CAREERS IN MOTION LLC

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	Job Search Techniques:	
	Best Practices for Today's Market	
	Presented for UT McCombs Alums by Laura Hill	
	April 14, 2009	
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Slide 2		
	What we're going to cover:	
	 Prerequisites: strategy and targets Elements of an effective resume The four ways to get a job 	
	Your pitchAcing the interview: the power of an example	
	 Basic principals of salary negotiation Q&A 	
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Silue 3	Prerequisites	
	 Introspection/Reflection/Goal Setting 	
	 Career Direction Clarity on strengths, values, drivers, accomplishments Longer term goals 	
	 Job/position targets 200+ positions to support a successful job search Answer to "Why should we hire you?" 	
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Slide 4 Resumes: general info Your marketing brochure that describes your product features/benefits to your targets Defending a continuous work history Job description ▶ 1-2 pages ▶ 15-30 seconds to engage the reader CAREERS IN MOTIONESC Slide 5 Resumes: Targeting Your Audience • Objective Statements - out of fashion • Enable reader to pigeon-hole you properly Profile at the top Headline or bolded job function/title Buzz words that connect you to a job ▶ Being all things to everybody = being nothing to CAPEERS IN MOTION TE An Affiliate of the Five O'Clock Club Slide 6 Resumes: formatting Standard locations for employer names, job titles and dates Don't waste a column for dates on the left (college format) Use overall dates at the right margin for multi-position jobs Font: use Times New Roman (10/11) or Garamond (11/12) Avoid blocks of text Don't use Word's Track Changes feature

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Resumes: Accomplishments

- One specific example is better than saying you did something 100 times.
- Verbs: led, championed, revamped, streamlined, conceived, developed, implemented, played key role in, initiated
- Results: substantially improved something; reduced legal risks; increased sales; saved \$
- Modifiers: overcame obstacles/resistance; first time ever; garnered praise from CEO.

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The Four Ways to Get a Job

- Networking (60%)
- ▶ Job postings (10-15%)
- Recruiters (10–15%)
- Direct mail to Company (10-20%)

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Your Pitch

- ▶ It's your self introduction
- ▶ Elevator Pitch short version
- Two Minute Pitch longer version
- Should sync with your profile on your resume

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212-758-9944			

Slide 10 **Construct Your Pitch** Simple version for introductions My name is _____ Note: I'm a(n) _____, with expertise in ____. Most recently I worked for ____ where I ____. My job search is focused on ____ For interviews I'm a ______ with X years experience in ____, and ____ at ____ and _____. The three most important things about me are: CAREERS IN MOTIONALE An Affiliate of the Five O'Clock Club Slide 11 Make your Pitch memorable Name Drop (Dell, Pepsi, Enron; Rice-A-Roni) > 3 is the magic number Insert a very brief work example ("while at XYZ I worked on the Big Name Project") > Personalization: fun aspect of the job, mission accomplished, something interesting CAPEERS IN MOVIONUE An Affiliate of the Five O'Clock Club Slide 12 Interviews: the power of PAR Problem/Opportunity Actions I took: · First, I did blah blah Then I did the next thing And then I completed the project Results · Client relationship saved; money made; problem fixed; issue addressed successfully; deal done

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More on PARS

- ▶ Prepare 6-10 in advance of interviews
- Include material from resume bullets
- For behavioral (aka competency) interviews, include disasters, management/client issues, problems solved, etc.
- Have PARS to support your pitch (examples that prove your ability to do the job)

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Basic principles of compensation negotiation

- If you don't ask you won't getGet several benchmarks for your market worth
- When asked, provide your salary history (base, bonus, equity)

 Add explanation if necessary

 - Focus on the opportunity, not the compensation

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Compensation negotiations, cont'd

- ▶ When asked what you're **seeking,** say
- Fair / market-driven offer
- I'm focused on the opportunity if this is the right situation, I'm sure we'll come to a reasonable agreement
- · Can't say I would need to understand your comp structure
- $\,\blacktriangleright\,$ If forced to give an answer, give broad range

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Slide 16 The Five O'Clock Club Salary Negotiation Method Negotiate the job (grow it if possible) • Outshine/outlast the competition • Get the offer Negotiate the compensation CAREERS IN MOTIONESC Slide 17 Resources • Career books: www.careersinmotionllc.com/books ▶ The Five O'Clock Club: www.fiveoclockclub.com CAPEERS IN MOTION ALE Slide 18 The road to success is always under construction

- Chinese proverb

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Careers in Motion LLC www.careersinmotionlic.com laurahill@cimilc.com

PROFILE EXAMPLES

Risk Management Executive with substantial banking, rating agency and regulatory experience. Strong analytical, interpersonal and leadership skills. Innovative and independent thinker.

FLEET OPERATIONS MANAGER

Broad experience in inter-modal transport equipment and U.S. domestic trailers. Proven experience in:

- * Procurement
- * Vendor relationships
- * Training: vendor, customer service.
- * Fleet maintenance and repair
- * Transport refrigeration
- * Process management
- * Vendor quality assurance audits
- * Manufacturing logistics

Marketing executive with proven success growing sales and brands through integrated marketing communications. Experience across all communications disciplines: branding, advertising, direct marketing, digital, public relations, collateral, events and sponsorships. Excels at developing and managing relationships and building consensus.

SALES/OPERATIONS/P&L EXECUTIVE

- General Manager with experience in **book publishing**, retail, and location-based merchandising.
- Successful record of launching and building new businesses from the ground up.
- Substantial experience managing sales, distribution, logistics, site operations and field services.
- Team oriented leader; adept at managing and fostering cultural diversity and change management.

