



**ISM—Houston, Inc.**

# *Just in Time Career Success*

*Presentation by  
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# AGENDA

- *Resiliency in the Face of Change*
- *Employer Expectations*
- Create Your *Cycle of Success*
- Develop an *A+ Resume*
- *Network* like a PRO
- *LinkedIn* and Social Media
- *Interview* to get the Offer / Practice

# RECIENCY IN THE FACE OF CHANGE

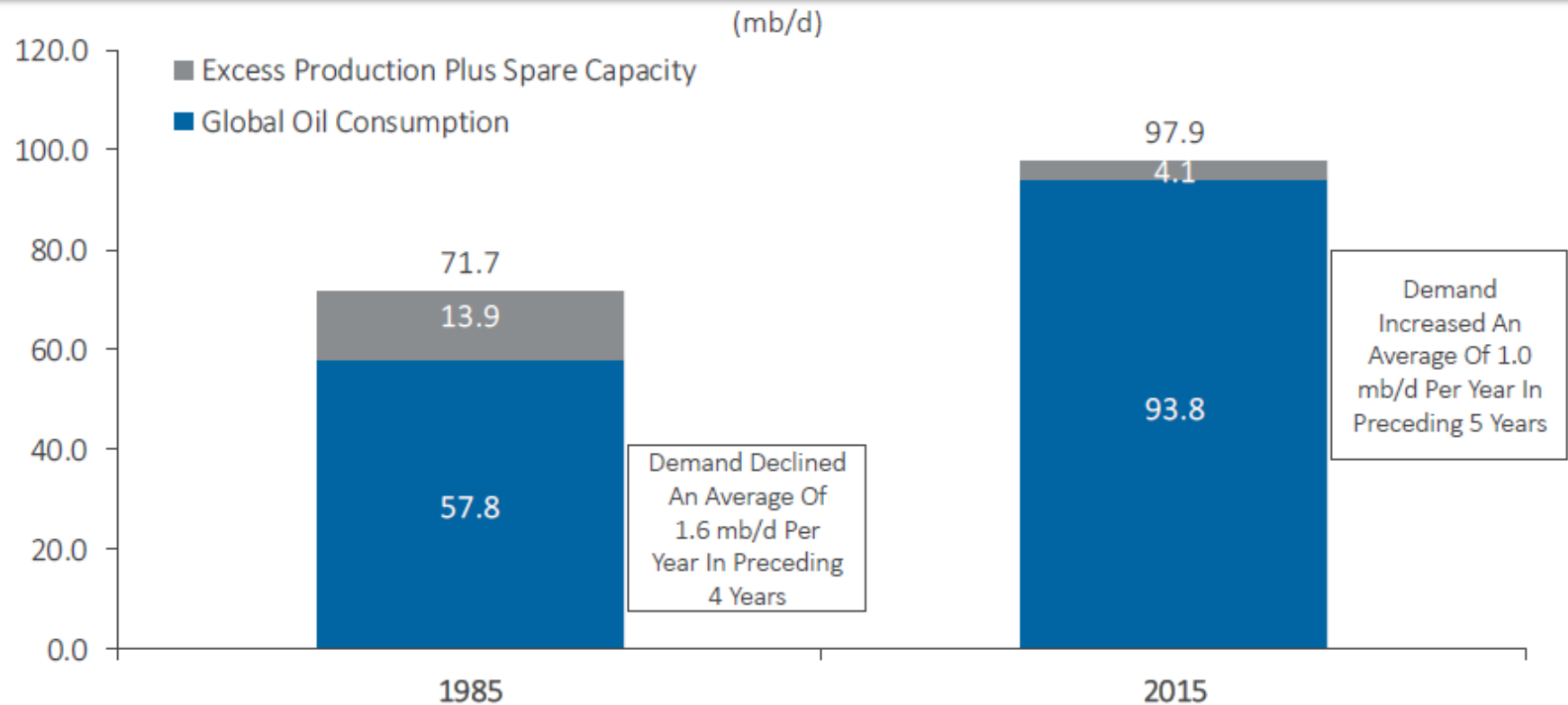
## The Economic Drivers

<https://www.youtube.com/watch?v=qlMiO2aTTyM>

# Fundamentals Are Different From 1980s

- 1985: 24% excess capacity; declining global demand.
- 2015: 5% excess capacity; increasing demand.

