The Bill and Susan Lhota
Office of Alumni Career Management

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Career Development

- Programs/Resources
  - Web resources, career management system, webinars, programs, career fairs, individual career advising (in-person and remotely).
  - [www.go.osu.edu/AlumniCareerManagement](http://www.go.osu.edu/AlumniCareerManagement)

- Career Changes:
  - Launching
  - Transition
  - Underemployment
  - Unemployment
  - Encore Career

- A Lifelong Process:
  - Assessment
  - Exploration/Research
  - Personal Branding
  - Networking/Job Search
  - Professional Development
Step Up Your Job Search

Agenda

• **Resume** - Is your resume branded to represent you and the skills you are taking to the job market?

• **Networking** - Are you networking effectively? 80% of how people learn of opportunities and gain an interview is through referral.

• **Interviewing** – Are you strategically preparing for interviews?

• **Image** – Are you doing all that you can to present yourself in the best light for an interview?
Your Resume as a Marketing Piece

- Resumes are no longer a lengthy work history.
- Personal Branding - What skills are you taking to the market? How do you want to be known?
- Demonstrate Fit. Your skills=employer’s needs.
- Resumes are working documents. Powerful and effective.
- The purpose of the resume is to get the interview!
Branding with a Qualification Summary

4 parts to each summary:

• Professional title including level and function
• Soft skills (transferable skills)
• Hard skills (job specific skills)
• Final statement (what you are known for)
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MARKETING AND COMMUNICATIONS PROFESSIONAL

Results-oriented professional with strong marketing background and a focus on direct marketing campaigns. Experienced in strategic planning and multi-tasking to meet and exceed individual and organizational goals. Highly motivated, dependable, and responsible self-starter who takes initiative with minimal supervision and is a hard-working contributor committed to excellence and success.

Strategic Planning
Staff Development
Market Research

Marketing
Event Planning
Operations
Use accomplishments to set yourself apart

- Brief job description (2-3 lines defining your role)

- Accomplishments - bullet specific examples of your contributions with measurable results!

- Begin with action verbs and use descriptive language.

- Did you develop something, improve performance, solve a problem, exceed goals, reduce cost?
Resume styles to fit the search

- **Chronological**—highlights experience in same industry.

- **Functional**—highlights skills; good for career changers.

- **Combination**—highlights chronology and skills.

- Samples under Resumes and Cover Letters at http://go.osu.edu/AlumniCareerManagement
Why Network?

- Gather info about new careers.
- Uncover the hidden job market.
- Further your professional circle.
- Tell others about your skills.
- Learn of the power of referral.
How to Network

• Develop your 30 second pitch.
• Identify potential contacts
  “warm” contacts - people I know
  “lukewarm” contacts - people open to networking
  “cold” contacts - people I want to get to know
• Identify key organizations and individuals
Where to Network

• OSU alumni clubs – local and international
• Well known networking groups in your city
• Professional association meetings
• Community involvement or volunteerism
• LinkedIn – groups, “Find Alumni”
• Twitter
• Social activities or hobbies
Networking Groups in Central OH

- Scioto Ridge Job Networking Group: www.srjng.com
- Big Fish Networking: www.bigfishnetworking.com
- Career Transition Institute: http: www.careertransitioninstitute.org
- Columbus Young Professionals: www.cypclub.com
- Young Buckeyes Alumni Club: www.youngbuckeyes.com
- Franklin County Alumni Club: www.buckeyealumni.com
- Columbus Chamber: www.columbus.org/member-center/network-and-promote
- Plus many, many more!
Rules for Networking

• Get started.
• Develop a pitch and practice it.
• Obtain referrals and follow-up on referrals.
• Utilize LinkedIn and networking groups to identify good contacts.
• Invite to meet and present yourself well.
• Send thank-you notes.
• Maintain the relationship.
• Remember – Every contact is an opportunity to network!
The Purpose of an Interview

The purpose of an interview for an employer is almost identical to that of the candidate: **It all comes down to fit!**
Types of Interviews

• One-on-one
  • One interviewer + one candidate meeting face to face

• Group/Team/Panel
  • Multiple interviewers + one candidate meeting face to face
  • One interviewer + multiple candidates meeting face to face

• Phone/Skype
  • Interview takes place via telephone or Skype
  • Commonly used to pre-screen candidates locally and long distance.
Strategic Preparation for Interviews

S.T.A.R.

- **Situation or Task**: Describe the situation or task that was before you. What was the challenge?

- **Action**: What action steps did you take to resolve the situation or accomplish the task?

- **Result**: What was the end result to your efforts?
“Tell me about a time you were successful in answering a customer complaint”. 

☐ **S/T**: A customer called and reported that they had received a different color of tile than they had originally ordered. They had to get started on their project immediately and were very upset.

☐ **A**: I contacted the vendor to find out where the error had occurred, obtained expedited shipping for the correct color of tile for the customer and worked with my manager for approval of a 10% discount.

☐ **R**: The customer received the correct tile within 2 business days and was very pleased that their problem was solved in a quick, professional manner and has since continued to order with the company.
Answering difficult questions

- **Multi-part questions**
  - “Tell of a time when you worked with a colleague who was not completing his or her share of the work. Who did you tell or talk to about it? Did the manager take any steps to correct your colleague? Did you agree or disagree with the manager’s actions?”

- **Questions surrounding employment gaps/terminations**
  - “I was terminated from that job due to not showing up for a few shifts, but I’ve grown and learned a great deal since then and I can promise that is no longer an issue for me.”

- **Illegal questions**
  - Race, marital status, religion, age, nationality, and disability
  - Answer the concern not the question.
Research and Preparation

- Practice the S.T.A.R. method (2 minutes tops)
- Do your research
  - What does the employer want?
  - Gather information on the company.
- Prepare
  - Prepare an outline of your accomplishments.
  - Make a list of questions you will ask.
  - Be prepared to seal the deal with a summary of your skills and how you are a fit!
Accomplishing Your Best Professional Look!

Meet our colleagues
Craig
Chan
Jonathan
Jacky
Questions or Comments?

Email questions to

careers@ohiostatealumni.org

go.osu.edu/AlumniCareerManagement