SENIOR MEDIA EXECUTIVE

Proven Sales & Marketing Executive with track record in television, Internet, sports marketing, and cross-platform sponsorships in the local, national, English and Hispanic markets. Multiple successes building divisions, recruiting talent, and leading teams that outperform and generate sustainable revenues. Strategic, innovative and proactive business leader.

Software Development Leader with 20+ years in software design, development and project management.

- Proven record overseeing large development teams in both entrepreneurial and enterprise environments.
- Demonstrated Project Management skills in agile software development environments.
- Extensive financial business knowledge with a concentration in equities.
- Excellent record of retaining employees; strong problem solving, collaboration and facilitation skills.

Chief Financial Officer with substantial experience in public and private industrial and consumer companies. Solid foundation with a Big Four accounting firm plus 12 years in European multinational with global operations. Expertise in:

- SEC and management reporting
- Cost-Containment/Optimization
- Sarbanes-Oxley

- Mergers, Acquisitions, Divestitures
- International Tax and Legal Issues
- Turnarounds; Restructurings

Sales Professional with exceptional new business and relationship building skills. Proven success selling to corporations, distributors, commercial printers, and fine paper merchants. Superb customer service skills and after-sale follow through.

John M. Doe

1234 Street Home: (xxx) xxx-xxxx City ST 123456 email@email.com Cell: (xxx) xxx-xxxx

Senior Operating Executive in consumer products. Expert in supply chain, quality, manufacturing, purchasing, package design, and engineering. Exceptional skills in strategy development, process improvement and building organizations that sustain excellence. Global leader who champions diversity.

EXPERIENCE

MAJOR COSMETICS COMPANY INC., New York, NY

2001-2008

\$X billion cosmetics, fragrance, and skin care marketer. NYSE: XXX

Senior Vice President Global Quality Assurance, 2004-2008

Led quality performance turnaround. Led global staff of 300 with a \$27 million budget to improve quality for 23 brands with 25,000+ SKUs. Scope spanned a global supply chain of 14 manufacturing plants, 400 suppliers, 130 third party manufacturers, 13 distribution centers and 33 affiliates.

- Reduced cost of poor quality by 60%, saving \$7 million in annual expense.
- Reduced budget of Global Quality Assurance by 10% by transforming organization through metrics, accountability and new leadership.
- Reduced major quality issues 50% while integrating five corporate acquisitions and increasing new product introductions by 20%. Supported start-up of over 15 new products daily.

Senior Vice President Global Supply Chain, 2001-2004

The following bullets are from another resume and are for illustration only.

- Improved the monthly financial reporting process, resolving chronic discrepancies and errors, and greatly increasing the usability of the reports by management.
- Streamlined expense and invoice processes, improving compliance with corporate policies while dramatically improving quality and timeliness.
- Negotiated the Bank's first global contracts with American Airlines, Northwest, KLM, Cathay Pacific and others, garnering substantial cost savings.
- Led the successful implementation of the first company wide CRM system, despite significant resistance.

START UP COMPANY, Town, ST

2000

Venture capital-funded recreational sports consortium..

Vice President Global Purchasing

- Delivered first phase of sourcing savings on schedule \$2 million in first 6 months by leveraging Taiwan/China Trading Company.
- Member of the executive team charged with identifying sales growth and operational synergies between six companies located in Canada, US, UK, Germany, Denmark and South Africa.

COMPANY NAME, Chicago, IL

1984-2000

\$15 billion consumer packaged goods company. NYSE: XXX

Product Name Plant Manager, Marshalltown, IA, 1996-2000

Associate Director - Supply Chain - North American Diapers, Chicago, IL, 1994-1996

Operations Manager, Soap Product, Town, OH, 1991-1994

Personnel Manager, Soap Plant, Town, OH, 1989-1991

Operations Manager, Paper Plant, Town, WI, 1985-1989

Executive Trainee, Technical Group, Chicago, IL and various plant locations, 1984-1985

COMPANY NAME, Town, ST

1978-1982

This bullet here from another resume; for illustration purposes.

• Grew advertising revenue by 27% over four years, in a depressed market.

EDUCATION

M.B.A., Operations and Management, Name of University, Town, ST, 1984 **BS**, Civil Engineering with honors, Midwest University, Town, ST, 1978

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Strategies for Compensation Negotiations

	CHARACTERISTICS	BEST STRATEGIES
Low Power	 Lower levels in the organization Many positions like this Many qualified candidates Not mission-critical role Highly desirable company/position/boss Good location Candidate: Is not currently employed Doesn't have ideal resume Really wants/needs the job 	 Market-driven compensation Try to be kept "whole" from last job Non-monetary perks Performance-based rewards Accelerated performance review Focus on other aspects that may be important to you: growth, development, work/life balance, etc.
High Power	 More senior in the organization Mission-critical role High risk, e.g. – poor reputation/scandal, "sin" sector Unique combination of requirements/qualifications Undesirable location You are currently employed, especially by a flagship employer Shareholder/Client impact They think you are the perfect candidate You don't want the job that badly 	 Go for the gold: seek the most the market will bear for YOU at this point in time Seek sign-on bonus beyond keeping you whole Seek premium over current package, even if you're already well paid Seek reasonable level of perks Seek severance features in a contract: income continuation, change of control features Seek big upside bonus/equity for achieving goals/objectives.

"The meek shall inherit the earth, but not its mineral rights" -J. Paul Getty