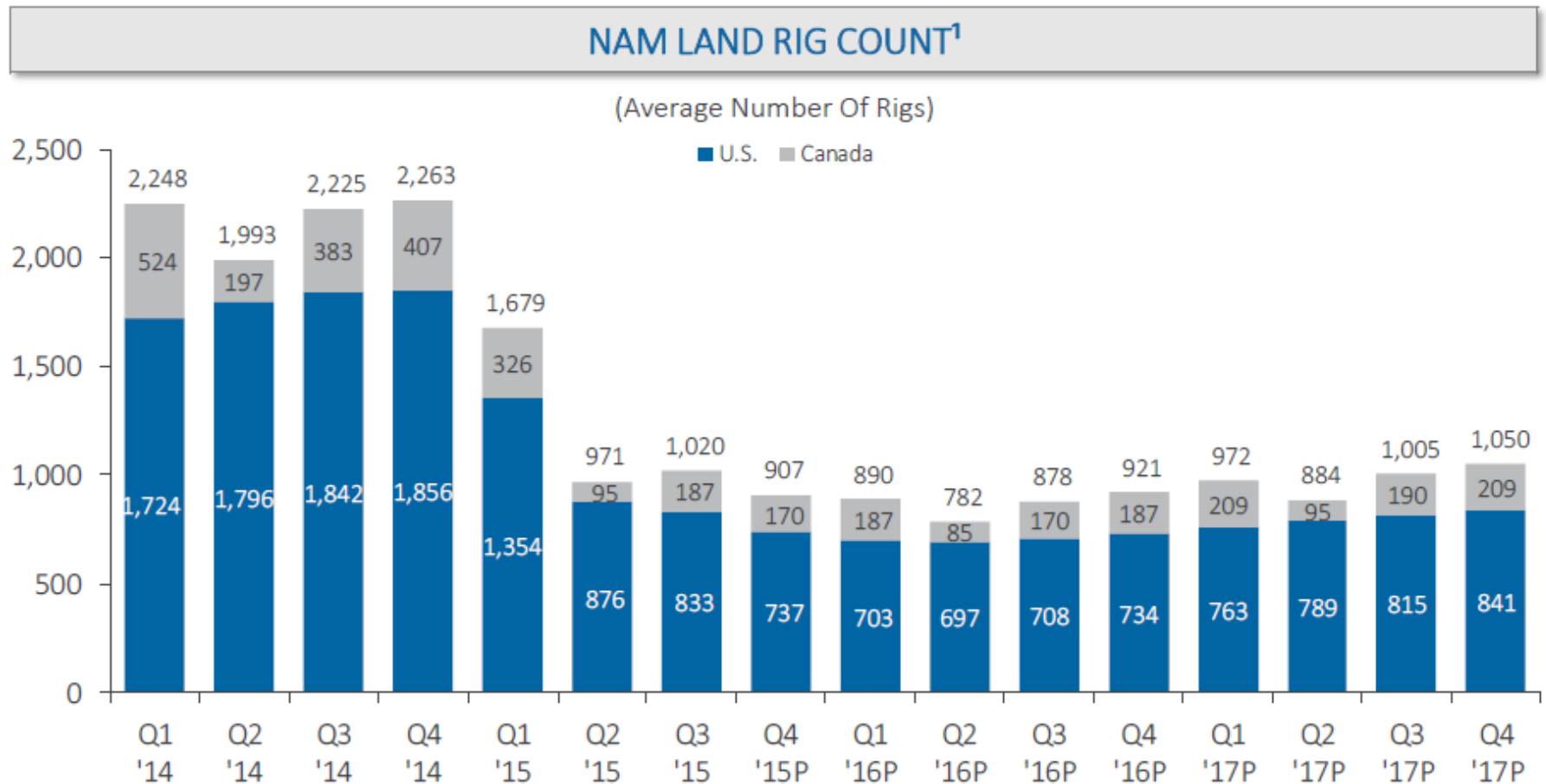
## GLOBAL CRUDE OIL DEMAND AND EXCESS CAPACITY COMPARISON<sup>1</sup>



<sup>1</sup> Source: OPEC, IEA, EIA and BP Statistical Review.

# North America Onshore Drilling Outlook

- Rig counts expected to increase modestly in 2017.
  - Expected to rise to 1,050 onshore rigs in Q4 2017.



<sup>1</sup> Source: Baker Hughes for historical and Simmons Research for projected periods.

