



## **Job Search Skills for Counselors**

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# Increasing Your Odds for Finding a Job

## Develop a Career Profile: What Can You Offer?

It is important to have a clear sense of what you can offer to potential employers. To get a head start, do some self-exploration flushing out your strengths, key skills and qualifications, limitations and goals you want to achieve in the field. Make sure you also know what the job market has to offer by having a good sense of which population(s) you can realistically serve, what jobs are available to you at this stage in your career, and where these jobs are available. What can you do now?

- Do some research. Go to industry-specific sites such as Illinois Counseling Association and its divisions ([www.ilcounseling.org](http://www.ilcounseling.org)), American Counseling Association ([www.counseling.org](http://www.counseling.org)), Illinois Mental Health Counselor's Association ([www.imhca.org](http://www.imhca.org)).
- Conduct **informational interviews** with other counselors in the field to inquire about current trends, glean advice and request other referrals.
- Attend conferences and workshops to learn more about best practices in the field and meet other counselors
- Keep up with journals and articles pertaining to the population you'll work with
- Review job descriptions to know what requirements and qualifications are needed
- Get a sense of future employment trends. The Occupational Outlook Handbook ([www.bls.gov/oco](http://www.bls.gov/oco)), Occupational Information Network or ONet (<http://online.onetcenter.org>), Illinois Department of Employment Security – Labor Market Information (<http://lmi.ides.state.il.us/>) are good sources to consult

## Develop a Solid Network of Professionals

Statistics show that **7 out of 10 jobs are received as a result of networking!** Who's in Your Network?

- Professors, cohorts, friends, relatives, contacts from your practicum sites along with former employers, or any professionals these people recommend
- Members of professional associations – become an active member and assist with planning conferences and events, raising money or increasing membership.
- Local networking groups and clubs
- People in the information business - resource center directors or librarians
- Community service agencies or area chambers of commerce
- On-line Resources
  - LinkedIn.com is a networking website that can connect you to professionals in the field.
  - Visit the alumni center at your undergraduate university
  - Meetup.com offers events and activities for professional groups with like interests.

## Develop a Good Marketing Strategy

- Devise an outcomes-based resume interweaving accomplishments and achievements within your day-to-day tasks and responsibilities
- Find examples of behavioral interview questions and PRACTICE, PRACTICE, PRACTICE!
- Create a good elevator speech
- Have business cards with your contact information and specialty

## Develop an Action Plan for Your Job Search

Determine which professional municipalities, agencies, organizations, etc. can benefit from your work, and the ways you think you can help these organizations meet their missions. Then try to network your way in.

Ways to find these organizations:

- Google using keywords such as “substance abuse counseling” and “Springfield” to see what entities pop up in your area.
- Consult the yellow pages
- Go to the careers sections of the industry-related websites to seek out job opportunities
- Consult your network for ideas or ask if they have contacts within these organizations with whom you can set up informational interviews
- Use your LinkedIn connections to determine if anyone knows anyone within these agencies

## Developing Your Job Search Action Plan

Step	Sub-Steps	Actions
Assess	What field or function do you want to work in?	Identify two to three fields in which you desire to work based on your past work experience, educational qualifications, and your interests, values, skills, and abilities.
Research	Identify job search tools that will help you in your research and search	Utilize the internet, your career services offices research tools, the library, newspapers, industry periodicals, and faculty for more information on organizations in your field and geographic targeted area
	Identify organizations for which you are interested in working	
Prepare	Resume	Tailor resume to specific function or particular job
	Cover Letters	Write a tailored cover letter for each company and position for which you are interested
	Professional Attire	Ensure that your interviewing attire is appropriate for the industry
Network	Informational Interviews	Identify three to five professionals and set up an informational interview
	Student and Professional Organizations	Identify a professional organization that you would like to join and contact the organization for more information
	Apply to jobs on line via company or industry websites	Apply to positions or organizations that you are interested in online
	Meet with your alma mater career center and faculty for more information or contacts	Make an appointment to meet with a career advisors to discuss your job search strategy and networking style
	Have friends and family turn your resume into human resources and areas in which you are interested	Ask friends and family to distribute your resume with specific positions in mind
	Make it public that you are searching to everyone that you know	Talk to everyone you know and distribute your resume with specific positions in mind
Interview	Prepare for your interview by researching the company	Understand the company culture, goals, and how you fit within it. Review the job description and prepare answers that demonstrate that you have skills that are relevant to the position requirements and responsibilities
	Interview	Be enthusiastic and professional.

