

The Job Search Tool Box

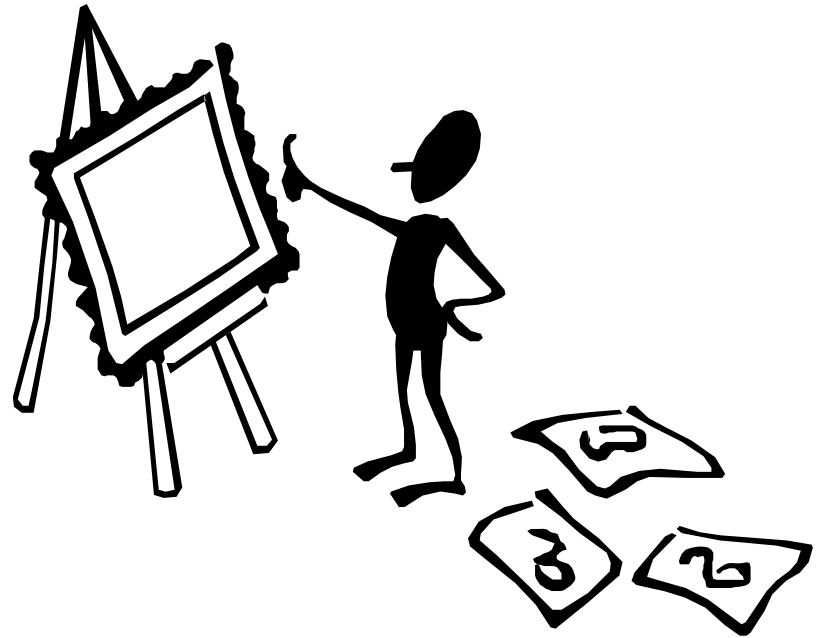
The tools you need to shorten
the time between jobs.

Presented by
Ralph Young
Strategic Marketing Executive

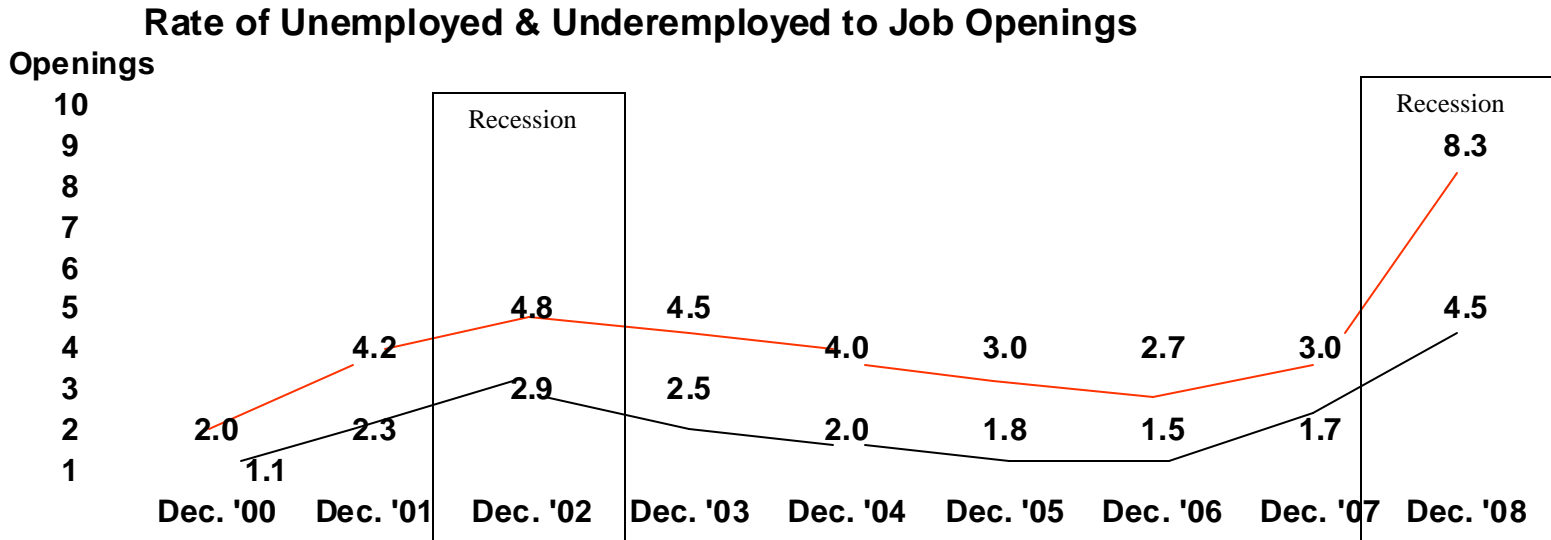


Agenda

- Your Situation
- The Notebook
- Positioning Statement
- Exit Statement
- Self Assessment
- Target List of Companies
- LinkedIn...
- Job Clubs
- Accountability Groups
- Contact Letters
- The “ T ” Letter
- Resume
- Success Stories
- References
- Voice Mail Scripts
- Network Strategy
- Marketing Plan
- Etc.



The Situation We're Up Against



For May '09, the unemployment rate rose to 9.4% and is expected to go higher

Whoa....



Source: Fortune Magazine, April 13, 2009

The Situation by Industry Group

Applicants to Openings 2008 - 2009 as of April 2009

| | Construction | Manufacturing | Retail Trade | Finance | Education | Health Care | Hotel & Food | Government |
|------|--------------|---------------|--------------|---------|-----------|-------------|--------------|------------|
| 2008 | 9 | 3 | 3 | 1 | 2 | 1 | 2 | 1 |
| 2009 | 45 | 14 | 4 | 2 | 2 | 1 | 5 | 2 |

On average, for every open position, there are 8 people looking for that job.

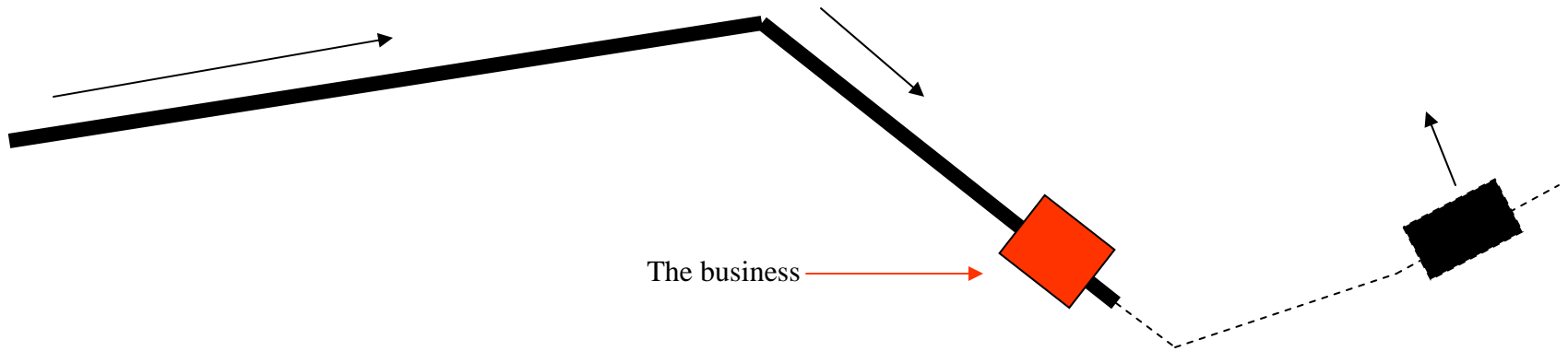
Resumes to HR →



Source: Fortune Magazine, April 13, 2009

What is the Hiring Manager Thinking?

...where is my business going?



