

Is *Anyone* Hiring?!

**Eight Job Search Mistakes &
How to Avoid Them**

The LaSalle Network

HIRE. SMARTER. STRONGER.



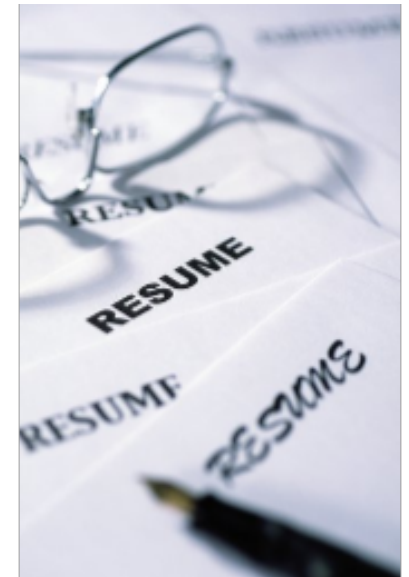
THE LASALLE NETWORK

Job Search Mistakes to Avoid

Mistake #1: Poor Resume Format

The Resume

- What is the main purpose of a resume?
- Format
 - Be consistent
 - Use of **bold**, *italics*, *s p a c i n g*
 - Experience order
 - Action bullets, no periods
 - Subject-verb agreement



**Mistake #2:
Emphasizing the wrong
experience**

The Resume

- Content
 - Only relevant experience
 - Different emphasis based on potential employer
 - Highlight accomplishments, not job duties
 - Quantify, quantify, quantify
 - No objective, no references
 - Keywords

Mistake #3:
Applying to everything

The Resume

- Application strategies
 - Do not send your resume in mass
 - Target specific industries, companies, positions
 - Do your research regarding those industries, companies and positions
 - Network with professionals in your targeted areas

craigslist
CLIGIB21122



monster

careerbuilder

YAHOO! hotjobs

indeed
one search. all jobs.

Mistake #4:
Not utilizing your network

Search Strategies

- Utilizing your network
 - Use your personal network (friends and family)
 - Re-connect with former colleagues and subordinates, anyone you've respected in your career

twitter

myspace.com
a place for friends

facebook

Linked in

Google

**Mistake #5:
Failing to prepare
for the interview**

The Interview

- Pre-interview

- Research yourself

- Elevator pitch, goals, strengths, weaknesses, expectations, experience

- Research the company and position

- Size, mission, product, history, number of employees, news stories

- Prepare examples

- *Show* them how previous experience prepared you for this position

- Prepare questions

- **PRACTICE!!!**



Mistake #6:

Telling, not *showing*
why you should be hired

The Interview

- The interview

- Give relevant, concise and concrete **EXAMPLES** from past experience

- “My previous experience has prepared me well for...because during my time at XYZ company I...”



Mistake #7:
Not asking questions

The Interview

- The interview

- Ask questions

- How long have you been here?
 - Business model?
 - What do you feel I am lacking?
 - How does one advance in this company?
 - How is success measure in this role?
 - To whom does this position report? Can I meet him/her?
 - If offered the job, how soon could I start?
 - What separates the best person from the worst person in this role?

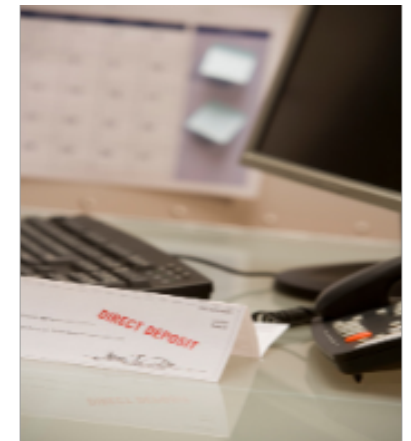
**Mistake #8:
Not flexing on salary**

Offer Hold Out Calculator

	<u>1</u>	<u>2</u>	
	<u>Salary Annual</u>	<u>Salary Annual</u>	<u>% increase</u>
Current Salary	-	65,000	
Offered	65,000	71,500	10%
Wanted	75,000	75,000	15%
\$ lost per Week	1,250	125	
# of weeks Held Out	4	12	
Total Dollars lost in Holdout	5,000	1,500	
# of weeks to recoup \$ lost in Holdout	26	22	
Current Weekly Salary	-	1,250	
Weekly Salary Offered	1,250	1,375	
Weekly Salary Wanted	1,442	1,442	
Difference between wanted and offered per week	192	67	
Difference between current and offered per week	1,250	125	

Salary

- During this economy, you may need to accept less money. Period.
- **Decreasing your salary expectations by a third** will pay off in the long and short term
- The Real Question: *Can you afford it?*
 - Create a budget – Maintain control



Questions?