Follow-Up	Thank you notes to your interviewers	Write a personal thank you note to each of your interviewers immediately following the interview
	If successful in your job search:	Send thank you notes and an update to everyone that helped you in your job search Continue networking for your future job searches and professional development
	If not successful:	Return to Steps 1 and 2: Reassess your desired function and/or research new companies Continue to update your network on your job search

## Skills/Achievements Exercise

One way to recognize what your skills are is to identify and evaluate the achievements and experiences you have had in the past. Your achievements can be large or small. The most important thing is that they represent who you are and that they are most important to you. Achievements can stem from volunteer experiences, jobs, hobbies, activities (i.e. athletics, organizations, teams), or any other accomplishment you felt was important.

Using the space below fill in the boxes with information that will help you to identify and explain your achievements.

When thinking about your achievements, consider the following questions:

- What skills (not just character traits) did you use or develop in making this achievement?
- What did you enjoy about the achievement?

### **Achievement Skills Developed**

#### **Example:**

*Organized a fundraiser for my student organization.*

*Enjoyed the opportunity to take a leadership role and being part of a successful event. Also enjoyed working on something from start to finish, then seeing how my hard work paid off.*

*Presentation*

*Organization*

*Writing*

*Training*

*Microsoft Office*

*Leadership*

*Teamwork*

## Values Exercise

The following are two lists of value statements. Go through each list and for each statement rate how important it is for you to have that value in your job. Use the following three-point scale:

<b>1</b>	<b>2</b>	<b>3</b>
<b>Low Importance</b>	<b>Medium Importance</b>	<b>High Importance</b>

**At work:**                      “It is important to me that...”

- I could do something that makes use of my abilities.
- The job could give me a feeling of accomplishment.
- I could work alone on the job.
- I could do something different everyday.
- My pay would compare well with that of other workers.
- The job would provide for steady employment.
- I could be busy all the time.
- The job would have good working conditions.
- The job would provide an opportunity for advancement.
- I could get recognition for the work I do.

- I could tell people what to do.
- My co-workers would be easy to make friends.
- I could do things for other people.
- I could do the work without feeling that it is morally wrong.
- The company would administer its policies fairly.
- My boss would back up the workers.
- My boss would train the workers well.
- I could try out some of my own ideas.
- I could make decisions on my own.
- I could plan my work with little supervision.
- I could be “somebody” in the community.

Now look back at the list and write down your top six work values in the spaces below. These will be important factors to consider when performing your job search.

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Adapted from the *Minnesota Importance Questionnaire*

**In my personal life:**

- |   |   |
|---|---|
| <input type="checkbox"/> I maintain good health.                                  | <input type="checkbox"/> I have a stable life.  |
| <input type="checkbox"/> I have many close friendships.                           | <input type="checkbox"/> I have a life without stress.                                      |
| <input type="checkbox"/> I have a large family.                                   | <input type="checkbox"/> I am able to demonstrate my strong religious values.               |
| <input type="checkbox"/> I have a fulfilling career.                              | <input type="checkbox"/> I have the opportunity to make social changes.                     |
| <input type="checkbox"/> I have a stable marriage                                 | <input type="checkbox"/> I will be remembered for my accomplishments.                       |
| <input type="checkbox"/> I live a financially comfortable life.                   | <input type="checkbox"/> I can help those in distress.                                      |
| <input type="checkbox"/> I have independence.                                     | <input type="checkbox"/> I have the freedom to live where I wish.                           |
| <input type="checkbox"/> I have the ability to demonstrate creativity.            | <input type="checkbox"/> I take time for myself.  |
| <input type="checkbox"/> I participate in an organized religion.                  | <input type="checkbox"/> I take time to enjoy art, entertainment, and, cultural activities. |
| <input type="checkbox"/> I have children someday.                                 | <input type="checkbox"/> I have a life with many challenges.                                |
| <input type="checkbox"/> I can have a variety of interests.                       | <input type="checkbox"/> I have a life with many changes.                                   |
| <input type="checkbox"/> I have the freedom to create my own lifestyle.           | <input type="checkbox"/> I have the opportunity to be a leader.                             |
| <input type="checkbox"/> I am able to own a house.                                | <input type="checkbox"/> I can make a major discovery that would save lives.                |
| <input type="checkbox"/> I am in a happy and loving relationship.                 |   |
| <input type="checkbox"/> I contribute to my community.                            |   |
| <input type="checkbox"/> I have an abundance of leisure time.                     |   |
| <input type="checkbox"/> I have the ability to move from place to place.          |   |
| <input type="checkbox"/> I create or maintain a good physical appearance.         |   |
| <input type="checkbox"/> I have the opportunity to establish roots in one place.  | <input type="checkbox"/> I live according to strong moral values                            |
| <input type="checkbox"/> I have the opportunity to engage in physical activities. | <input type="checkbox"/> I have the opportunity to teach others.                            |
| <input type="checkbox"/> I live an exciting life.                                 | <input type="checkbox"/> I am able to write something memorable.                            |
| <input type="checkbox"/> I have a chance to get into politics.                    | <input type="checkbox"/> I am able to help others solve problems.                           |
|   | <input type="checkbox"/> I am able to make lots of money.                                   |