# Resiliency in the Face of Change



The Silver Lining...  
**NEW OPPORTUNITY!**



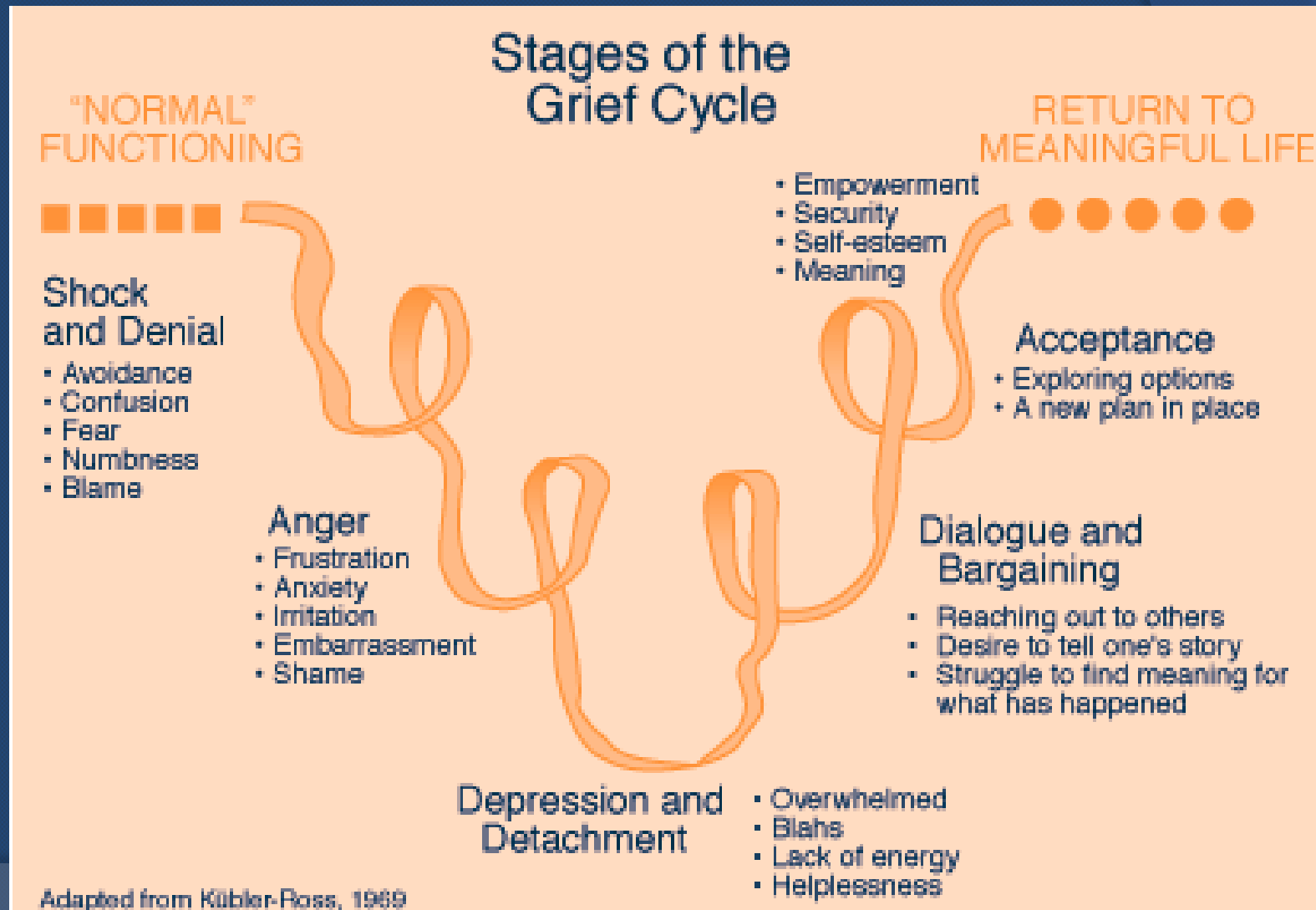
# HOW TO NAVIGATE THROUGH TRANSITION





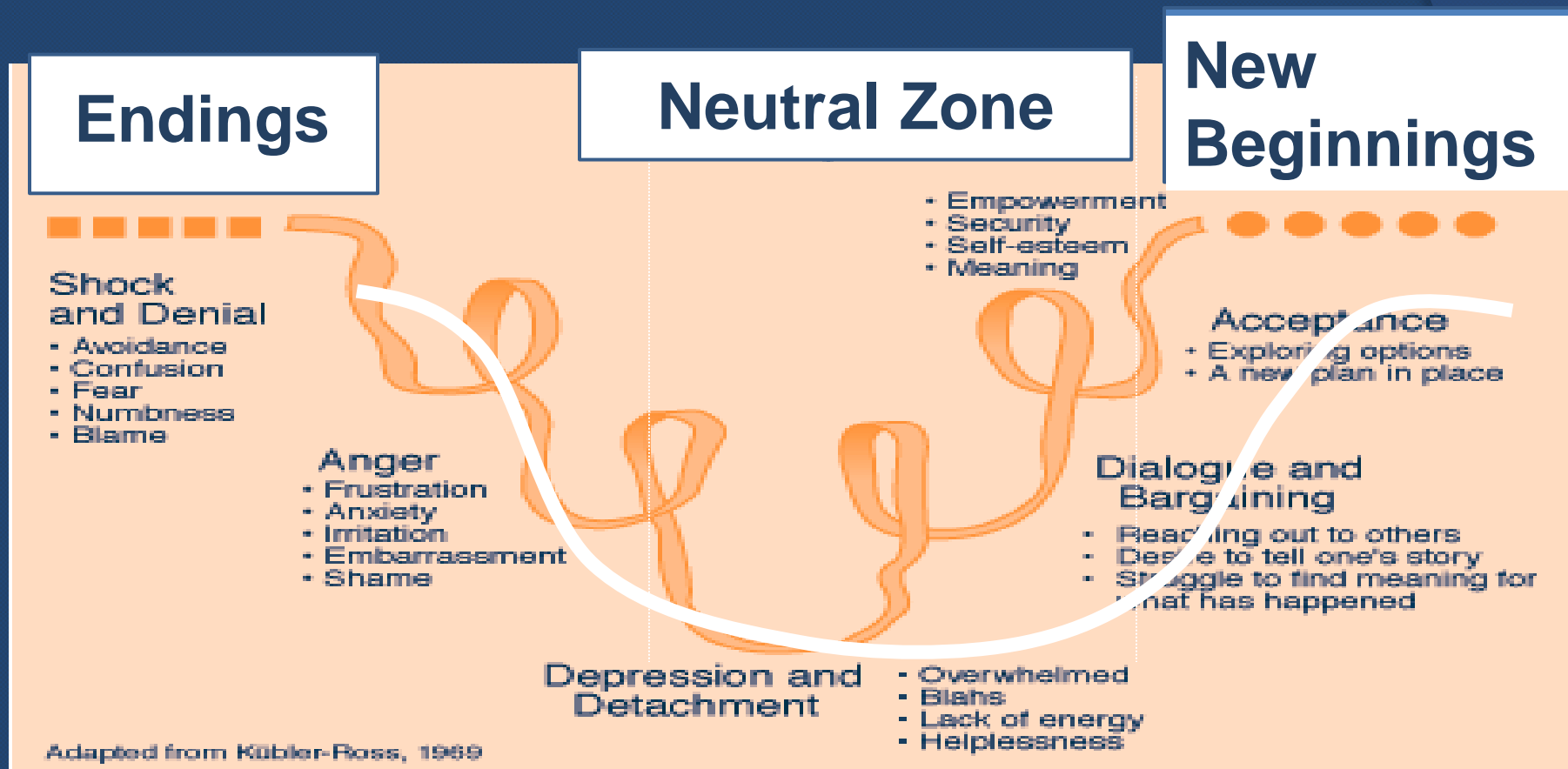


# 5 STAGES OF GRIEF & LOSS – Where are YOU?





# 5 STAGES OF GRIEF & LOSS WITH CHANGE MODEL





# CHANGE VS TRANSITION

Change is an  
*external* event

Transition is an  
*internal* process

Your success is primarily determined by how **YOU**  
**respond** to change and **manage** through transition --

**Your Resilience**



# CHANGE VS TRANSITION

## Change is Situational (External)

- *Loss of Job*



## Transition is Psychological (Internal)

- *Working through Feelings*
- *Dealing with the Demands of Change*
- *Accepting the New Situation*



# CHANGE VS TRANSITION

## Approaches to Handling - Endings:

- Recognize that a grieving process is not only normal ~ it is also appropriate and helpful
- Identify symbolic “pieces of the past” to take with you into the future ~ what have you learned?
- Identify support you will need to let go and begin the change ~ build your network
- Step back and examine your path to determine what future possibilities lay ahead



# CHANGE VS TRANSITION

## Moving Forward - Endings:

- Prepare you for new growth & activities
- Cause you to doubt what you always believed
- Enable you to start doing things in a new way; let go of the way things used to be
- Are a time to develop new attitude or outlook
- Are a time to honor the past for what it has accomplished