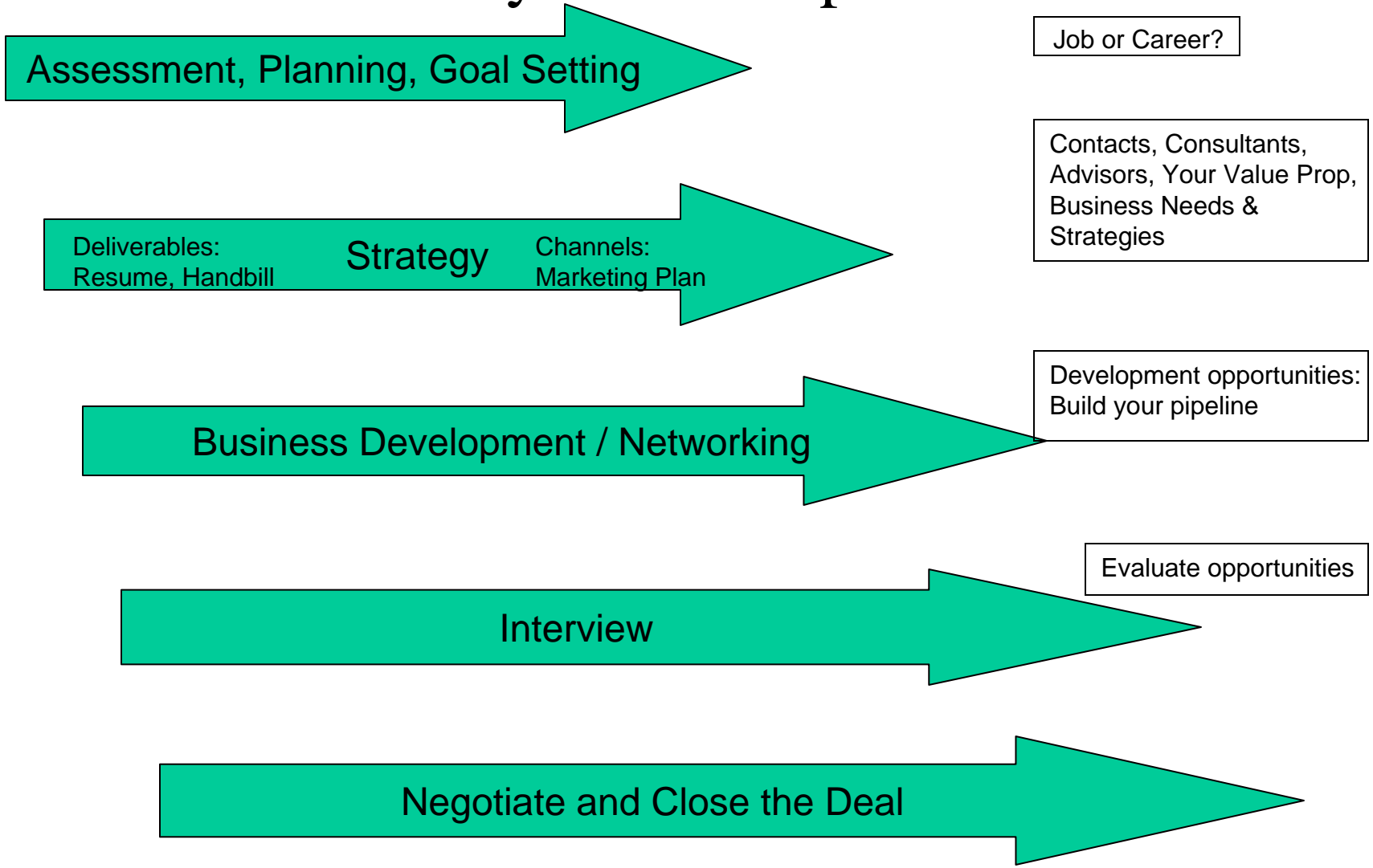
...how do I manage turnaround in a down cycle economy?

What's going on in the external environment?

- Panic / paralysis
- Over stressed, over worked, can't get back to you
- The “Rules” are changing
- Resources are cut – work remains
- Working, but fear - uncertainty - distractions - lack of focus
- Fewer recruiter searches
- More “Apply” online jobs

What does this mean to you in your search?

Do you have a plan?



Notebook, Binder or Spreadsheet

- You have to keep track of your progress
 - Contacts
 - Notes from phone calls
 - Meeting notes
- Networking Contact Tracking List
 - Name, Company, Phone, Email, Contact Date, Response
 - Notes and Comments
- Summarize your week's work on a one page summary. List Successes, Highlights, Failures, Lessons Learned and Plan for the coming week.
 - As time goes on and you look back, you'll remember things, you'll get other ideas, but most importantly, you'll see "progress".



A notebook or binder that is well organized is worth its weight in gold....and never throw it out.

SuccessHawk.com is a new professional planning tool to help you with your job search. It will help you organize leads and prompt you to follow up on your marketing plan. Worth a look, although there is a fee involved.

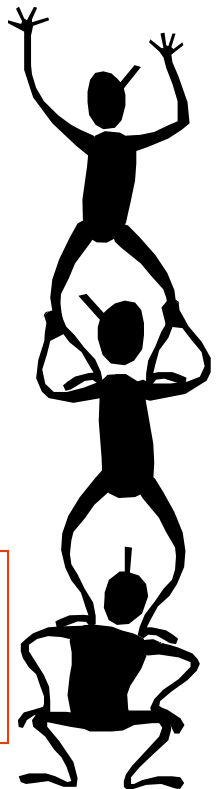
Positioning Statement

- The positioning statement is your answer to the most asked interview question –

“Tell me about yourself”

- You are asked this question nearly everyday and whenever you meet someone new.
- Here’s what you say,
 - **“I am a (what do you do) with XX years experience in (this) and (that). I have successfully (how you add value) at or in (what or where). Currently I am looking for (what you want to do) where I can use my skills and experience to (your strengths).”**

Remember when you tried out for little league or for the school play and someone asked you, “What position do you want to play?” Everyday we’re asked to “tell someone about ourselves”. Have a **30, 60, 90 second** version of your positioning statement in your head and maximize that opportunity.



Exit Statement: (It's the economy st....)

- This is what you tell people about why you are not working or why you lost your job.

- **Example:**

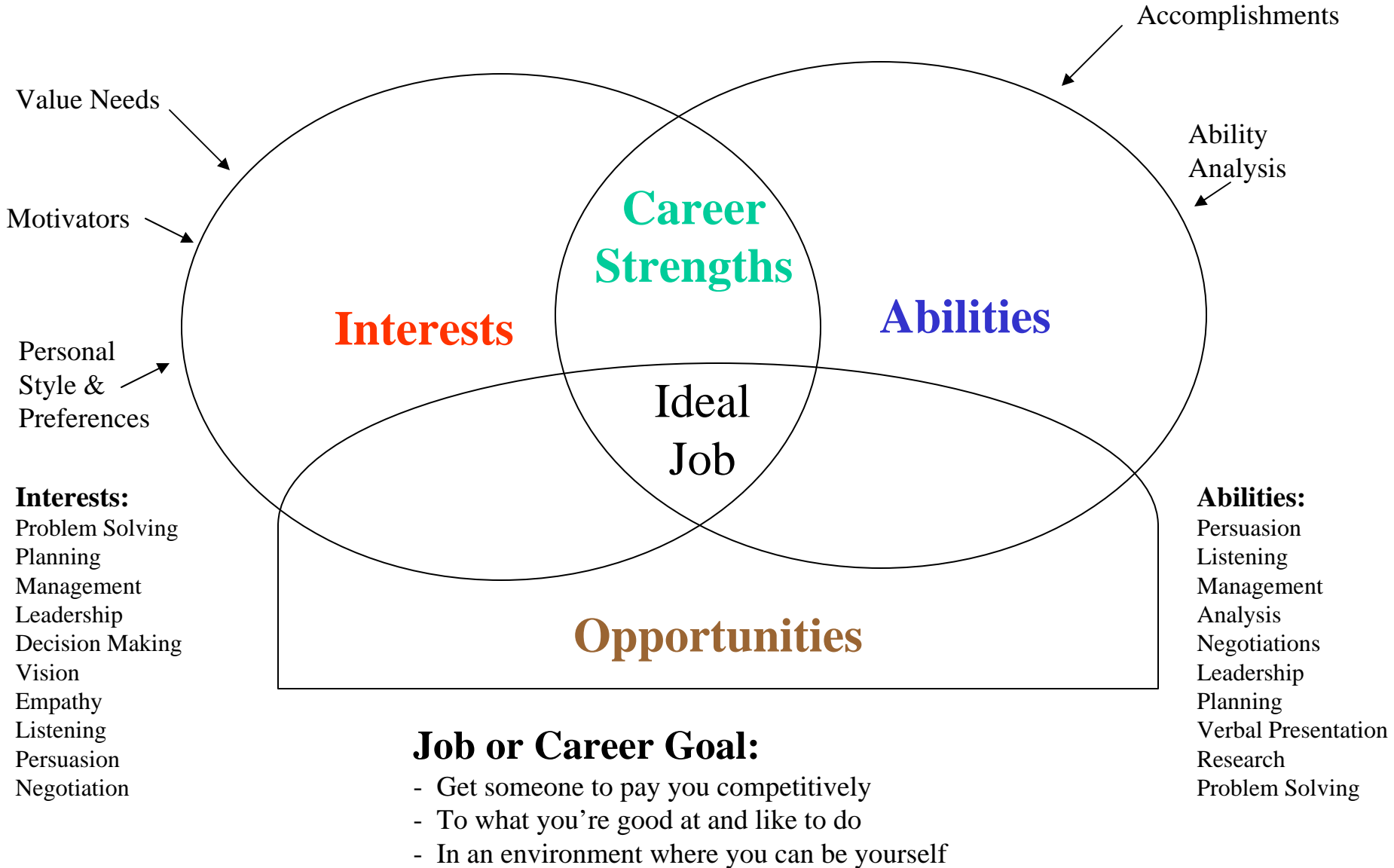
“My company reorganized and eliminated 500 positions, one of them was mine. While this is not a pleasant position to be in, I now can search for (what you want to do) position where I can use my (strength) skills and do what I have wanted for some time.”

