

How to Find (and land) the Job You Want

Tom Gimbel
LaSalle Network

Tom Gimbel



- Founder & CEO of LaSalle Network, a leading staffing and recruiting firm
- **Inc. 500/5000 Fastest Growing Private Companies in America List**, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014
- **Crain's Chicago Business Best Places to Work**, 2014
- **Top Five Small Companies to Work For, Chicago Tribune**, 2014
- **Staffing Industry Analysts' Best Staffing Firms to Work For** in the country, 2011, 2012, 2013, 2014

#landthejob

Join Us!



Recording

A recorded version of the webinar will be available after the event is over

Questions?

[#landthejob](#)

Follow Us!

[@LaSalleNetwork](#)

[@TomGimbel](#)

Agenda

1. State of the Workforce
2. Your Resume
3. ATS
4. Social Media
5. Interviews: Phone, Video, In-person
6. Relationships: Personal / Professional

#landthejob

State of the Workforce

5 Million

job openings in the U.S. today

2 Unemployed people

for every job posting

... How can you take
advantage?

YOUR RESUME

#landthejob

Your Resume

- Include a summary
- Use bullet points
- Quantify achievements
- Be careful with fonts and spacing
- **DON'T LIE**

ATS

(Applicant Tracking System)

What Is It?

#landthejob

ATS | What is it?

Software applications that enable the electronic handling of recruitment needs: applications, resumes, cover letters, etc. An ATS can be accessed online through a company's website.

Companies use an ATS to manage and screen resumes.

#landthejob

Growth of the ATS

76% of job seekers use company's career websites to apply for jobs.

... yet ATS can lead to **48%** of applicants dropping out of the process.

Get Past the ATS

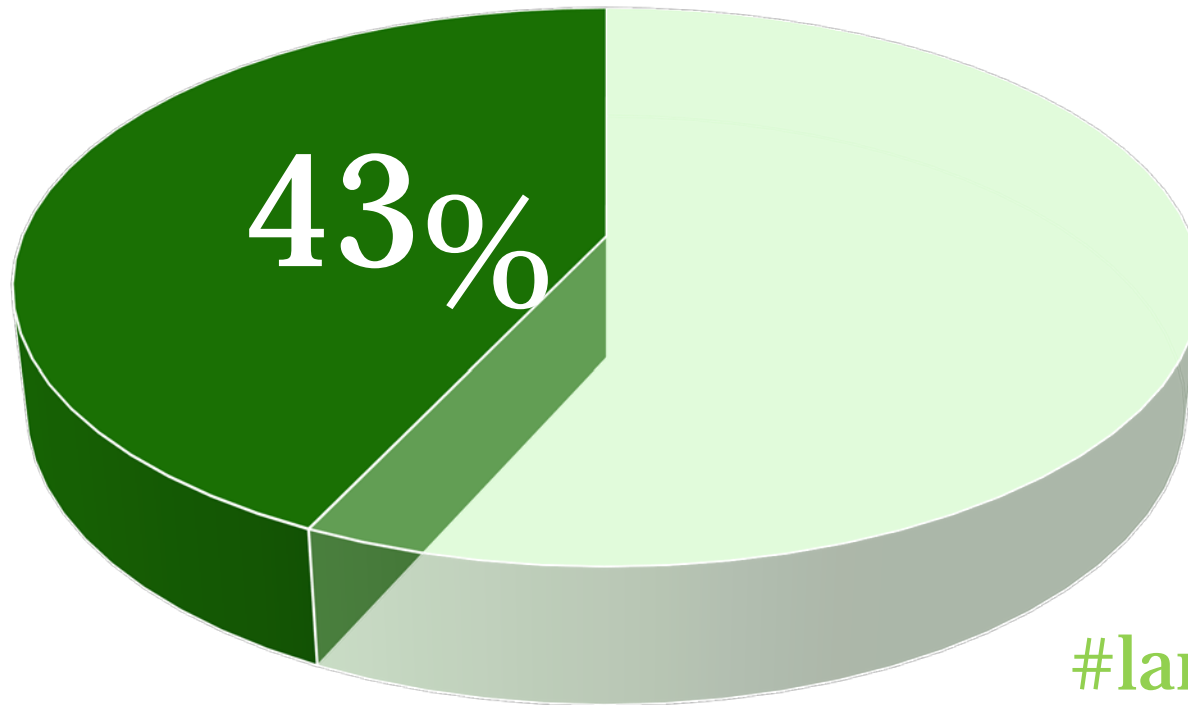
- Don't be fancy
 - Fonts
 - Formatting
 - Visuals
- Look for keywords
- Stay on the 1st page

