

Creating Competitive Advantage

St. Hubert Job & Career Networking Ministry

Bob Placko
placko@comcast.net

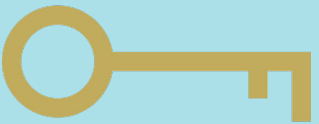
Competitive Advantage: Target Areas of Interest

- ✓ Creating Your Career Strategy**
- ✓ Determining Your Networking Strategy**
- ✓ Establishing and Executing Your
Interviewing Strategy**
- ✓ Q & A**

Anticipation + Preparation =

***Competitive Advantage &
Career Search Success***

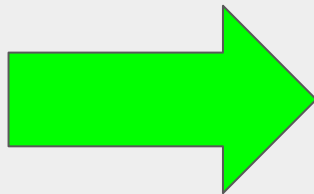
Are you ready to compete???



Key Theme:

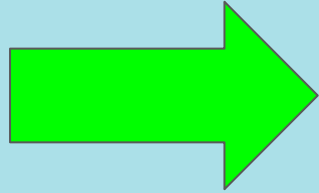


~~“Yeah, But...”~~



“Why Not?”

What do “careers” look like?



Past & Traditional:

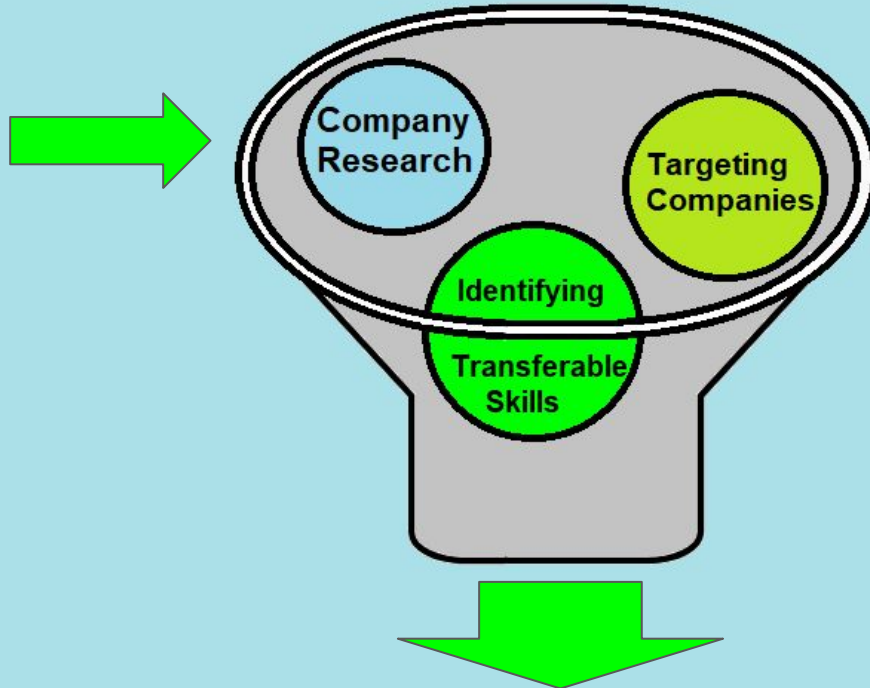
- One or Two Employers
- One Industry
- “One” Function
- Domestic (U.S.)
- Narrow Job Focus
- Moderate Change
- Low Technology Usage
- Minimal Leadership
- Low Visibility
- Individual Contributions
- Low Risk/Reward
- Entitlement Mentality

Today & The Future:

- Four To Five Employers
- Multiple Industries
- Broad Experience
- Global
- “Virtual” Job Duties
- Constant Change
- High Technology Usage
- Major Leadership
- Low Visibility
- “Virtual Teams”
- High Risk/Reward
- Pay For Performance

Competitive Advantage: Target Areas of Opportunity

**Keep Your
Job Funnel
*Wide***



The *next* job leads to the *next* job...

The “Big 3”:

What are 3 things you can tell a prospective employer about *yourself*...

...which create *competitive advantage*...

...and make you a candidate worthy of *serious* consideration???

“Big 3” Examples:

- **Analytical Skills**
- **Team Builder & Team Player**
- **Time Management**
- **Negotiation**
- **Data Management**
- **Judgement**
- **Dynamic Speaking**
- **Planning & Organizing**
- **Computer Skills**
- **Problem Solving**
- **Self-Confidence**
- **Project Management**
- **Creative Writing**
- **Goal Oriented**
- **Commitment To Quality**
- **Integrity & Values**
- **Interpersonal Skills**
- **Related Experience**

“Big 3” Examples:

Be prepared to give examples of why you describe yourself in this way, and how it relates to the requirements of the position.