- You have to minimize discussions about why you left your former position and talk about the skills you can bring to a new employer.



Regardless of what happened to cause you to lose your former position, you have to move the conversation on to your strengths and skill set and why that is important to a prospective employer. Whether 500 people were let go or only you, simplify the answer and don't get caught up in a long winded explanation. The reality is you're free to provide added value to a new employer and should focus him/her on that.

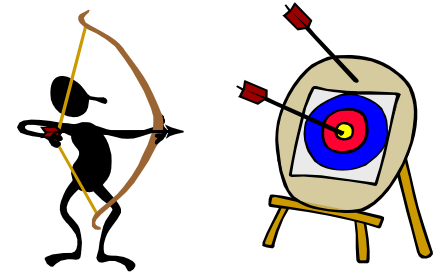
Self Assessment



* With input from Right Management

Target List of Companies

- This is the list of companies you want to work for.
- You have researched these companies and you know you qualify to work there.
- Your research includes finding the name of key hiring managers you may work for.
- You use the list to network with. It's what you talk about with contacts you make. It gives you credibility.
- You send or use this list with contacts you make and discuss it with them. Add and delete companies as your search goes on.



Q. How many do I need?

A. It depends on how many you can research and how fast you work developing contacts. Have at least 25.

A target list of companies is the most important part of your job search. What good is a resume if it has no place to go. Companies rarely come to find you unless you're well known, highly sought after or have a special skill few people have. You have to find them, you have to know where you want to go and what you want to do there. A strong knowledge of companies you are seeking is valuable. The people you meet will find you a source of information, you'll come across as diligent and an expert in your industry

LinkedIn and Target Companies: So Important!



- LinkedIn: Why so important?
 - It's a professional business person's networking tool.
 - This is not FACEbook, Youtube, or MYSpace or a social networking site.
 - Find business contacts and people you need to **get** to know.
 - Find target companies and people who work for them...that you need to know.
 - Visibility to colleagues and other people searching for people like you.
- LinkedIn Contacts:
 - Quality, not quantity. Be linked to people you trust, can call on and rely on.
 - Link Up ↑ stream, to the next level and above whenever you can.
- Recommendations:
 - Recommendations point to your skills, competencies, experience and accomplishments.
 - “Script” them, have your contacts avoid platitudes and meaningless generalities.
- Target Companies:
 - Find and Track the companies that you qualify to work at and use LinkedIn to search for contacts at those companies.

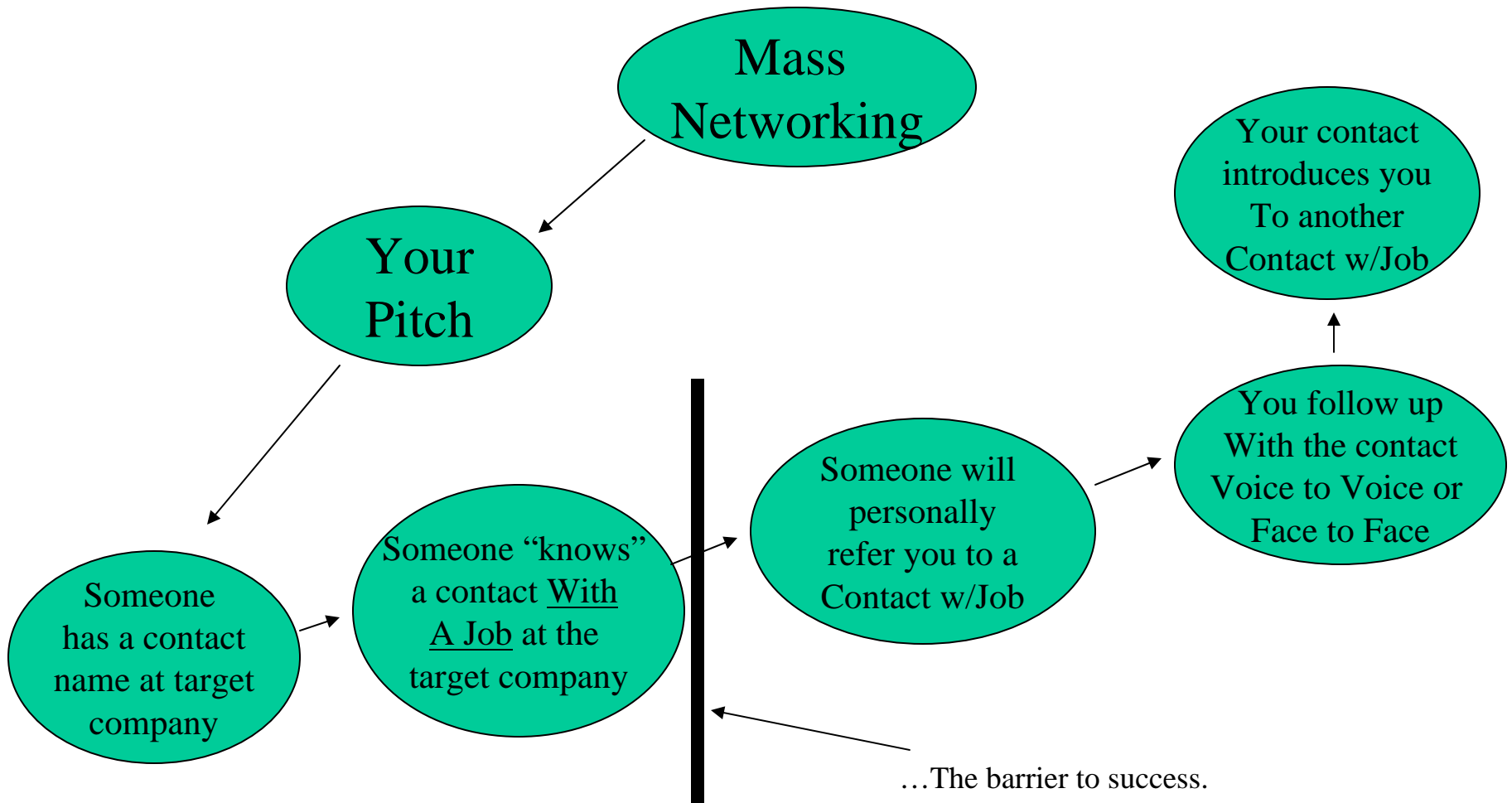
Don't worry about your boss seeing you on LinkedIn. S/he's there too!