Social Media

#landthejob

Social Media & Hiring

Do you use social networks to research candidates?



#landthejob

Don't fall into the trap!

- Too much time on Twitter and FB will have you focusing on the wrong things
- Social media can give you insight in to things quickly if used effectively. You need to make sure you are using it to gather information first and foremost

#landthejob

Social Media | LinkedIn

94% of companies use it for recruiting

92% of companies use it for screening candidates

Social Media | LinkedIn

- **Keywords**
- **Professional photo**
- **Ask for recommendations...sparingly**
- **Articles – beware**
- **Join groups**
- **Follow companies**

#landthejob

Social Media | Facebook

54% of companies use it for recruiting

- *Search for passive candidates*
- *Create interest in jobs*
- *Search for active candidates*

58% of companies use it for screening candidates

Social Media | Facebook

- Fill out your professional history
- Use your network
- Learn about companies' cultures—BUT don't be fooled

#landthejob

Social Media | Twitter

39% of companies use it for recruiting

31% of companies use it for screening candidates

Social Media | Twitter

- Be personal and professional
- Build your network
- Engage in your industry
- Join the conversation
- Find jobs
- Private Twitter account

#landthejob

INTERVIEWS

#landthejob

You've landed an interview.... now what?

- Research
- Use LinkedIn, Google, Twitter, Website
- Take notes

#landthejob

Practice Interviewing

Be ready to discuss.....

- Accomplishments?
- Relationship with your boss
- Reason for looking....were you fired? Laid off?
- Compensation
- Work ethic

#landthejob

Phone Interviews

#landthejob

Phone Interviews

- Use a land line
- Apologize in advance if using a mobile phone
- Limit distractions
- Know procedure if the call is dropped
- Speak clearly
- Pay attention to your speed
- Have a high energy level

