



TELL A GREAT STORY  
GET A JOB

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# Instructor



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# Scope of Course

Topic	Discussion
Understanding Your Goals and Abilities	You can't get to where you want to go until you know where you are.
Getting Critical Advice from Qualified Mentors	You don't know who you are until you can see yourself through other people's eyes.
Exploring Creative Possibilities	You can't get someplace new if you keep taking the same path.
Targeting Jobs That Meet Your Goals	You can't hit a target when you're shooting blind.
Researching the Target Employer	You can't sell yourself until you know what they need.
Developing a Position Plan	You can't tell a story without setting the scene.
Positive Interview Techniques	You can't get an employer to say yes, when all you say is no.
Questions and Follow Up	You can contact us at anytime for help in your job search.

# Understanding You



- **Your Skills**
  - What are your strengths
  - Are there gaps in your skill set
  - What are you doing to improve
- **Your Goals**
  - What is your ideal position
  - Where is your desired location
  - What areas have flexibility

# Get Professional Advice

- **A Valued Mentor**
  - Advice for skill improvement
  - Recommendations for building positive connections
  - Assistance in finding opportunities
- **Colleagues**
  - Tips on opportunities
  - What needs are in their organizations
  - Recommendations and References



# Getting Creative



- Evaluate Marketable Skills
- Identify Applicability to Other Fields
- Explore Options Outside of Your Comfort Zone

# Selecting Your Targets

- Avoid the Shotgun Approach
  - It leads to poor submissions and wasted energy
- Laying a Path
  - Identify Potential Employers
  - Build relationships that support positive interactions in that area



# Research Your Target



- Organizational Goals
- Demographics
- Budget
- Current Staff
- Scope of the Position
- Additional Needs by the Organization
- What do People Say about the Organization



# Build Your Plan



- How Do You Fit into the Organization
- What Unexpected Skills Can You Provide
- How Can You Help Them Achieve their Organizational Goals
- How Do You Show Flexibility

# Target Organization's Goals

Goal 1

Goal 2

Goal 3

Goal 4

## Specialized Skill

Specific Application to Target Employer

Supports Goal 1

## Specialized Skill

Specific Application to Target Employer

Supports Goal 2

## Susan Jobseeker

[susan@emailme.com](mailto:susan@emailme.com)

Supports Goal 3

## Specialized Skill

Specific Application to Target Employer

Supports Goal 4

## Specialized Skill

Specific Application to Target Employer

# Upbeat Interviews



- **What To Do**
  - Be Friendly
  - Show Respect for the Organization
  - Exhibit Energy & Flexibility
  - Present Yourself Professionally
- **What to Avoid**
  - Speaking Poorly of Any Person or Organization
  - Exhibiting Rigid Opinions
  - Speaking with Condescension

# Conclusion

- Remember to be successful in a job hunt you must demonstrate effectively that you have the skills and interest to support the goals of the organization.
- Demonstrate that you go above and beyond in the application process
- Plan for how you will present yourself by understanding how the things you do and say will appear to others
- Always, always be professional, friendly and positive

# Questions and Contacts



- Questions?
- Contact Kerry anytime to ask for assistance in your job search.
  
- Kerry McGeath
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