

# Needle in the Employment Haystack: How to Improve Your Odds



Failures are finger posts on the road to achievement. *C.S. Lewis*



# **BACKGROUND**

Keith J. Novotny

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- Reality Check
- Improving your Odds
- Resources
- Questions

# Overview

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# **Reality Check**

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Unemployment has averaged 9.4 percent, peaked at 10.0, and been as low as 8.5 percent

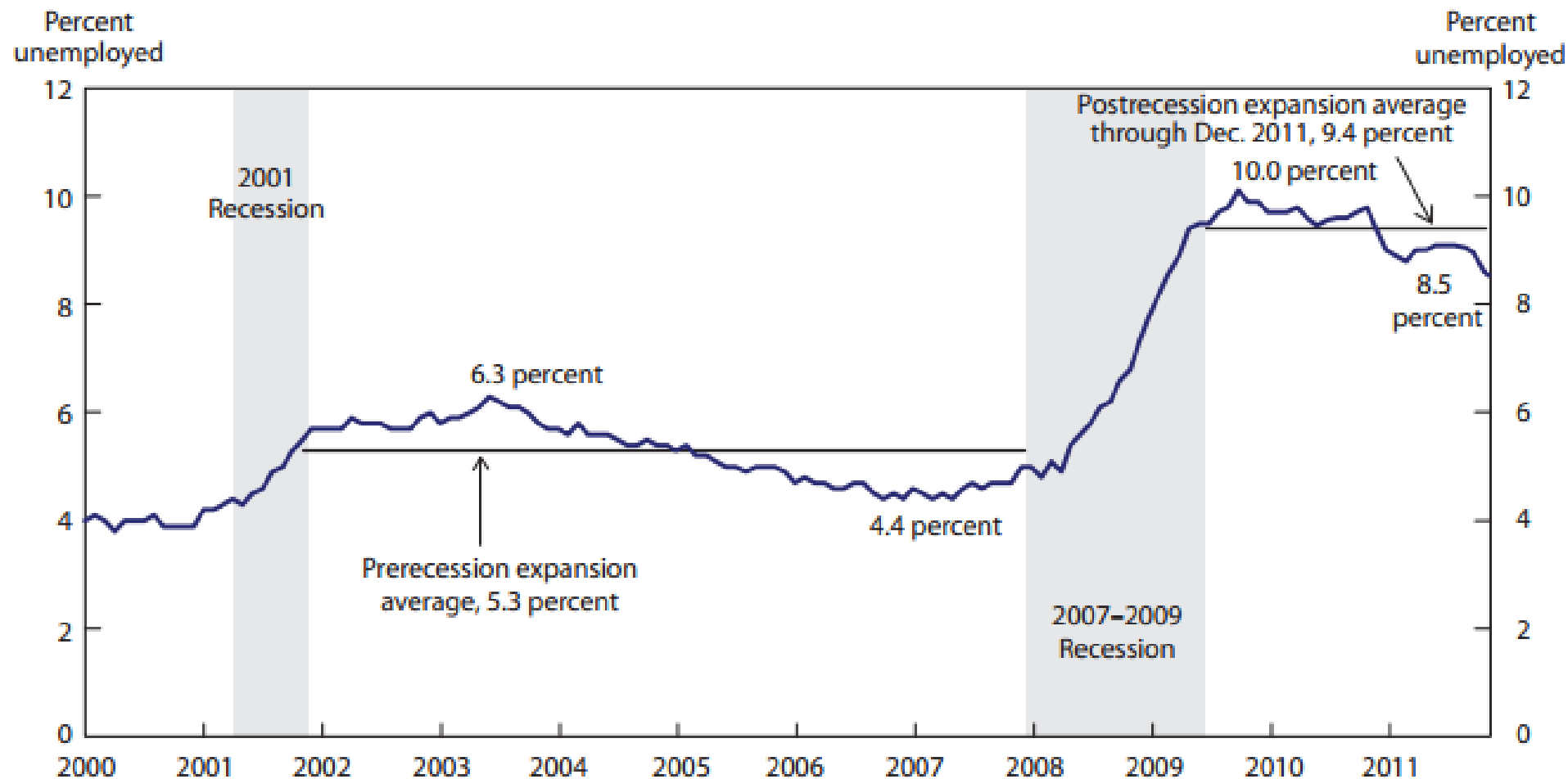
*(June 2009- December 2011).*

State	Jan 2012*
WV	7.4
VA	5.8
NC	10.2
KY	8.8
SC	9.3
TN	8.2

# Economic Impact

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**Chart 4. Unemployment rate, January 2000 to December 2011**



NOTE: Shaded areas denote recessions as determined by the National Bureau of Economic Research.  
SOURCE: U.S. Bureau of Labor Statistics, Current Population Survey.