# CHANGE VS TRANSITION

## First Responses/ Feelings - Neutral Zone:

- Confusion
- Lack of Clarity about the future & Fear of the Future
- Ambiguity about what to do next
- Concern for individual well-being



# CHANGE VS TRANSITION

## Approaches to Handling - Neutral Zone:

- Take time to think and reprioritize
- Get access to decision-makers and share your insights and concerns
- Ask for essential feedback and direction to make sure you are contributing to the journey
- Identify possible benefits for you personally
- Create a picture of how your work and life might be and let this guide you through the neutral zone
- Recognize your emotional responses and focus on the facts





# CHANGE VS TRANSITION

## First Responses/Feelings - New Beginnings:

- Forward motion seems to stop – you hang suspended between what was and what will be – Things are up in the air
- Priorities may be confused without a clear direction or vision
- Natural to feel apprehensive and confused
- Energy levels can decrease
- Seek support and guidance to focus in the right direction
- Expectations may be unclear or assumed



# CHANGE VS TRANSITION

## Part of New Beginnings is Re-Orientation:

- Feel a new energy
- Begin to understand their new direction
- Begin to find ways to make the transition succeed
- Less focus on the old and concentrate on where you are headed
- See possibilities
- Stop resisting change and begin looking forward to opportunity

# CHANGE VS TRANSITION

Have you taken a U-Turn in your transition?