Now, look back at the list and write down your top six personal values in the space below.

_____	_____
_____	_____
_____	_____

Adapted from George Mason University Career Center

**Questions to reflect on:**

Is your life right now consistent with your personal values? If not, why not?

Do you believe you will be able to find a job where your work and personal values will be represented?

Do you see similarities or differences between your personal and work values? If so, what kinds? Will this impede your decision on a career choice?

How do you think your most important personal values will affect your career choice?

To what extent would you sacrifice your values in your personal and professional life?

Are there some parts of your life that you would like to change but cannot right now? If so, what is your timetable for bringing your lifestyle more into harmony with your values? Who will help you?

# Networking

*"The Carnegie Approach: Author Dale Carnegie saw networking and relationships from a different point of view. His book How to Win Friends and Influence People was first published in 1937, yet it is often referred to as the greatest piece of literary work ever written when it comes to networking.*

*Carnegie's approach to this subject was the complete opposite of 'what can you do for me?' He countered with, 'What can I do for you?' In other words, Carnegie asked readers to first think of themselves as employees and not employers. What genuine favors and actions can you do today to help improve the life of someone else? Carnegie believed, 'You can make more friends in two months by becoming really interested in other people than you can in two years by trying to get other people interested in you.' Carnegie's literature and beliefs have stood the test of time. It's because they work and putting them to use as you journey throughout your career will lead to incredible success."*

*- From Job Quest: Take Control of the Job Search and Win the Attention of Employers, John V. Swartz, 2006.*

## **What is Networking?**

Networking is not just a strategy by which you develop associations that may be useful when you search for a job. It is also a powerful way of building professional relationships by actively fostering contacts and creating ways to circulate information. And the surprising thing is you do it every day without even realizing it. Many decisions you make are based on information you received by word-of-mouth.

Many people are uncomfortable about the idea of asking for help. But the fact is, most people like to be asked for help or advice. It makes them feel knowledgeable and important. Knowing that you value their expertise will often motivate someone to go out of their way to help you.

*Disclaimer:* Don't be fooled – networking requires work. It takes time, effort, and motivation to build and maintain lasting relationships and it does not end once you have a job. Continued networking will increase your visibility in your field and establish personal connections that will help you move forward in your career.

## **Why is networking important in a job search?**

Nowadays, most organizations don't advertise job openings. They look first at people they know and people who come recommended by people they know before resorting to the classifieds. Even in a good economy, one is more likely to find a job through personal contacts rather than through any other means.

These are just some of the reasons networking is critical to professional success:

1. Jobs posted on the Internet, advertised in the newspaper, and even those listed with campus recruiters have often been filled or are close to being filled by the time you become aware of them.
2. You will face less competition because no more than a handful of other people will typically be brought in through an organization's own networking activities.
3. Networking also gets you access to people who might not be responsive to a direct approach letter, and may also give you with the added advantage of a recommendation from someone the hiring manager knows.

## **Who is Already in My Network? Create a Contact List**

The next step in preparing for networking is to prepare a comprehensive list of people you know. The average person potentially has 250 people in his or her network. The following classifications are provided to assist you in preparing a contact list and will hopefully serve to jog your memory regarding persons whose names may not immediately come to mind, regardless of whether or not you believe they can be of help to you in your job search.