- The long-term unemployed-unemployed 27 or more weeks- has remained above 40 percent since December 2009.
- Previously, the high had been 26.0 percent, in June 1983.

# Economic Indicators

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**Chart 5. Long-term unemployed as a percentage of total unemployed, January 1960 to December 2011**



NOTE: Shaded areas denote recessions as determined by the National Bureau of Economic Research.

SOURCE: U.S. Bureau of Labor Statistics, Current Population Survey.






**Table 6. Employment and total job openings, by education category, 2010 and projected 2020 and median annual wage, May 2010**

[Numbers in thousands]

Typical education needed for entry	Employment				Projected change, 2010–2020		Job openings due to growth and replacement needs, 2010–2020		Median Annual wage, May 2010
	Number		Percent distribution		Number	Percent	Number	Percent distribution	
	2010	Projected 2020	2010	Projected 2020					
Total, all occupations	143,068.2	163,537.1	100.0	100.0	20,468.9	14.3	54,787.4	100.0	\$33,840
Doctoral or professional degree	4,409.7	5,286.3	3.1	3.2	876.6	19.9	1,701.8	3.1	87,500
Master's degree	1,986.0	2,417.2	1.4	1.5	431.2	21.7	903.9	1.6	60,240
<b>Bachelor's degree</b>	<b>22,171.1</b>	<b>25,827.2</b>	<b>15.5</b>	<b>15.8</b>	<b>3,656.1</b>	<b>16.5</b>	<b>8,562.4</b>	<b>15.6</b>	63,430
Associate's degree	7,994.6	9,434.6	5.6	5.8	1,440.0	18.0	2,941.0	5.4	61,590
Postsecondary nondegree award	6,524.0	7,624.9	4.6	4.7	1,100.9	16.9	2,389.6	4.4	34,220
Some college, no degree	811.6	953.8	.6	.6	142.2	17.5	362.0	.7	44,350
High school diploma or equivalent	62,089.6	69,665.7	43.4	42.6	7,576.1	12.2	21,745.9	39.7	34,180
Less than high school	37,081.7	42,327.4	25.9	25.9	5,245.7	14.1	16,180.8	29.5	20,070

SOURCE: C. Brett Lockard and Michael Wolf, "Occupational employment projections to 2020," this issue, pp. 84–108, table 6.

- What do the numbers tell us?
- Are you on the right path?

- Saturated candidate pools
  - 415 applications  Manager Position
- “Blitzing”
  - Employers can shop for candidates
- Social Media-Content matters
  - Google yourself
  - Facebook/Twitter

# Recruiting Trends

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# IMPROVING YOUR ODDS



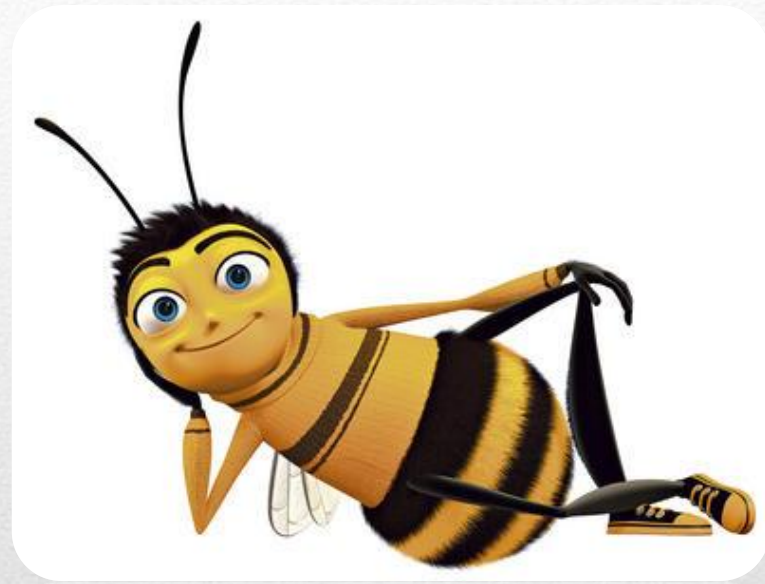
- Create **BUZZ**  
(Resume)
- Capture their  
**ATTENTION**  
(Interview)
- Cultivate  
**RELATIONSHIPS**  
(Networking)