As of a result of his financial analysis, James enabled BigBank to buy a competitor, close down a non-profitable division and retain valued employees through a redeployment plan he developed. In addition, he....



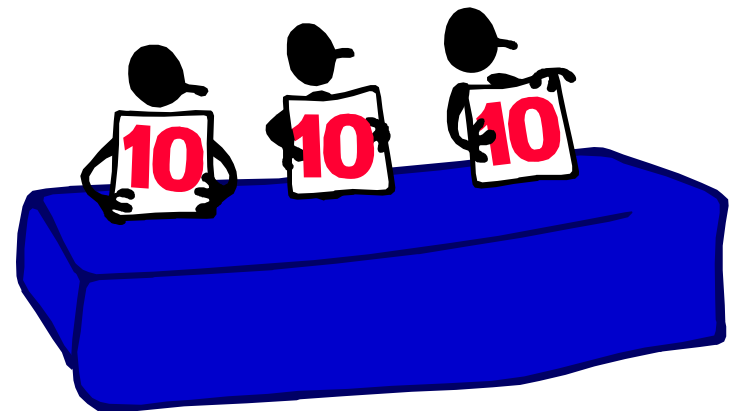
Job Search Clubs



Accountability Group and Score Sheet

- An accountability group can help you with buddies to motivate you, trade information and ideas and keep you on track.
- You should keep track your progress otherwise how do you know if you are making progress.
- You have to use all the potential channels to make real job search progress and the group can help with that.

Its all in the numbers...if you're doing it right, the numbers are there.....

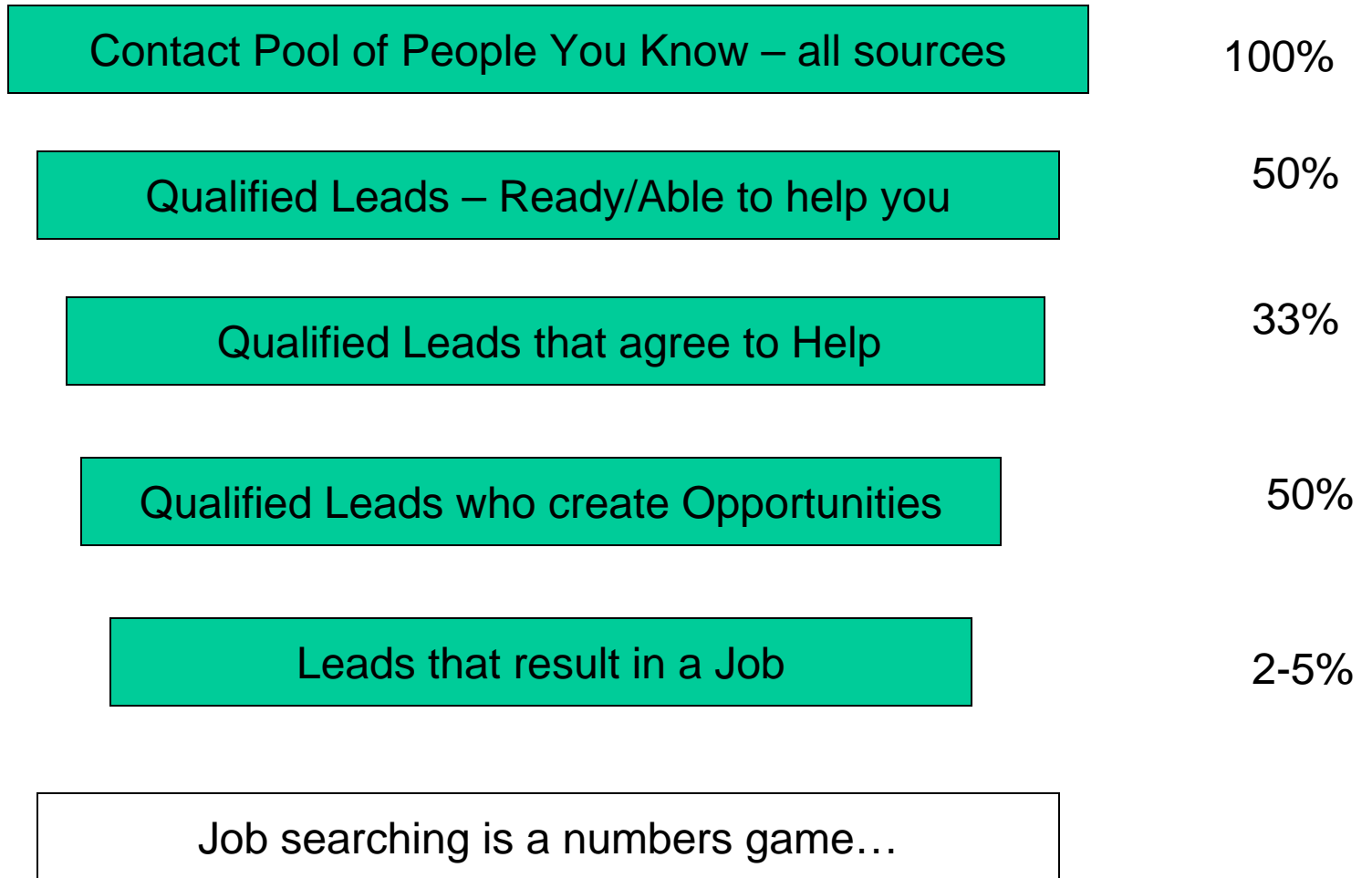


Accountability Chart

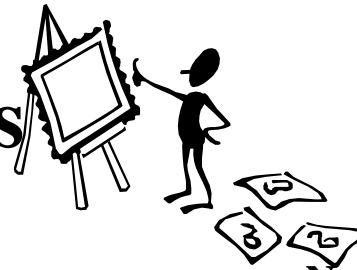
| Job Search Work Sheet - Week of: | 04.21.08 | 04.28.08 | 07.30.07 | .05.05.08 | 05.12.08 | 05.19.08 | 05.26.08 | 06.02.08 | 06.09.08 | 06.16.08 | 06.23.08 | 06.30.08 | 7.07.08 | 7.14.08 |
|---|----------|----------|----------|-----------|----------|----------|----------|----------|----------|----------|----------|----------|---------|---------|
| Total Weekly Hours | | | | | | | | | | | | | | |
| Paper to People | | | | | | | | | | | | | | |
| Internet Job Applications | | | | | | | | | | | | | | |
| Direct Mail Applications | | | | | | | | | | | | | | |
| Newspapers | | | | | | | | | | | | | | |
| Search Firms | | | | | | | | | | | | | | |
| Other (Job Fairs, etc.) | | | | | | | | | | | | | | |
| Total Emails, Letters, Calls, Meetings | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| LinkedIn/Contacts | | | | | | | | | | | | | | |
| LinkedIn/Endorsements | | | | | | | | | | | | | | |
| No. of Target Companies | | | | | | | | | | | | | | |
| People to People | | | | | | | | | | | | | | |
| Target, Misc. | | | | | | | | | | | | | | |
| Target, Peer | | | | | | | | | | | | | | |
| Target, Hiring Manager | | | | | | | | | | | | | | |
| Target, above H.M. | | | | | | | | | | | | | | |
| Follow-up, H.M / Above | | | | | | | | | | | | | | |
| Total Networking Contacts | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

The Accountability Chart helps to focus you on the right stuff. It is recommended you stay focused on the bottom portion of the chart. That's the shortest route to your next job. A chart like this is great for ACCOUNTABILITY GROUPS!!

Contact Waterfall



Thank you / Cover Letters



Hiring Manager Letter

Network Contact Letter

1118 St. Finegan Drive
West Chester, PA 19382

RALPH P. YOUNG
Email: RPY1@aol.com

Office: 610 260-1421
Home: 610 793-776

Date: July 27, 2000

Kevin Keleghan - President, Sears Credit
Sears, Roebuck and Co.