*Social Contacts:* Friends, relatives, neighbors, acquaintances, church members, social club members

*Educational Contacts:* Teachers, professors, fellow alumni, classmates, fraternity/sorority members

*Community Contacts:* Business leaders, insurance agents, attorneys, beautician/ barber, doctor/dentist

## **Ways to Develop Other Contacts:**

- Attend professional/trade association meetings
- Volunteer for non-profit organizations
- Visit with members of your social/religious groups
- Strike up a conversation with someone else waiting in line or in an office



- Invite a friend you haven't seen for a while to lunch
- Sign up for a club or class of interest
- Track down former co-workers (use linkedin.com)
- Become an early-morning regular at a coffee shop or restaurant known for its professional clientele
- Join a health club that's utilized by professionals in your industry, especially during the lunch hour

### **Plan Your Networking Strategy to Ensure Success**

- Prepare yourself before networking
- Before you begin networking activities, you need to determine what you're going after.
- Create a "commercial" (30-60 seconds) highlighting your career aspirations and something that makes you especially appealing to employers.

### **Final tips**

- *Treat networking like a game.* View it as making contacts, creating relationships, finding out about essentials, even as making friends. Consider it today's answer to the lost art of conversation and its cousin, letter writing.
- *Honor the networking code.* Another way to say this is "do unto others as you would have them do unto you." If you want to have phone calls returned, return phone calls. If you want help with your career, you must be willing to help others. You aren't obligated to accept a position from a referral, but you are expected to follow up. You're also expected to report back to your original contact to say thanks.
- *Make networking a priority.* If you're in the throes of a job search, your first priority should be networking. After you've accepted a job, it's easy to heave a sigh of relief and assume your networking days are over – at least until your next job search. Think again. Every contact you make while working is a potential jewel in your networking crown.
- *Keep track of your contacts – and keep up with them.* That means if you landed the job of your dreams, let networking contacts know that your search has ended and where you're working, and thank them for their assistance. Call contacts occasionally to see how they're doing with no agenda other than keeping in touch. Let them know what you're up to and do a little self-promotion.
- *Don't wait until you're desperate to network.* Networking is a lot like flossing your teeth. For it to do you any good, you have to do it regularly. It takes time to rev up your network's engine if it's been cold or idle for too long. You want to keep it humming so you can quickly shift into high gear.
- *Look for opportunities others might miss.* Networking isn't just about finding people who can help you locate a job. Sometimes the most valuable networking you can do is within your company.
- *Ask permission to use a name.* The main reason for asking permission is courtesy. When you mention names, you're capitalizing on your contact's rank and reputation within the business world, so you want to make sure you have his or her knowledge and approval.
- *Never underestimate the power of a thank-you note.* This lets him or her know that you understand and appreciate his or her effort and contribution. It also allows you to provide a short progress report and feedback about the referrals. Last but not least, it paves the way for future contact.
- *Remember that you're never too old or successful to network.* Don't think that executives or others in authority positions are uninterested or unreachable. Many senior executives are delighted to be contacted and want to share the knowledge they've acquired over the years. And when you reach a pinnacle of your own career, remember to keep networking.

## LinkedIn – A Virtual Networking Tool

Using LinkedIn offers you several powerful tools to highlight yourself as a job candidate and expose yourself to career opportunities. LinkedIn primarily offers users the ability to network with their professional peers. However, by creating a profile, you can research the personal stories of other industry professionals, participate in issue forums, and even look for jobs.

Creating a LinkedIn profile is similar to creating a resume in some ways. It contains a summary of your experience, shows a chronology of your work history, and expresses your professional identity. However, LinkedIn profiles are not a standardized format. Although a brief and anonymous profile is common, LinkedIn offers you a chance to create a heightened perspective of yourself that a resume cannot. The profile features, which are typically visible to on-line viewers, allow you to create a personal brand of yourself. When professional peers can view features such as: (1) your membership in groups related to professional issues, (2) recommendations by other professionals, (3) your picture, (4) your current readings or favorite books in your profession, (5) a portfolio of presentations, and (6) the set of people to which you are connected, then you can create the sense that you are an authentic, dedicated member of your professional field and you have a differentiated perspective with specific skills and knowledge.

Here are some simple steps to starting a LinkedIn profile:

### Summary and Specialties

As is true with a resume, these first sections of a LinkedIn profile create the emphasis that you want viewers to receive. Keep in mind that short paragraphs are easier to read. List your specialties in bullet points.

### Work History

A LinkedIn profile is not a substitute for your resume. You should not duplicate the description of your past and present jobs and all of your accomplishments. You might choose to only list the chronology of your work history by showing the organization, your title and the dates. This is required if you will be asking for recommendations from your connections.