Poll Question

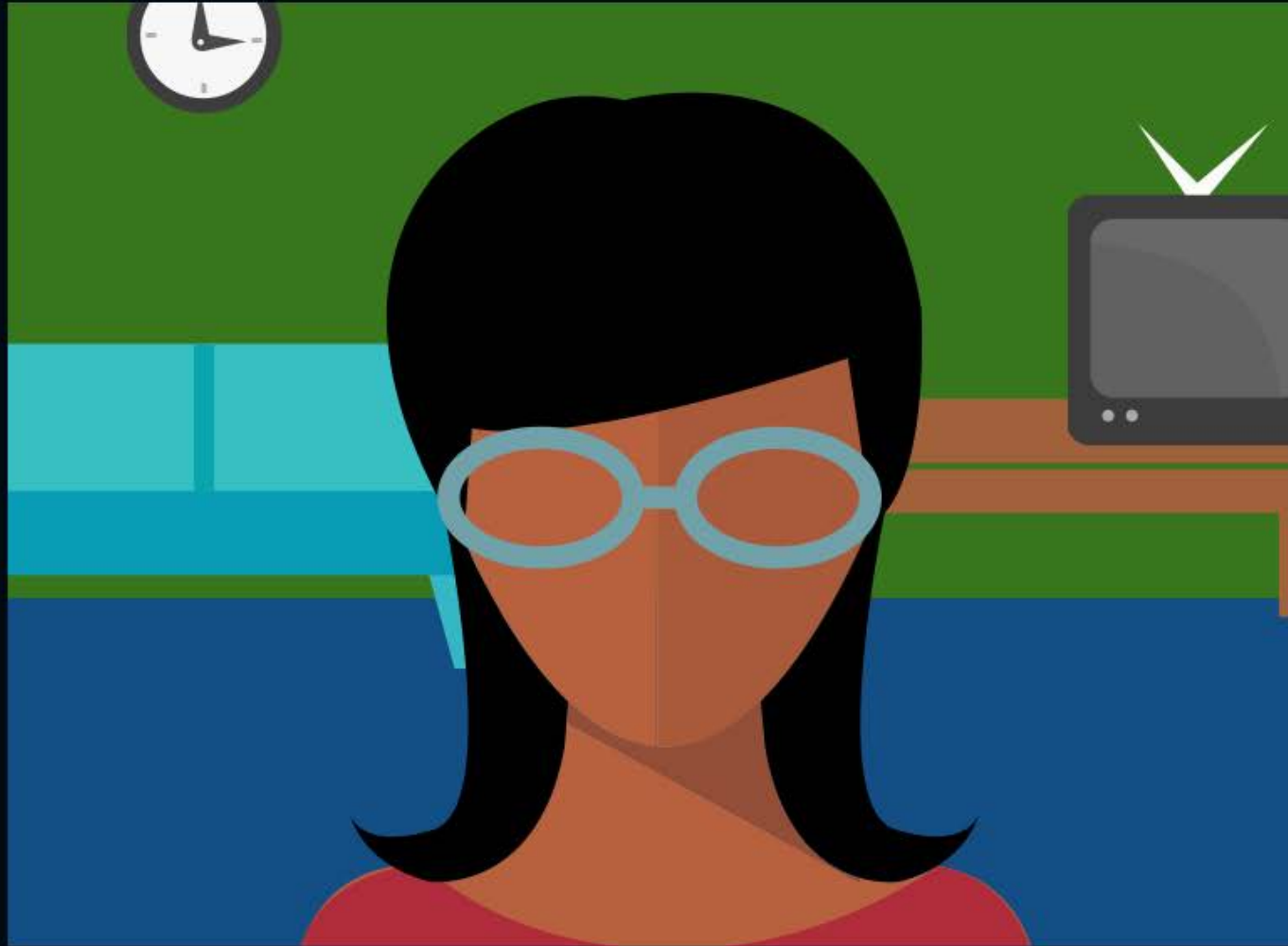
Have you ever done a video interview?

Video Interviews

#landthejob



Before the Call



#landthejob

During the Call

- **Where to look**
- **Smile**
- **Stay present**
- **Pose**

#landthejob

Technical Issues

- If the video drops?

Keep going

- If the whole call drops halfway through?

Try to reconnect the call

- If the call never connects at all?

Be proactive

#landthejob

In-person Interviews

#landthejob

Interviews

- **Be comfortable: dress appropriately**
- **Minimal jewelry**
- **No cologne/perfume**
- **Blue, gray, white, blue**
- **No water bottles or Starbucks**
- **Pace yourself**
- **Always accept water**

[#landthejob](#)

The Big Secret...

- Ask good questions that will help you decide if you want to work there and will show you're intelligent
- Ask the same questions to everyone you meet if they are applicable

#landthejob

Relationships

#landthejob

Build new relationships

- Attend local professional events
- Take a class
- Find career role models



#landthejob

Maintain existing networks

- Connect on LinkedIn
- Touch base for no reason



#landthejob

Utilize networks for your search

- Reach out to old classmates
- Contact former coworkers



#landthejob

What's Next?

Contact one of our recruiters:

careers@lasallenetwork.com

Download more materials:

How to Prepare for a Video Interview

www.lasallenetwork.com

#landthejob

Takeaways

1. State of the Workforce
2. Your Resume
3. ATS
4. Interviews: Phone, Video and In-person
5. Relationships: Personal / Professional

Questions?



Thanks for joining!



@LaSalleNetwork

@TomGimbel

#landthejob