Dear Kevin:

Thank you for inviting me to interview for the credit card position with Sears. I was thinking about the issues and needs surrounding the position and wanted to share my thoughts with you.

Below, I want to summarize key points we discussed and talk about the value I can bring to your organization.

Re: Director of Credit Card Marketing

Your needs and requirements:

Target and solicit appropriate inactive Sears accounts and in-store prospect customers for the Sears MasterCard.

Develop activation and retention value strategies that retain and build balances and expand product utility.

Understand and maximize the relationship between Sears Credit Services and the Sears retail businesses. We are a service provider to the Sears' brand and stores.

Build strong internal relationships across the organization.

Join in and help create the vision of what the Sears Credit Services area is capable of becoming and help get it done.

In particular, I have a proven record in P&L management. I can help expand the product's utility by expanding alliances selectively outside Sears', into areas your customers spend discretionary income. I believe I can help add utility to the Sears and Sears MasterCard card brands.

Sincerely,

Ralph P. Young

My contribution/experience

12 years experience in strategically segmenting and testing customer lists, (DM, TM, FSI, INT, in-store).

12 years activation and retention experience with all types of portfolios.

Have successfully grown accounts, reduced attrition, increased profits, offered new products and grown partner brand identity

Have always established key internal relationships with Finance, Credit/Risk, Operations, and Customer Service

I am a team player. Building strong portfolios is exciting. I want to be there.

1118 St. Finegan Drive
West Chester, PA 19382

RALPH P. YOUNG
Email: RPY1@aol.com

Office: 610 260-1421
Home: 610 793-776

Date: July 5, 2000

Marc Sczesnak
18 Old Trolley Road
Ridgefield, CT 06877

Dear Marc:

Thank you for contacting me about the position with Sears Credit Services. As we have discussed, I am looking for a senior level marketing position for a major consumer or financial services corporation that could utilize my expertise in this area. I have enclosed my resume and biography for your review.

As a marketing professional with 25 years of broad financial and general management experience, I have a solid track record in marketing products and services, acquiring new customers and developing new products and business relationships. Some of my skills are:

- P&L management and making businesses profitable.
- Analytical ability to quantify and define business potential
- Negotiating to win over partners and clients with profitable solutions
- Project management, organizing teams of people and allocating resources
- Product development to meet partner and client needs
- Excellent communications skills

In particular, I have a proven record in P&L management and in business development. I have initiated new business partnerships with major companies like Washington Mutual, Northwest Airlines and the Amway Corporation. And I have also managed other financial institutions, airlines and retail clients to create profitable business alliances that meet client and company objectives.

Should you be looking for a senior marketing executive with my background and experience, please consider me. I would be happy to provide you with additional information or answer questions you might have.

Sincerely,

Ralph P. Young

The Handbill

A Handbill is a networking tool for network contacts. It's not a resume, but a summary of your background, skill sets, search parameters and target companies. It's a great tool to send before or leave behind when you meet a contact.

Contact info here

Your Name Here
 Information Technology & Data Management Professional

POSITION OBJECTIVE

- Director / Sr. Manager
- Application Development, Project Management
- Data Warehouse, Business Intelligence
- Department size of 10 – 20 or equivalent
- Targeting companies where technology is strategic to the business

PROFESSIONAL SUMMARY

Information technology and data management professional with extensive applications development, data analysis and project management experience. Background in data warehouse and ETL business process, business intelligence reporting and analytics. Over 10 years experience working for large corporations and quickly adaptable to multiple industries. Ability to blend Business Strategies with Information Technology to deliver best case outcomes for the business.

INDUSTRY EXPERIENCE

- Healthcare – Premier, Inc.
- Consumer Finance – HSBC
- Telecommunications – AT&T-SBC-Ameritech
- Consumer Products – Alberto-Culver
- Oil / Petroleum – BP Amoco
- Banking / Investments – Northern Trust

EDUCATIONAL FOUNDATION

- MBA: Loyola University of Chicago
- BS: Northern Illinois University
 - Computer Science
 - Operations Management
- ITIL Foundations Certification
- Project Management Certification (PMP/PMI)
- Six Sigma Green Belt Training

MANAGEMENT EXPERIENCE

- Application Development
- Data Management
- Project Management
- Planning – Business planning, architecture, technology strategy

TECHNOLOGY RANGE

- Data warehousing / Business Intelligence tools and technology
- Reporting & Analysis - Micro strategy, SQL, Access, SAS
- Database – Oracle, Informix/Redbrick, Netezza, DB2

TARGET COMPANIES

| | |
|-------------------------|------------------------|
| Ace Hardware | IRI |
| Experian | Navistar / Int'l Truck |
| First Health / Coventry | Kellogg Company |
| Freddie Mac | McDonald's |
| GE Healthcare | Nielsen Company |

Larry Stuenkel
 3102 Pendleton Court, St Charles, IL 60175
 Cell: 630-270-8099
 Email: larrystuenkel@sbcglobal.net

Objective Executive financial/operations position where I can contribute to strategies for growth and profitability and use my analytical, leadership and problem solving skills in achieving those goals.

Core Competencies Demonstrated strengths in business planning/acquisitions, process improvements, inventory control, as well as evaluation and design of upgraded accounting systems. Proven leadership ability to work with all levels of staff and achieve high levels of performance. Able to function effectively in independent and team oriented environments. Executive level organizational, interpersonal and communication skills.

Position Sought CFO, V.P. of Finance, Controller or other senior level positions with small to medium size companies or divisions under \$200 million. Preferred position has operational focus and serves on the management team.

Target Industries Manufacturing and distribution including building materials and construction.

Desired Contacts

| | | |
|-------------------------|--------------------------|--------------------------|
| ➤ Accountants | ➤ Bankers | ➤ Senior Managers |
| ➤ Association Directors | ➤ Business Owners | ➤ Turnaround Specialists |
| ➤ Attorneys | ➤ Consultants/Recruiters | ➤ Venture Capitalists |

Key Accomplishments

Conceived and implemented an overall financial planning function including long-term planning, budgeting, product line profitability analyses and capital projects justification to support company's growth initiative that more than doubled sales.

Conducted analyses of and provided recommendations for product line profitability and potential acquisitions that served as basis for senior management decisions.

Increased overall cash flow \$2.4 million by playing a pivotal role in successfully planning and negotiating a \$4 million IRB Bond and sales tax recapture agreement.

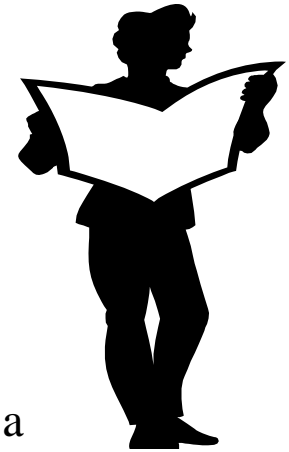
Employment History

| | | |
|---|------------------------------|-----------|
| Pro-Build/F.E. Wheaton | CFO/Director of Finance | 1992-2008 |
| Times Mirror/Mosby-Yearbook | Controller/Director-Planning | 1989-1992 |
| Staley-Continental (formerly CFS-Continental & now Sysco Foods) | Senior Auditor/Consultant | 1979-1989 |
| Coopers & Lybrand/KPMG Peat Marwick | | 1975-1979 |
| Loyola University of Chicago | MBA, Executive Program | 1987 |
| Northern Illinois University | BS, Accounting | 1975 |
| Accountant | | 1980 |
| Management Accountant | | 1996 |
| Six Sigma Green Belt Training | | 2008 |

Northern Illinois Executive Club, Valley Industrial Association, Yorkville Business Center Association, Financial Executives Networking Group

Simple is Better

Your Resume



- A resume is what you send to a “hiring manager,”
- You should not send resumes to networking contacts unless you are asking them for a job...are you asking them for a job?
- You should not send your resume to HR unless you are applying for a specific job online or you’re instructed to do so by a hiring manager.
- You can post your resume on job boards like CareerBuilder, but take your address off and use only your email and cell phone contact info.
- Resumes are no more than two pages long, encompassing the last 15 years and clearly depict your key quantifiable accomplishments.
- Have a “text” version for use with online applications.