## Endings

Feelings around the transition from the 'old' to the 'new'

- Sad
- Anxious
- Anger

## Neutral Zone

Why do you feel you are in the Neutral Zone?

- Unsure
- Excited, but apprehensive
- Depends on what day you ask

## Going Forward

**New Opportunity**

- Excited
- Hopeful
- Energized

**The Silver Lining...  
NEW OPPORTUNITY!**



# CYCLE OF SUCCESS



# WHAT DO EMPLOYERS WANT ?



- Positive Attitude & Enthusiasm
- Good Presentation/Communication Skills
- Professionalism
- The Right Qualifications for the Job
- Interest in the Organization & Industry
- Discipline, self-confidence, preparation, consistency, results

# Job Search: The Total System, 4<sup>th</sup> edition

*Achieving Placement*

*Negotiating*

*Interviewing*

*Lead Generation*

*Networking*

*Search Agencies*

*References*

*Letters*

*Resume*

***Assessment***

# STEP ONE

## ASSESSMENT



### Values Assessment

What is important to you?

- ▶ Money
- ▶ Working Conditions
- ▶ Supervisor
- ▶ Type of Work
- ▶ Job Security

### Future Assessment

- ▶ Establish Goals



# STEP ONE

## ASSESSMENT



### Based on Your Assessment...

- What is your job search goal?
- What are your 2-3 year career development goals?
  - Industry Segment
  - Function/ Department
  - Roles
- What are your life/career goals for the medium term and long term?



Take Time for Reflections...

TAKE TIME FOR REFLECTIONS

# Job Search: The Total System

## STEP TWO

*Achieving Placement*

*Negotiating*

*Interviewing*

*Lead Generation*

*Networking*

*Search Agencies*

*References*

*Letters*

***Resume***

*Assessment*

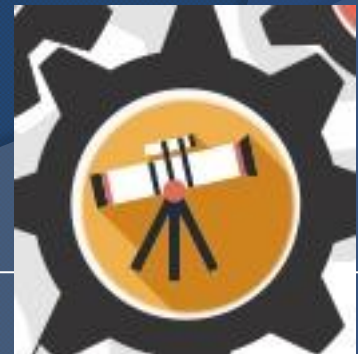
# STEP TWO

## WRITING A PROFESSIONAL RESUME

- ▶ The resume serves many purposes...

It is the **DRIVE WHEEL** of your entire job search

- ▶ Develop the strongest tool possible to represent you
- ▶ Recognize personal value



# STEP TWO

## WRITING A PROFESSIONAL RESUME

- ▶ Focus and target “the” job or career move best for you
- ▶ Your resume speaks for you when the prospective employer asks...

**“WHAT CAN YOU DO FOR US?”**

# STEP TWO

## RESUME WRITING FORMAT

- ▶ **Chronological Order**
- ▶ **Two pages long**
- ▶ **“Supplemental Information” page if needed**



