area or field.

Advantages

- ❑ Showcases relevant skills and abilities.
- ❑ Emphasizes transferable skills.
- ❑ Focuses attention on specific types of experience.

Disadvantages

- ❑ Might be confusing to readers.
- ❑ Places more emphasis on the where you obtained specific skills.

Résumé Formats - Federal

Characteristics:

1. Utilizes basic structure of a chronological format (reverse chronological order).
2. Averages two to six pages in length – Much more in depth.
3. Must contain information required by the Office of Management and Budget (e.g. vacancy information, salary, location, supervisors name and contact, etc.)

Advantages

- ❑ Complies with the requirements set forth by the Office of Management and Budget.
- ❑ Provides a detailed account of your experiences both in and outside of the government setting.

Disadvantages

- ❑ Difficult to write if you have no prior government experience.
- ❑ Requires submission of additional forms and answers to position specific position-specific questions.
- ❑ Will be scanned or submitted electronically.

Résumé Formats – Curriculum Vitae

Characteristics:

1. An expanded version of a traditional chronological format.
2. Includes sections on teaching, research, publications, presentations, and other field-specific experiences.
3. Often used in academic and research settings or for positions abroad.

Advantages

- ❑ Provides a comprehensive account of related experiences.
- ❑ Focuses on research, scholarship, and teaching.
- ❑ Highlights publications and presentations.

Disadvantages

- ❑ Tends to be lengthy.
- ❑ Sections may be spread out.
- ❑ Emphasis placed on the Summary of Qualifications.

Contact Information

Do Include:

- ❑ Name
- ❑ Address
- ❑ Telephone Number
- ❑ E-Mail Address
- ❑ Professional Website

Do Not Include:

- ❑ A Photo
- ❑ Social Security Number
- ❑ Stats – age, weight, height
- ❑ Marital status
- ❑ Outdated information
- ❑ Instant Messenger Info
- ❑ Facebook/Myspace/Twitter

Education

Do Include:

- ❑ Degree and major
- ❑ Minors and concentrations
- ❑ Name and location of each college or university attended
- ❑ Degree conferral or expected graduation dates
- ❑ GPA if above 3.0
- ❑ Specialized experiences

Do Not Include:

- ❑ Lengthy list of classes
- ❑ GPA if below a 3.0
- ❑ Claims of work that are not your own

Experience

Do Include:

- ❑ Job title, employer name, employer location, dates of employment
- ❑ Lists of accomplishments and responsibilities that utilize ACTION verbs
- ❑ Relevant information FIRST
- ❑ Both paid and unpaid experiences if relevant
- ❑ Focus on transferable skills
- ❑ Relevant Skills

Do Not Include:

- ❑ Information from high school*
- ❑ “I” statements or complete sentences
- ❑ Every single accomplishment from every job you’ve ever had

General Résumé Tips...

Do

- ❑ Edit and proofread
- ❑ Update your résumé often
- ❑ Tailor your résumé to each job that you apply to.
- ❑ Use standard fonts (10 to 14 pt.)
- ❑ Use white or off-white paper (8.5 x 11) printed on a laser printer.
- ❑ Keep your reader/audience in mind when you are formatting.
- ❑ Assume that your Résumé may be scanned.
- ❑ Be prepared to submit your résumé in a variety of formats.

Do Not

- ❑ Include personal Info.
- ❑ Mention specific salary*
- ❑ Include references on your résumé.
- ❑ Use general statements when you can be specific
- ❑ Use “I” statements
- ❑ Use the same document for every job posting
- ❑ Use fancy fonts, tables, borders, shading, symbols, photos, etc.
- ❑ Forget the power of white space

Quick Cover Letter Tips

- ❑ Always address the letter to an individual.
- ❑ Tailor each letter you send to the job or opportunity you are applying for.
- ❑ Use when applying for a job or sending an unsolicited résumé.
- ❑ No more than ONE page.
- ❑ Use bullets to draw the reader's eye.
- ❑ Compare your talents and skills with those described in the job description.

The Interview

Serves Two Purposes

- ❑ To allow the company/organization to get to know you. Do you have the skills, work ethic, personality?
- ❑ To allow you an opportunity to get to know the company/organization and potential co-workers.

Types of Interviews

- Screening
- Telephone
- Initial
- Committee
- Group
- Lunch/Dinner
- Stress
- Selection
- Academic/Admissions

Quick Interview Tips

- ❑ Prepare, Prepare, Prepare!
- ❑ Dress for success
- ❑ Develop answers to common questions
- ❑ Have a few questions of your own prepared
- ❑ Address each individual personally
- ❑ Focus on the positive
- ❑ End with confidence
- ❑ Follow-up always

Activity

Mock Interviews

Questions and Comments?

Q & A

*“You Never Get a Second Chance to Make
a First Impression so Put Your Best Foot
Forward From the Beginning!”*