# These 3 Things

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- Make your words count
- Tailor resumes to job application
- Choose the right style and format
- Include powerful adjectives and verbs



# Create BUZZ (Resume)

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Buzzwords suggest  
the applicant was:

- An active member  
of organization
- Instrumental in  
achieving results



**Create BUZZ (Resume)**

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## **Did you get a task done?**

- Accomplished
- Achieved
- Created
- Implemented
- Performed
- Organized

## **Did you solve a problem?**

- Analyzed
- Decreased
- Diagnosed
- Overhauled
- Streamlined
- Corrected

# **Create BUZZ (Resume)**

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- Recruiters specify search criteria based on the job position.
- Resumes that don't include the buzzwords are rejected before they're viewed by a person.
- Some systems rank the resumes by the number of keywords found.

The logo for CareerBuilder, featuring the word "career" in orange and "builder" in blue, with a registered trademark symbol.The logo for Monster, featuring a purple circular icon with a white shape inside, followed by the word "monster" in green, with a registered trademark symbol.The logo for Indeed, featuring the word "indeed" in blue with a trademark symbol, and the tagline "one search. all jobs." below it.

# What's all the BUZZ about?

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- Introduction
  - Exude confidence
  - Make eye contact with all interviewers
  - Try to remember each person's name
  - Handshake: firm, not limp or too strong
- Language
  - Keep it professional (avoid slang)
  - Use professional jargon from your field
  - Avoid fillers (you know, um, well, like)

**Capture their Attention (Interview)**

- Behavior
  - Fidgeting and other distracting things
  - Sit up straight and towards the edge of the chair
- Facial expression
  - SMILE
  - Eye contact
- Don't react to difficult questions.
- Energy
  - You want HIGH energy
  - Pay attention and answer all parts of the question
  - Its OK to ask the interviewer to repeat the question

**Capture their Attention (Interview)**

- Practice answering standard questions prior to your interview
- Get feedback from others
- Organize your answers
- Include details; be interesting

# **Prepare for the Obvious**

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## Challenges

- To know what the interviewer wants from you.
- To figure out how long your answer should go on, how much you should actually say in your response.

## Opportunities

- To show your dynamic, interactive style.
- To demonstrate your ability to describe your traits that you think fit the job best.
- To respond in a brief, yet clear manner, giving the interviewer a snapshot of who they are interviewing

**“Tell me about yourself.”**

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## Challenges

- To make your strengths applicable to the job
- To make your strengths specific

## Opportunities

- To emphasize the abilities you were not able to describe in your resume
- To show how you want the interviewers to see you

**“What are your strengths?”**

## Challenges

- To NOT emphasize your weaknesses
- To avoid listing too many (pick one and explain how your making improvements

## Opportunities

- To recognize the potential for growth and self-development.

**“What are your weaknesses?”**

## Challenges

- To show the interviewer how you behave in a particular situation
- To find a situation where your decision or action had a positive outcome. (include details)

## Opportunities

- To demonstrate that you can make decisions or behave in a professional manner.
- To show that you have already had these experiences and can apply these skills to future employment.

**“Tell me about a time when...”**

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## Challenges

- To avoid anything to do with salary
- To decline to ask any questions. Come prepared with 1 or 2 questions in case you don't come up with them during the interview.

## Opportunities

- To take some control of the interview.
- To show that you've done your homework. Know the job requirements, company info and industry facts.