# STEP TWO

## RESUME WRITING FORMAT

### Main Sections

OBJECTIVE

Targeted Title



# STEP TWO

## RESUME WRITING FORMAT

### Main Sections

#### SUMMARY

#### Statement of Background





# STEP TWO

## RESUME WRITING FORMAT

### Main Sections

#### PROFESSIONAL EXPERIENCE

Responsibility Statement

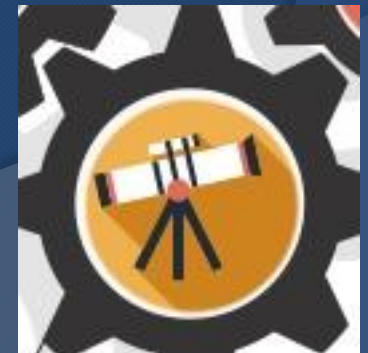
Accomplishment Statement

Problems Resolved

Skills Proved

Actions Taken

Results Achieved

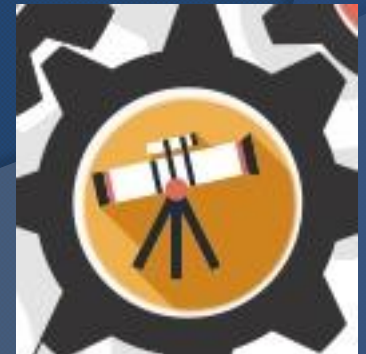


# STEP TWO

## RESUME WRITING FORMAT

### Main Sections

### EDUCATION



# STEP TWO

## RESUME WRITING FORMAT

### Supplemental Sections

Licenses/ Certifications/ Registrations

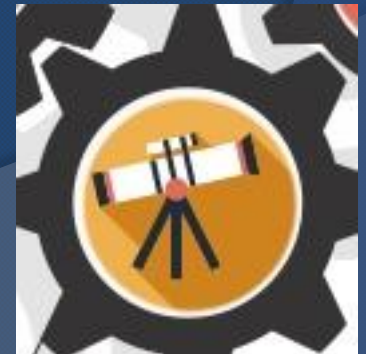
Research Projects

Publications/Presentations

Languages

Fellowships/Honors

Extracurricular Activities



# STEP TWO

## ACCOMPLISHMENT STATEMENT

Past Tense Action Verb	Action Taken	Benefit to Company
---------------------------	--------------	-----------------------



# STEP TWO

## CREATING VALUE FOR AN EMPLOYER

- ▶ Increased revenue
- ▶ Increased customer retention
- ▶ Won new customers
- ▶ Increased customer satisfaction
- ▶ Increased \$ per customer
- ▶ Created profitable service/product
- ▶ Reduced costs
- ▶ Improved productivity
- ▶ Reduced rework
- ▶ Reduced delivery/response time
- ▶ Improved safety performance
- ▶ Reduced employee turnover

# STEP TWO

## GREAT ACCOMPLISHMENT STATEMENT

### For Supply Chain

“Implemented a \$50,000 IT solution that drove a 66% cycle time reduction, doubled technician accuracy rate and improved team effectiveness **resulting in** a 20% increase in daily shipments.”



# STEP TWO

## GREAT ACCOMPLISHMENT STATEMENT

### For Supply Chain

“Improved warehouse utilization by engaging a contractor to collect \$1.0 million aged product inventory **resulting in** \$200,000 in annual cost savings.”

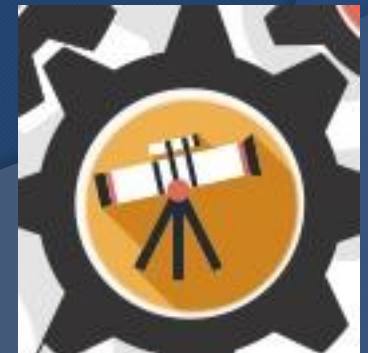


# STEP TWO

# GREAT ACCOMPLISHMENT STATEMENT

## Exercise

Past Tense Action Verb	Action Taken	Benefit to Company
---------------------------	--------------	-----------------------





# Job Search: The Total System

## STEP FOUR

*Achieving Placement*

*Negotiating*

*Interviewing*

*Lead Generation*

*Networking*

*Search Agencies*

***References***

*Letters*

*Resume*

*Assessment*

# STEP FOUR

## USING REFERENCES EFFECTIVELY

- ▶ **Why are references important?**
- ▶ **Why secure **Written** references?**
- ▶ **How many references?**
  - **Boss**
  - **His or Her Boss**
  - **Colleague**
  - **Subordinate**

# STEP FOUR

## USING REFERENCES EFFECTIVELY

- ▶ Why are references important?

- ▶ What are the best references?

- ▶ How do you find references?

**References:  
Don't Leave Home  
Without Them!!**

Colleague

- Subordinate

# Job Search: The Total System

## STEP SIX

*Achieving Placement*

*Negotiating*

*Interviewing*

*Lead Generation*

***Networking***

*Search Agencies*

*References*

*Letters*

*Resume*

*Assessment*

# STEP SIX

## NETWORKING INTO THE HIDDEN JOB MARKET

- ▶ **What is networking?**
- ▶ **What is the Hidden Job Market?**
- ▶ **70-80% of jobs are found by networking**



# THE HIDDEN JOB MARKET



# STEP SIX

## NETWORKING INTO THE HIDDEN JOB MARKET

### THE ELEVATOR SPEECH

- ▶ **First 15 seconds are the most important**
- ▶ **Make it unique so that the other party wants to hear more**
- ▶ **Focus**
- ▶ **They must know what help you are seeking**



# STEP SIX

## NETWORKING INTO THE HIDDEN JOB MARKET

- ▶ Why is **NETWORKING** the **BEST** way to secure a position?
  - If you were an employer, where would you look first?
- ▶ Networking sources
- ▶ Develop your list of names
  - How many?





Birds of a feather...  
Flock Together!