Determining Your Networking Strategy:



- ✓ *“I’m looking for another opportunity...”*
- ✓ **Identify Networking Targets/“Do Your Homework”**
- ✓ **Develop a Compelling 90-second Commercial**
- ✓ **LinkedIn/Social Media Networking Sources**
- ✓ *“Give me something to remember you by...”*
- ✓ *“You can help me by...”*

Written Marketing Strategy:



Cover Letters

- 1st Paragraph (Name Drop/Excitement/Research)
- 2nd Paragraph (Compelling Transferable Skills)
- 3rd Paragraph (*What do you want?*)



Resumes

- Format *Consistently & Professionally*
- Job Titles/Promotions
- The “Career Summary”



References

- Written Copies (if possible)
- Ready to Respond ASAP

ATS Format

- Name
- Contact Information
- Header/Banner
- Career Summary
- Core Skill Sets
- Professional Experience
- Education

Establishing and Executing Your Interview Strategy:

- **Key Competitive Strengths to Convey:**
 - **Resume Addendum???**
- **First Impression:**
 - **The “Handshake”**
 - **Body Language**
- **Examples of “Your Work”/”Leave Behinds”**
 - **For example:**
 - **Writing**
 - **Global Experience**
 - **Leadership Position**
- **Ask Questions → Know How to “Close”**



“I will...provide you with...the one piece of advice which I believe will contribute more to making you a better leader and commander, will provide you with great happiness and self-esteem and at the same time advance your career more than any other advice which I can provide to you. And it doesn't call for a special personality, and it doesn't call for any certain chemistry. Any one of you can do it.

And that advice is that you must care.”

Lt. Colonel Melvin Zais
Commander 101st Airborne

Excerpt from:
“Leadership and Emotion”
The Tom Peters Group

Thank You Notes



*Thank
You*

Bob's Top 10 List of Interview Strategies That Are Fundamental To a Successful Career Search

#10: Anticipation + Preparation = *Competitive Advantage*

#9: *Be Yourself* and *not a "Scripted Robot"*

#8: Come Prepared With Five Things You Learned About the Company as a result of Your Pre-Interview Company Research

#7: Always Come Prepared With At Least 5 Questions To Ask The Interviewer

#6: Match Up Job Requirements With Your Transferable Skills and Strengths

#5: Adapt Your Interview Strategy To the Style of the Interviewer

#4: *First Impression - First Impression - First Impression*

#3: *"Ask For the Job"* at the End of the Interview

#2: *Always Learn From Each Interview Experience (There Is No Such Thing As a "Perfect Interview")*

#1: *Confidence - Enthusiasm - Energy - "Tell Your Story"*

Bob's Top 10 List of Interview Questions You Should Always Be Prepared To Answer

#10: "Tell Me About Yourself"

#9: "What Do You Know About Our Company and Why Do You Want To Work Here?"

#8: "What Do You Look For In a Job and What Job Are You Applying For?"

#7: "Tell Me About Your Career Goals - Both Short Term and Long Term?"

#6: "What Are Your Strengths (provide examples)?"

#5: "What Are Your Weaknesses (provide examples - *always end with a positive note*)?"

#4: "What Single Accomplishment Are You Most Proud Of?"

#3: "What Has Been Your Biggest Failure or Disappointment?"

#2: "What Make You the Best Candidate?"

#1: "Why Should I Hire You?"

Top 10 Things I Commit To To Make My Job Search Successful

- 10) I commit to “start early” and not wait until it’s *too late*.
- 9) I commit to “owning” the vast majority of the responsibility for my job search.
- 8) I commit to successfully manage any fear or apprehension regarding marketing myself to employers
- 7) I commit to leverage all resources available to me during my job search
- 6) I commit to “marketing my skills” by anticipating and providing competitive interview responses.
- 5) I commit to exploring all “types” of employers in order to do a thorough job search.
- 4) I commit to be prepared for every interview and learn from each interview experience.
- 3) I commit to professionally represent myself throughout my search process.
- 2) I commit to asking the tough questions of myself and maintaining my personal integrity.
- 1) I commit to proving to any prospective employer that I am the best candidate and being an asset to my company.