

# **Is *Anyone* Hiring?!**

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

**The LaSalle Network**

**HIRE. SMARTER. STRONGER.**



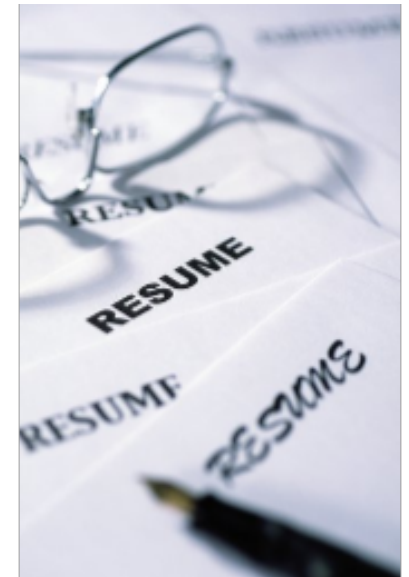
**THE LASALLE NETWORK**

# 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



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 prepares 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?

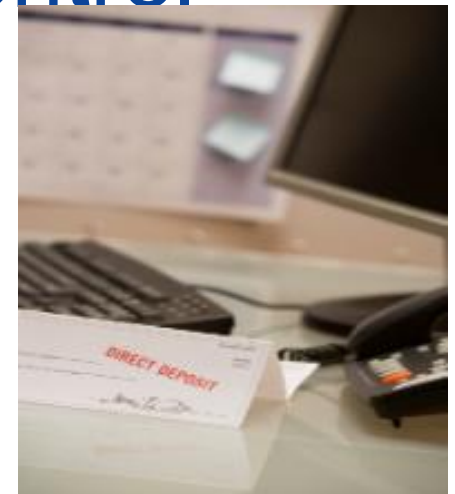
**Mistake #8:  
Not flexing on salary**

### 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?