# STEP SIX

## NETWORKING INTO THE HIDDEN JOB MARKET

### Always Give More Than You Take

- ▶ Most important 7 words in networking
  - “How Can I Help You?” “Thank You!”
- ▶ You will become a known quantity
  - Respected
  - Professional
- ▶ Networking payoff is **HUGE**



# STEP SIX

## NETWORKING INTO THE HIDDEN JOB MARKET

### Technology

#### ▶ Advantages

- Access by Job Seekers, Third Party Recruiters and Organizational Recruiters
- Much More Exposure
- Transformed Technique, But Not Principles of Job Search



# STEP SIX

## NETWORKING INTO THE HIDDEN JOB MARKET

### Technology

#### ▶ Disadvantages

- Impersonal
- Maybe no Response or Only  
“Standard Response” From Company
- Requirements Can Be Very Specific-  
Screens Out Applicants Who Might Do  
Well

# STEP SIX

## NETWORKING INTO THE HIDDEN JOB MARKET

### Technology

- ▶ **Suggested use of the Internet**
  - **Identify & Keep up with News at Target Companies**
  - **Obtain Information about Key People**
  - **Use Business/Social Networking Sites**

# STEP SIX

## NETWORKING INTO THE HIDDEN JOB MARKET

### Technology

- ▶ **Know Internet Sources**
  - **Career Sites**
  - **Aggregators**
  - **Association/ Industry Sites**
  - **Blogs**
  - **Discussion Boards**
  - **Social Networking Sites**

# STEP SIX

## NETWORKING INTO THE HIDDEN JOB MARKET

### Technology

- ▶ **Targeting Organizations**
  - **Web Sites**
  - **Search Engines**



# STEP SIX

## NETWORKING INTO THE HIDDEN JOB MARKET

### Technology

- ▶ Association Career Sites
- ▶ Organizational Career Sites
- ▶ Aggregators

[www.indeed.com](http://www.indeed.com)

[www.simplyhired.com](http://www.simplyhired.com)





# STEP SIX

## NETWORKING INTO THE HIDDEN JOB MARKET

### Technology

#### ▶ Conclusion

- Internet Has Had a Significant Impact on Job Search
- Job Searchers Must Integrate the use of the Internet with Face-to-face
- Avoid the Internet Black Hole

# STEP SIX

## NETWORKING INTO THE HIDDEN JOB MARKET

### Technology

#### ▶ Conclusion

- **Should Not be Relied on as the Only Source to Find a Job**
- **Interpersonal Contacts and Networking Remains the Key for Finding the “Right Job”**

# STEP SIX

## NETWORKING INTO THE HIDDEN JOB MARKET

### Technology

▶ **Networking Sites**

**Should Supplement, Not Replace Personal Contact**

- Should not be relied on as the Only Source to Find Jobs
- In Personal Contacts and Networking Remains the Key for Finding the "Right Job"

# STEP SIX

## NETWORKING INTO THE HIDDEN JOB MARKET

### **Can We Auto Humanize?**

<https://www.youtube.com/watch?v=dRI8ElhrQjQ>

Birds of a feather...  
Flock Together!



# STEP SIX

## NETWORKING INTO THE HIDDEN JOB MARKET

### LinkedIn & Social Media

*Presented by  
Merlyn Fance*



# Job Search: The Total System

## STEP EIGHT

*Achieving Placement*

*Negotiating*

***Interviewing***

*Lead Generation*

*Networking*

*Search Agencies*

*References*

*Letters*

*Resume*

*Assessment*

# STEP EIGHT

## INTERVIEWING SUCCESSFULLY

- ▶ What is the **Purpose** of the Interview?

**To get the JOB Offer**

- ▶ The Interview is a **GAME!!**
  - Be Positive & Enthusiastic
  - By Winning, Everyone **WINS**





# STEP EIGHT

## INTERVIEWING SUCCESSFULLY

### ▶ Two Great Commandments

#### 1) **Plan Every Word**

- Achieve Psychological Leverage

#### 2) **Use Positioning**

- Like shooting a game of pool
- Apply linkage concept



# STEP EIGHT

## INTERVIEWING SUCCESSFULLY

### ▶ **Key Elements of Success:**

- Preparation
- Research
- Concentration
- Practice
- Confidence



# STEP EIGHT

## INTERVIEWING SUCCESSFULLY

### ▶ **Tool Kit**

- **A+ Resume**
- **Samples of Projects/ Research**
- **Background Information**
- **Documentation of Accomplishments**
- **Publications**
- **References**



# STEP EIGHT

## INTERVIEWING SUCCESSFULLY

### Interview Continuum



# STEP EIGHT

## INTERVIEWING SUCCESSFULLY

- ▶ **Tough Questions: *Behavioral...***
  - Tell me about yourself
  - Tell me about your weaknesses
  - Tell me about a time when...
  - Give me an example of...
  - Describe a situation when...