**“Do you have any questions for us?”**



- Ask for a business card at the end of the interview.
- Email the interviewer
  - Thank them for the opportunity to interview
  - Highlight interesting facts you learned during the interview (about the company or job specific)
  - Close the deal

# **Follow Up!!**

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# LinkedIn



Keith J. Novotny

Human Resources at Dish Network

Greater Denver Area | Human Resources

Current Human Resources-Customer Service Centers Network

Past Human Resources President Senior Counsel Verizon

Education Strayer University Duquesne University Liberty University



## Join

- professional organizations

Alumni networks

Networking websites

# Cultivate Relationships



- Join a service organization
  - Great way to give back
  - Gain valuable experiences

# Cultivate Relationships

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## Resumes/Interviews

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- Internet
- [www.concord.edu](http://www.concord.edu)
  - Current Students>Career Services>Alumni>Job Search Resources
  - Current Students>Career Services>Students>In Office Services

## Job Search

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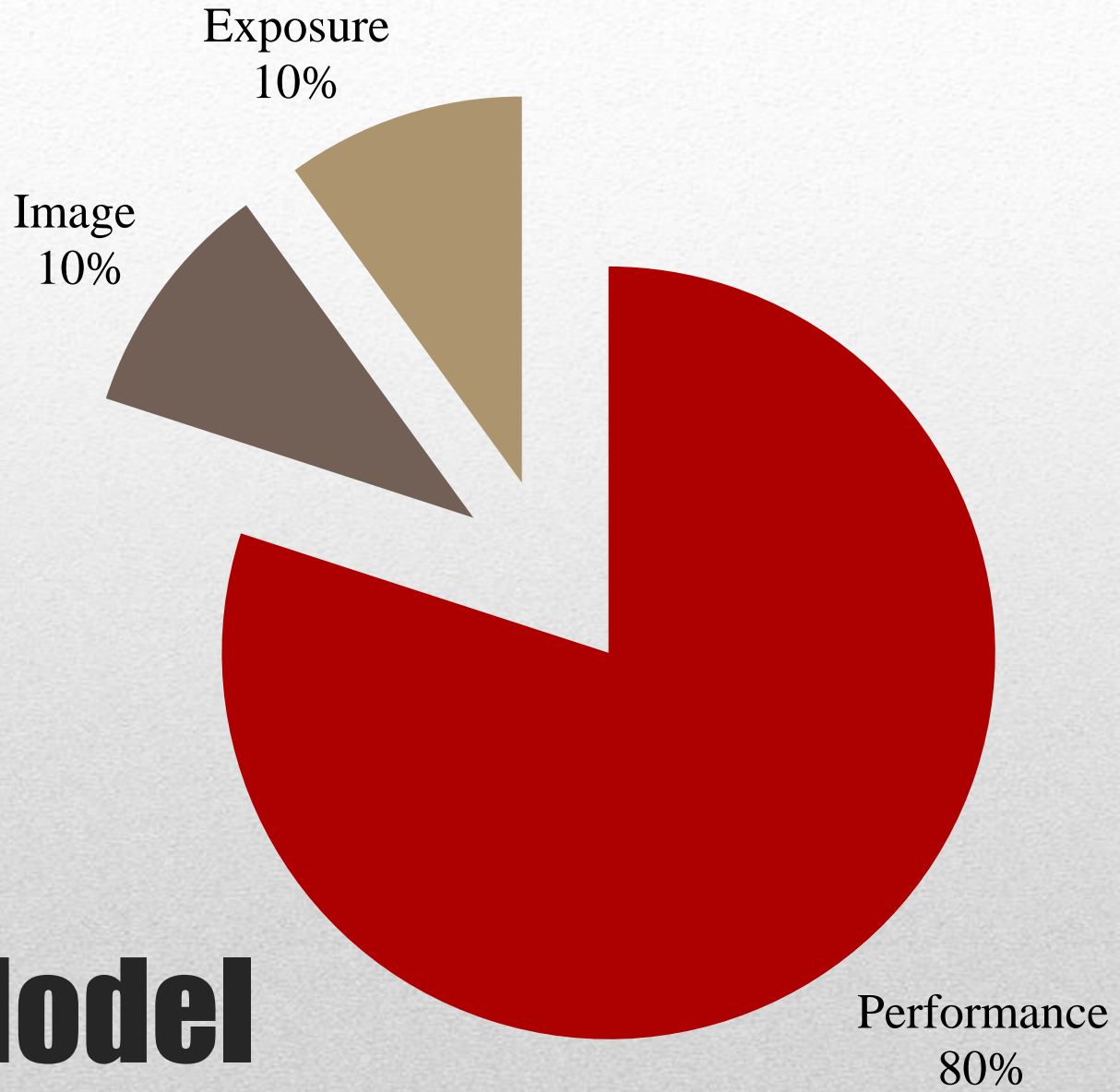
- [www.dish.com/careers](http://www.dish.com/careers)
- [www.careerbuilder.com](http://www.careerbuilder.com)
- [www.monster.com](http://www.monster.com)
- [www.indeed.com](http://www.indeed.com)