The hardest thing to grasp about resume writing is that it’s a list of quantifiable accomplishments and not a recitation of your former responsibilities. Your former title, your story about how you were assign and self-serving comments pale when compared to solid, quantifiable achievements and goals you made. Have mercy on the audience; leave some white space, use a font size of 11 or more. Use “Bolding” judiciously, “Italics” sparingly if at all and forget colored paper or color-coding words and sentences.

Online Applications

Apply Now

- Completing an online application is becoming a requirement in many companies.
 - The application process requires more information than in the past
 - Many hiring managers are requested by HR to have network contacts apply online as well as with the hiring manager
 - Before you click **Apply Now** schedule an hour or more to fill it out
 - Many companies record the time it takes to complete the application process
 - Complete questions about arrests, convictions, felonies completely and honestly, but more importantly – Quickly
 - Most online processes accept cover letters and resumes – always submit a cover letter – have a “text version” ready
 - Have a cover letter ready before you click “Apply Now”

Interviewing...remember the basics

- There are only **3** interview questions
 - Fit – how you fit in to the organization
 - Motivation – what motivates you, gets you going
 - Strength – your skills and abilities, the value you bring
- Have **5** key points about you and get them across
- Ask questions of everyone you talk to, prepare for this
- Responses should be “situation”, “action”, and “results”
- Don’t forget to summarize, “I can do this job...”



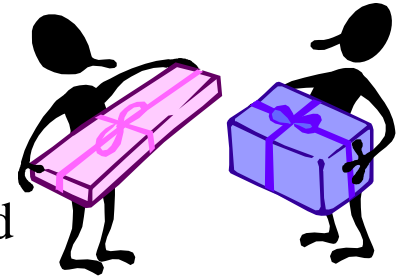
Contact List



- This is the list of people you have or will contact in your job search.
- Organize it by getting complete names, business and/or personal addresses, phone numbers and email addresses.
 - Date of contact(s) is useful especially for remembering past discussions.
 - Don't forget kids names, personal items that build relationships.
- The list comes in handy when contacting people once you have found a new position. Let'em all know you landed.

The Package

- The “package” is what you send to your network contacts, recruiters, hiring managers and online applications.
 - Package your Contact Letter, Biography or Handbill to Network Contacts.
 - Package your Cover or Contact Letter, Biography, and Resume to Recruiters.
 - Package your Cover Letter, Biography, and Resume to Hiring Manager contacts who ask for it and expect it.
 - This package also goes to HR if the hiring manager or HR contacts you and asks for it, but not unless they specifically ask.
 - A cover letter and resume are used for online applications. If a cover letter is not an option add it as a page on your resume.

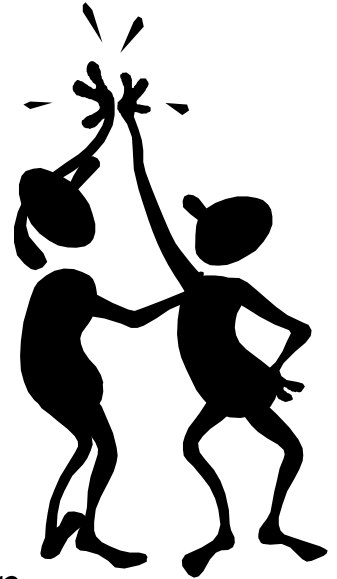


Cover Letter = Job Description

Contact Letter = Networking

Success stories

- Write up 4 – 6 of your most successful job accomplishments.
 - Think “situation / task”, “action” and “result” = STAR
- Make sure the stories clearly and consciously demonstrate your skills and getting results.
- Use the written stories as cheat sheets when you are on the phone. Memorize the stories and be able to refer to them at any time.
- Have at least one story for each job you had, but no more than 4 –6 in total.



References

- Carefully select the best people for your references, not just anyone. **Three good ones** are what you need for a given job situation.
- **You need to control what your references will say about you.**
- Review your strengths and weaknesses with references and get agreement on what they are willing to say on your behalf and what you don't want them to discuss or comment on.
- Script our references. **Get them to get YOUR story out.**

Jim is a team player, thinks strategically, acts tactically, he brings people together, is highly skilled at....



Voice Mail Scripts

- You will need to leave a voice mail message frequently for recruiters, network contacts and hiring managers.
- Script your voice mail message and be able to deliver it smoothly. Don't just read it. You want it to sound smart, buttoned-up, but conversationally natural.
- Whenever you make a job search related call, be prepared for leaving a voice mail - have your script ready.
- **...and Stick to the Script!**

When you go to call someone, five potential things could happen...are you ready for them? What if the phone keeps ringing, you get voice mail, a receptionist answers, you get disconnected, someone outside the area answers, your contact picks up as planned....are you ready for any situation that could occur and to leap into it?



List of Questions You Ask

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RALPH P. YOUNG

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Office: 610 260-1428
Home: 610 793-7765

Interview Questions You Should Ask!

- What specific level job (grade level) am I being interviewed for?
- What problem or challenge is trying to be solved by hiring me?

Culture Questions:

- How are decisions made?
- How are problems solved?
- What information is shared with employees and how is it shared?
- What is the normal workday (pace) like?
- To what degree are responsibility and authority delegated?
- Is creativity (risk taking) encouraged or discouraged?
- What kind of working relationship is expected between departments and within departments?
- Why do people leave?

Job Related Questions:

- What are the objectives I would be expected to accomplish in 2-3 months and then...(some longer time period)?
- What freedom do I have to determine my objectives, deadlines, method of measurement?
- What kind of support does the position receive in terms of people and financing?
- What is the most difficult problem new people face after joining? Most frustrating?
- Where do successful people go internally and within what timeframe?
- How is one judged? What accounts for success?

- How do you win support of senior management?
- How do you describe your management style?
- What are the important traits you see in a subordinate?
- How do you like to communicate with your staff (people) and they with you?

Closing:

