

The Stanton Group, Inc.

374 E. Marseilles Street
Vernon Hills, IL 60061

Phone: (847) 955-0540
FAX: (847) 955-0541
email: keister@stantongp.com
<http://www.stantongp.com/>

JOB VS. CAREER

What do you look for in a job? In a career? What's the difference?

- Job – a piece of work done by agreement for pay, a task, chore, duty, a position of employment.
- Career – one's progress through life, one's advancement in a particular vocation.

WHAT'S HOT AND WHAT'S NOT

So What's Hot?

- The professional who has the ability to see the big picture. It's a discipline where you need to look at everything. You have to juggle many issues at the same time and process information from many sources.
- Project management ability.
- The professional who has an approachable personality.
- The professional who is experienced in process such as the SEI CMMI, understands the development life cycle, requirements, change control, understands the product.
- The professional who is passionate and enthusiastic about his or her profession; who looks upon his or her role as an instrument to an organization's success.
- The professional who understands the "big picture."
- The professional who has the personality skills to influence change.
- The professional who strives to learn and grow and will seek out every opportunity to do so.

So What's Not Hot?

- The person who is "comfortable" and just sees his or her role as just a job.
- The person doesn't see the big picture and how his or her function impacts the business profitability.
- The person who is just too busy to acquire new skills or actively participate in professional organizations.

WHAT ARE EMPLOYERS SEEKING?

- Demonstrated commitment to the profession through continual learning, active participation in professional associations.
- Demonstrated leadership ability.
- Demonstrated business sense.
- The professional who has made mistakes, seen mistakes made, and has learned from them.
- Knowledge, passion, enthusiasm, dedication.

GET YOURSELF NOTICED!

- Don't hide – get out there. If you just sit at your desk day after day, no one will know you exist.
- Actively participate in professional associations, conferences, publications.
- Network with peers.
- Become known as the “go to” person where you work.
- Volunteer in your community.
- Get to know recruiters who specialize in your field. You will be the first called with interesting job opportunities. Recruiters have long term memory – they will bend over backwards to help anyone who helped them (referrals).

MYTHS AND TRUTHS ABOUT RECRUITING AND RECRUITERS

- Recruiters are “career makers”. It is in your best interest to make yourself known to a recruiter.
- Recruiters have access to the decision makers.
- Recruiters do not find jobs for people. They find people for jobs. Big difference.
- Recruiters represent the hiring company. The hiring company is their customer, not the candidate.
- Recruiters seek experienced professionals.
- Recruiters are very busy. Respect their time.
- Recruiters have the pulse of the market. They work on search assignments not advertised.
- Recruiters respect confidentiality. They are frequently under non-disclosure agreements.
- You do not choose a recruiter. The recruiter chooses you.
- Recruiters enjoy the challenge of the chase – they “hunt heads.”

- Always be upfront with a recruiter and disclose everything. Do not play games.
- Recruiters have a good memory. They will remember you if you do anything unethical, are difficult to work with, or falsify information. Recruiters do share this information.
- Recruiters have a good memory. They remember when someone helped them – perhaps by a referral. They will bend over backwards to help you whenever possible.
- Recruiters receive fees from the hiring company and these are based on starting salary.

MYTHS & TRUTHS ABOUT RESUMES AND JOB DESCRIPTIONS

- A resume will not get you a job. A well-written resume will, however, serve to get you invited to an interview.
- A type typo on your resume can cost you an interview. Do not rely on your spell checker. Grammar is important.
- Ten second test – your Mother, friend, etc. should be able to learn who you are and what you do within 10 seconds of looking over your resume.
- You must be able to explain your skills on a resume. If not, you will go nowhere.
- A strong objective is important. It should explain how you could use your strengths in future work. It should be customized for your interest in a particular company.
- Point out anything that differentiates you from other applicants or people on the existing staff. Show how you can not only fill the need but also make the existing team stronger.
- Be accurate with experience and education.
- I've never read a job description that told the whole story. Don't rule yourself out just because you don't have all the attributes called for in the job description.

INTERVIEW FOR SUCCESS!

Appearances Count - Perception is Reality

- Personal appearance is important! Even though many businesses are “business casual”, that doesn't apply to you, the applicant. Make sure you look your best on any interview.
- Dress conservatively. High-quality, dark fabrics work well. The best colors are navy or gray.
- Everything in moderation: that means makeup, colognes/perfumes, and jewelry.
- Be well groomed. Polish your shoes!
- While you're looking your best, act your best. Don't chew gum. Don't smoke. Do NOT bring any electronic gadgets (cellular phones, pagers, etc.) to an interview. Act professional.

What to Say....

- Be an active, enthusiastic participant in the interview process. Here are some suggestions:
- Ask the employer to describe the job. Even if you're nervous, be sure to listen carefully. Ask meaningful questions.
- Answer questions in terms of the position or the company. If you are asked a general question such as "Describe yourself", answer in terms of your professional abilities and experiences. Describe how you can apply those skills successfully in this job, and how you can be an asset to the company. Warning: Be honest but not patronizing! Employers don't like to be told how to run their company by someone who isn't yet part of it.
- Attitude is half the battle. A positive, upbeat applicant always does better than a negative one. Show your "can-do" attitude during the interview: this demonstrates that you can get along well with bosses, colleagues, and subordinates.
- Aptitude is also important. Use the technique of "compensating assets" to turn potential negatives into positives. Example: suppose you're asked about a specific technology with which you've had little or no experience. Reply with something like this: "Although I don't know technology A, I was able to quickly learn and apply technology B. I've been successful using B in a number of projects and look forward to becoming just as successful with A."
- Strike a good balance between tooting your own horn and demonstrating that you can work as part of a team. Intersperse your "I did this..." remarks with "We accomplished that..."
- If you want the job, indicate your interest.
- Conclude the interview with a summary of your qualifications and your interest in the position.
- Ask what the next step is in the interview process. Thank the employer for taking the time to speak with you.

.... and What to Do

- Prepare for your interview. Research the company, the opportunity. Arrive on time. Remember – proper planning prevents poor performance.
- Be honest.
- Non-verbal clues can tell an interviewer a lot about an applicant. In addition to your appearance, pay attention to other factors that convey information about you: your handshake, eye contact, posture, and facial expression.
- Get a business card from each person you speak with during an interview. It's a good way to remember the people you met.

- It never hurts to follow up an interview with “thank you’s.” If you have all the necessary information from the business cards, you can follow up quickly.

TIPS FOR SUCCESSFUL SALARY NEGOTIATION

Realities

- Interviewing and negotiating are all about building relationships
- Don’t accept or reject a job until it is offered
- Everything is negotiable

Common Mistakes

- Lack of preparation and research
- Impatience
- Lack of persistence

Step 1 - The Interview

(Do not discuss salary)

- Do your homework
- Express yourself clearly
- Stand out from the competition
- Ask for the job

Step 2 - Get the Offer

(Do not discuss salary)

- Be proactive
- Make a positive impression
- Negotiate the job
- Eliminate the competition

Step 3 - Negotiate Salary

- Do your homework
- Do not go first with a number!
- Strive for “win-win”
- Get it in writing

Remember to:

- Be honest and sincere
- Do your homework
- Practice patience
- Ask open-ended questions
- Talk about the job, not just the money
- Use collaborative tone
- Strive for “win-win”
- Have fun!