# STEP EIGHT

## INTERVIEWING SUCCESSFULLY

▶ **Tough Questions:** *Hidden Agendas...*

- Were you fired?
- What does cooperation mean?
- What did you think of your boss?
- What books have you read recently?
- What makes you mad?
- Would you relocate (or travel)?



# STEP EIGHT

## INTERVIEWING SUCCESSFULLY

- ▶ **Tough Questions:** *Two Part...*
  - Which is more important to you – money or position?
  - Do you prefer computer work or clinical?
  - Are you happier in a smaller or larger organization?



# STEP EIGHT

## INTERVIEWING SUCCESSFULLY

Tell me about yourself – *4 Part Response*

- 1) Early History
- 2) Education
- 3) Professional Experience
- 4) Your Career Plan





# STEP EIGHT

## INTERVIEWING SUCCESSFULLY

Tell me about yourself – *Exercise*

- 1) Early History
- 2) Education
- 3) Professional Experience
- 4) Your Career Plan



# STEP EIGHT

## INTERVIEWING SUCCESSFULLY

- ▶ Answers from... *Your Resume*

What are your top 3 accomplishments?

- ▶ Answers from... *Your Assessment*

Describe your ideal work environment.

- ▶ Answers from... *Your Research*

What are the leading issues in informatics?

# STEP EIGHT

## INTERVIEWING SUCCESSFULLY

- ▶ Interview Close: **Why should we hire you?**

*You should hire me because...*

- 1) *My education & experience has **prepared me...***
- 2) *I've researched your organization's **needs** and the **requirements** of the role...*
- 3) *My accomplishments and credentials **meet your needs....***
- 4) *I will do an excellent job for you!*

# STEP EIGHT

## INTERVIEWING SUCCESSFULLY

### Most Frequent Complaints About Interviewees:

- ▶ **Poor Communication**
- ▶ **Poor Preparation**
- ▶ **Vague Interest**
- ▶ **Unrealistic Expectations**



# STEP EIGHT

## INTERVIEWING SUCCESSFULLY

### Why People Are Rejected:

- ▶ Bitter Attitude
- ▶ Limited Presentation of Skills
- ▶ Poor Appearance and Demeanor
- ▶ Mistakes and Misspellings in Written Correspondence



# STEP EIGHT

## INTERVIEWING SUCCESSFULLY

### Why People Are Rejected:

- ▶ Lack of Confidence
- ▶ Bad References
- ▶ Unqualified for the Job



# Just in Time Career Success

- 1) Set Your **Goals** & Read *The Total System*
- 2) Complete **Your A+ Resume**
- 3) Develop **Your Personal Marketing Plan**
  - Personal / Professional Contacts
  - Target Organizations
- 4) Dedicate Yourself to **Networking**
  - LinkedIn
  - Associations

# **Job Search: The Total System**

## ***Just in Time***

## ***Career Success***

***Achieving Placement***

***Negotiating***

***Interviewing***

***Lead Generation***

***Networking***

***Search Agencies***

***References***

***Letters***

***Resume***

***Assessment***



# **Job Search: The Total System**

## ***Just in Time Career Success***

**A+** Resume

**A+** Letters (Reference, Cover)

**A+** Lead Generation Script

**A+** Research (Target Companies)

# Job Search: The Total System

## *Just in Time Career Success*

### **A+** Networking (Iceberg)

Cold / Warm calls: 80%

Listings / Agencies: 20%

### **A+** Interviewing (Preparation)

### **A+** Negotiating (Sell Your **Value**)

# Just in Time Career Success

## CAREER PLANNING & LIFE LEARNING

### Future Use

- ▶ **Keep Resume Updated**
- ▶ **Keep Network Alive**
- ▶ **Keep Options Open**
- ▶ **Keep Skills Current**
- ▶ **Keep Learning & Growing**
- ▶ **Keep Following Your Passion!**

# **Just in Time Career Success**

## **CAREER PLANNING & LIFE LEARNING**

- ▶ **Be Positive - Believe in Yourself**
- ▶ **Link All Steps - Build Psychological Leverage**
- ▶ **Work Hard - Persevere**
- ▶ **Take Charge of Your Job Search**
- ▶ **Be a One Percenter**

# Just in Time Career Success

## CAREER PLANNING & LIFE LEARNING

▶ Believe in Yourself

▶ Life Steps - Build Psychological Leverage

▶ Work Hard to Succeed

▶ Prepare for Your Job Search

▶ One Percenters

**create YOUR  
cycle of success**

# CYCLE OF SUCCESS



Just in time Career Success

CAREER PLANNING & LIFE LEARNING

**Better Job,  
Better Pay,  
Better Life!**

YOUR GOALS

**Just in time Career Success**

**CAREER PLANNING & LIFE LEARNING**

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**Total Career Success**

Better job better pay better life!