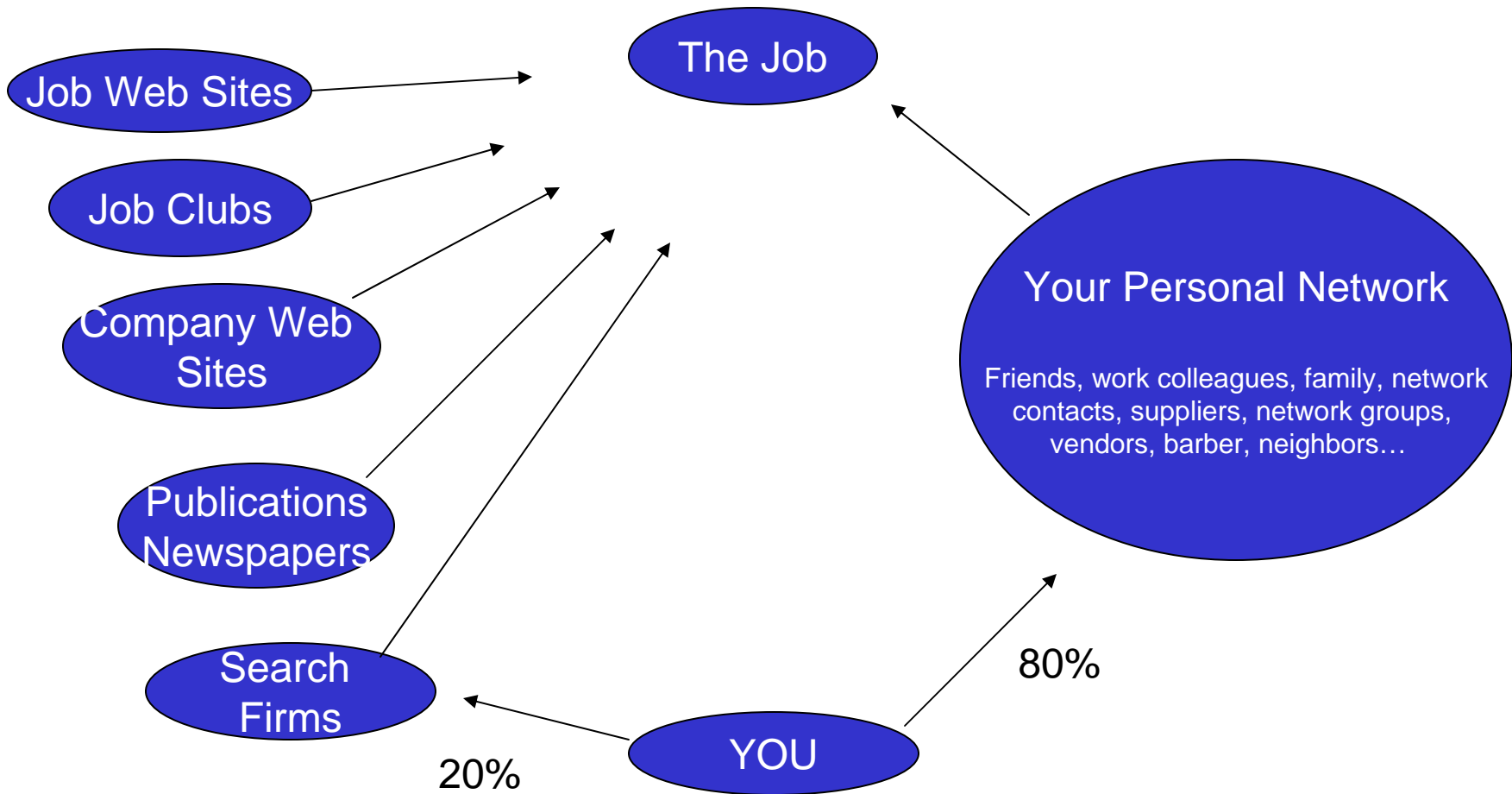
- What are the next steps?
- How does my background measure up with the requirements of the job?
- Will I seriously be considered for the position?

Other Good Questions:

- What are the responsibilities of my peers and what are their strengths and weaknesses?
- Who will I interact with most frequently and what are their strengths and weaknesses?
- What freedom do I have to act on budgets, staffing, promotions, salary increases, use of consultants, purchasing software or hardware?
- How will you know you have hired the right person for this position?

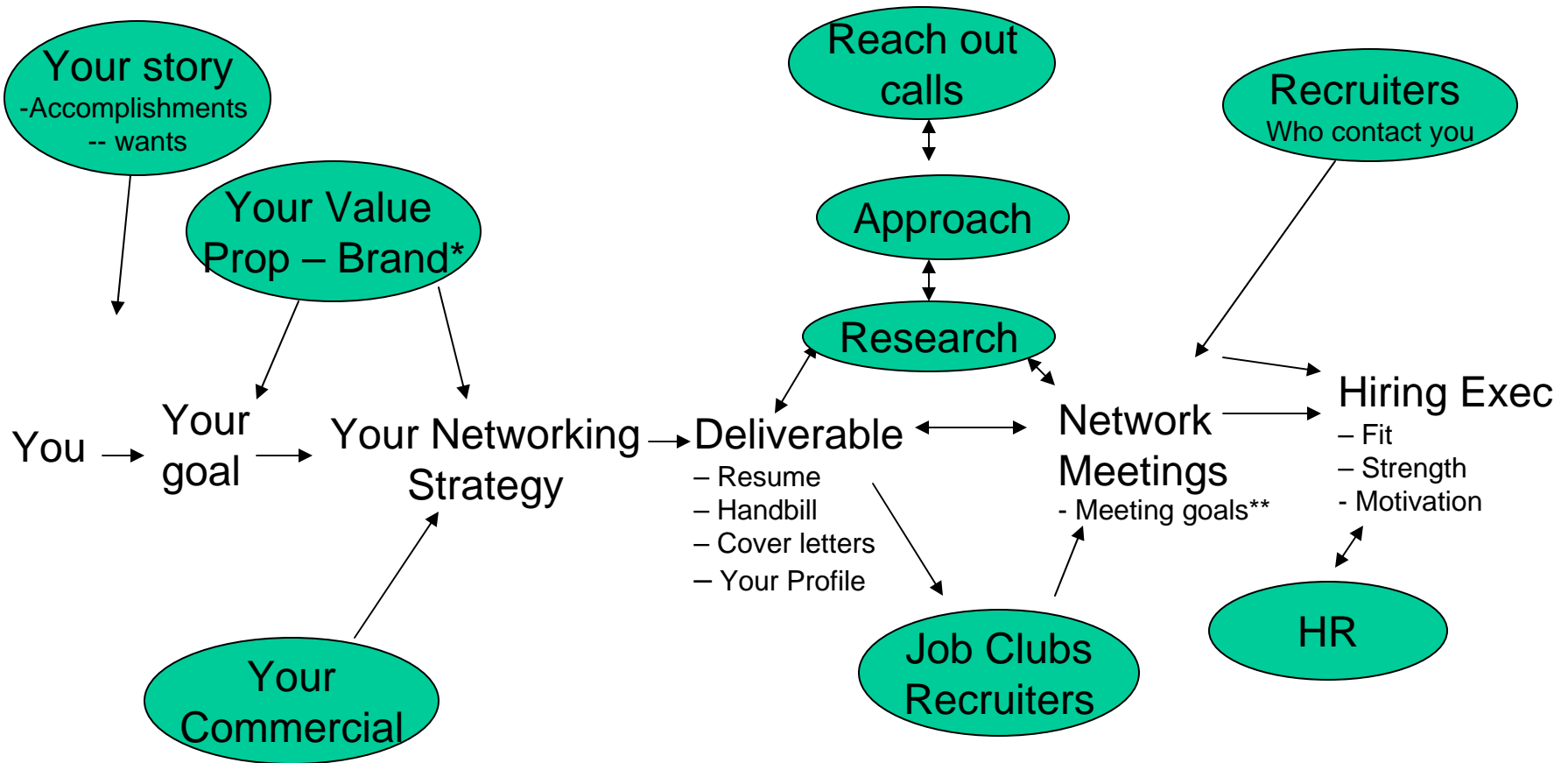
Always be prepared to ask questions. The best way is to have a list ready to go for general networking and for specific interviews. Organize your questions in line with the interview or meeting. Have culture, job, interview, and closing questions to ask. Don't be afraid to pull out your list and work from it. Make that a natural part of the meeting.