Don't go around saying the world owes you a living. The world owes you nothing. It was here first.

[Mark Twain](#)

## Resources

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# PIE Model

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The worst thing about new books is that they keep us from reading the old ones.

John Wooden

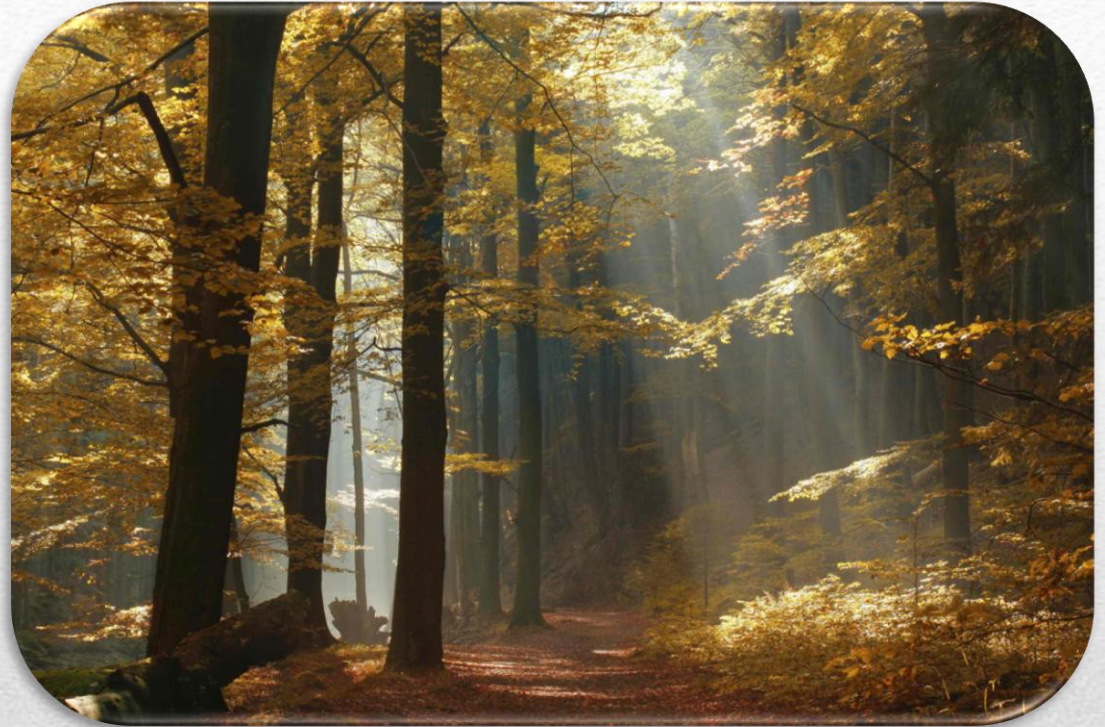
<b>Title</b>	<b>Author</b>
Good to Great	Jim Collins
Emotional Intelligence	Daniel Goleman
Rich Dad, Poor Dad	Robert Kiyosaki
The 7 Habits of Highly Effective People	Stephen R. Covey
Atlas Shrugged	Ayn Rand
The Prince	Machiavelli
Common Sense	Thomas Paine
Book of Proverbs; Book of Psalms	The Bible

# Reading Bucket List

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Two roads  
diverged in a  
wood and I - I  
took the one less  
traveled by, and  
that has made all  
the difference.

Robert Frost



# Questions

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