Channels of Opportunity*



*This is your networking strategy...Paper to People and People to People

Your Marketing Plan



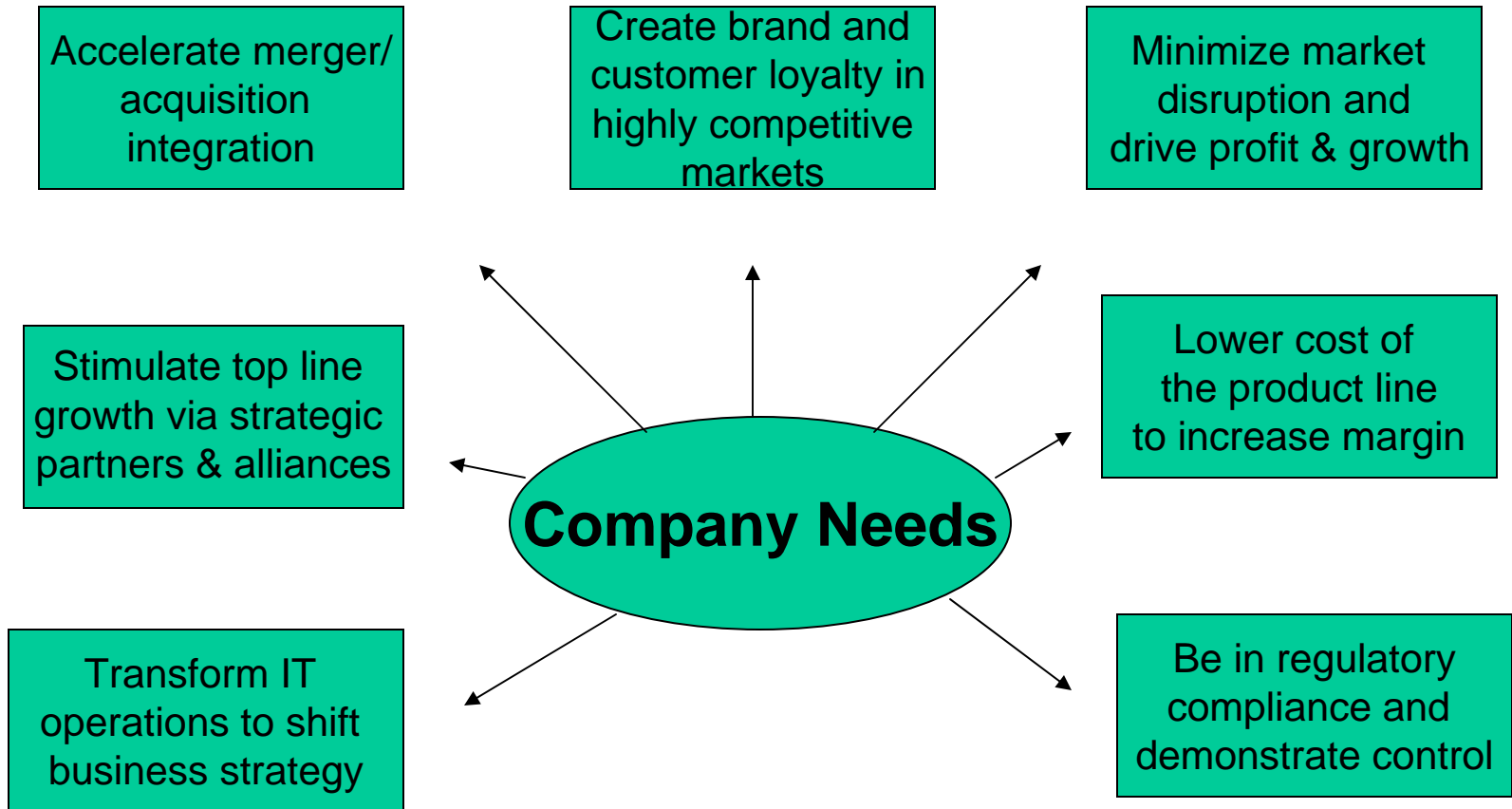
* "Brand" is how you show up...i.e., cost control leader vs. cost cutter

** What is the outcome, get the most out of the meetings

Some Business Issues

- Managing risk and exposure in:
 - Loss of key customers or segments of the base
 - Financial health of customers and suppliers
 - Access to capital and lines of credit
- How can we extend into adjacent markets
- Fixed operating costs \neq reduced revenues
- Extending the life of existing depreciated assets
- How to fill excess manufacturing capacity
- Acquiring assets / companies in depressed markets

Find companies where there is a need to:



Without a doubt, the most effective “door opener” is the offer of information.

How do you create value* in a business?

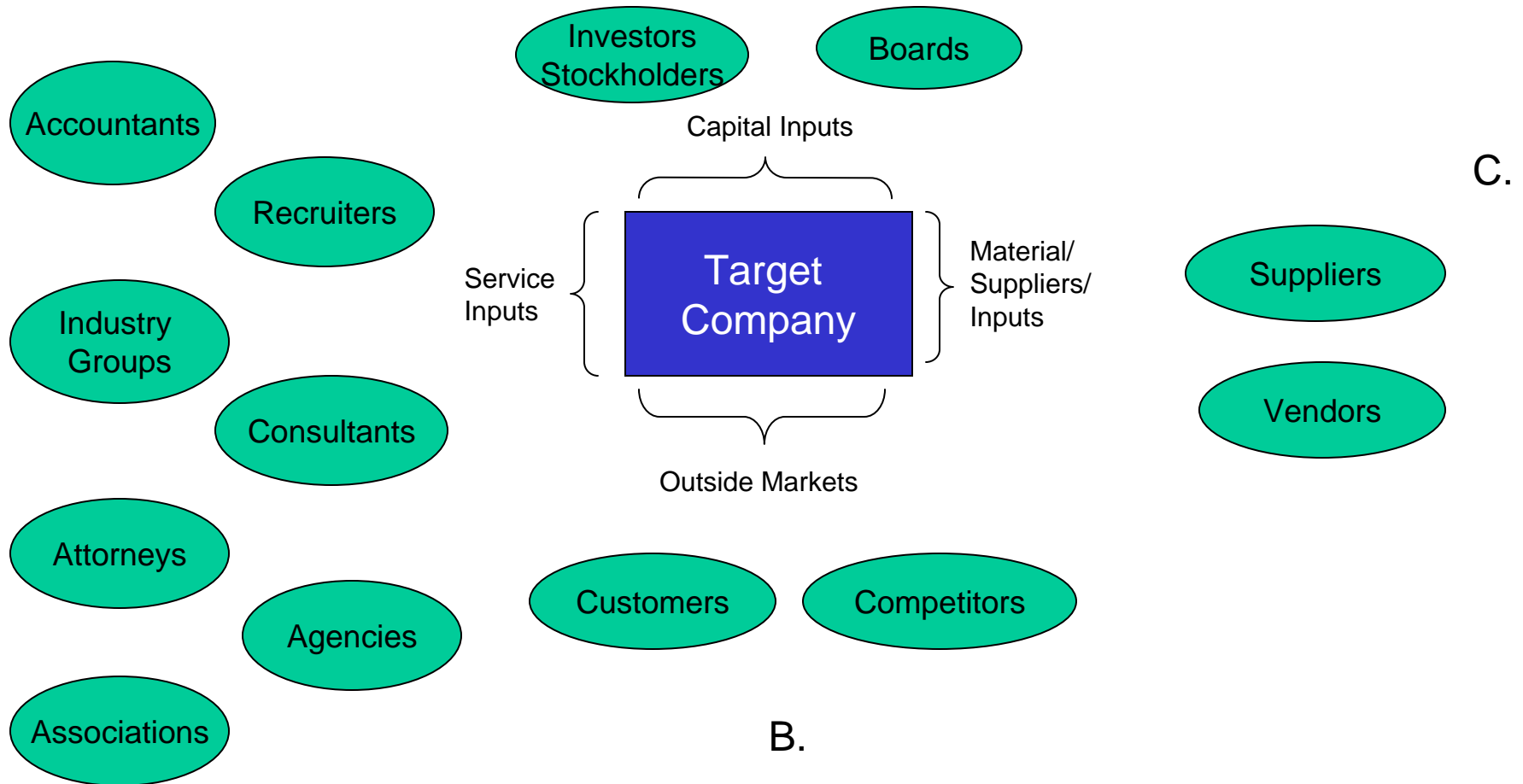


* This is your value proposition

Using Your Contacts

Contact/Networking Model

A.



Summary...Tools in the Toolbox

- Use the tools to get organized and take control of your job search. You're the boss now!
 - Network...use social networks to build your network
- Target your search!
 - Know the job criteria and exactly what a company needs.
 - Be ready to offer solutions to problems
 - Be creative...create your website, a blog, be on 2 social networks
 - Match your skills to the needs
- Finding a job **IS** your job.
 - Document and track your progress each week just like you do in any the job.



Summary...Thinking outside the Toolbox

- Anticipate the business environment and work situation
- Translate your experiences into your Value Proposition
- Be prepared to articulate the ‘symptoms’ of the kind of company or environment you seek
- Focus on what you know is the real need of the situation
- Be a ‘company seeker’ rather than a ‘job seeker’

The Job Search Tool Box

May your time between jobs be short.

THANK YOU

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