### Personal Information

LinkedIn allows you to include personal information such as your birthday. Do you really want this data to be on the internet? Carefully consider the relevant information that contributes to an on-line, professional persona and what is irrelevant information. LinkedIn is not like Facebook.

### Privacy settings

Strike a balance between what you are comfortable posting on-line to strangers and what perceptions about yourself as a job candidate you want other professionals to be able to access.

### Using LinkedIn for more than creating an individual profile

- **Search for job opportunities**
  - LinkedIn has a job listing feature. Employers begin a candidate search here because of the lower expense.
  - Who was recently promoted at one of your target companies? And does that create a

new job opening in their former role?

- **Research a company**
  - What are the company's HR hiring trends?
    - What positions are being hired and/or terminated?
    - Do particular departments seem to be expanding?
  - How are employees geographically concentrated?
  - What are the typical career paths of the company's workers before they're hired and after they leave?
  - What are the separate divisions? What is the latest stock information and news?
- **Prepare for interviews**
  - What is the professional history of individuals you will meet?
  - What is their alma mater? To which groups do they belong?
  - What books are they reading?
- **Connect with professionals and recruiters in your occupation**
  - Join the professional groups and participate. Recruiters often post questions in forums, sometimes blindly, in order to identify prospective candidates. Respond with careful and thoughtful remarks to highlight your personal brand.

To learn more, go to <http://press.linkedin.com/about>



# Informational Interviews

A wonderful source for assembling information about industry trends or career profiles is to talk to people who are working in the field. This process is called *informational interviewing*. An informational interview is an interview that you initiate – you ask the questions. The purpose is to obtain information; not get a job. Treat this as serious as a real interview; the professional you are speaking to may be checking *you* out too.

## **Reasons to conduct informational interviews:**

- Explore careers and clarify your goals;
- Discover opportunities that are not advertised;
- Access up-to-date industry information;
- Build confidence for your interviews;
- Start building your network of contacts.

## **Making Contact**

- Call your contact, tell them your purpose, ask them if this is a good time, and request to schedule a time to meet (preferably at their company).
- Example: “Hello Mr. Smith, my name is Bob Business. I am a student at Elmhurst College and Professor Doe said you would be a good person for me to talk to because I am gathering information about careers in finance. If this is a good time for you and you are willing, I am interested in setting up a time to do a 30 minute informational interview.”
- Follow-up after your meeting with a thank you letter.

## **Questions for the informational interview:**

### ***Education***

- What was your major in college?
- Do you use, or how do you use, your major in your work?
- How did you get to where you are from being a \_\_\_\_\_ major?
- What type of degree(s) do you have?

### ***Career***

- How did you decide on this career?
- How did you get into this field and your present position?
- Please give me a general description of the work you do.
- What skills does someone need to be able to do your job?
- How is your time divided among your duties and responsibilities?
- What is the most difficult aspect of your job/career?
- What are the entry-level jobs in your area?
- What skills, interests, values, and personality characteristics are important for a position in your field?
- What kinds of changes are taking place in this type of work?
- How do people usually learn about job openings in your field?
- What types of employers, other than your own, hire people to perform the kind of work you do?
- Do you know of any employers that offer entry-level training programs or opportunities?
- If you were hiring someone today for an entry-level position, what would be the most critical factors influencing your choice of one candidate over another?

### ***Advancement***

- What educational degrees, licenses, or other credentials are required for entry and advancement in your industry?
- What are the opportunities for advancement? What does the career ladder look like?

### ***Professional Resources***

- Could you recommend others in your field with whom I may speak? May I use your name when calling them?
- Are you a member of trade/professional groups? Which do you find most beneficial in your work?
- What publications/periodicals should I read in order to better acquaint myself with this industry?

### ***Personal***

- What do you find most rewarding about your work?
- Does your job affect your personal life? If so, how?

- Did any of your leisure activities have an impact on your choice of profession?

# Resume Writing Guidelines

A resume is a summary of your education, skills, accomplishments and experience. The purpose of your resume is to help you get your foot in the door. If done correctly a resume will be an honest reflection of your professional self and will help you get an interview. An effective resume is your primary marketing tool and your ticket to an interview where you can sell yourself!

To prepare a successful and effective resume, you need to know what skills you have and how to review, summarize and present your experiences and achievements on one or two pages. Unless you have considerable experience, you don't need two pages. Remember this document is about more than your job duties. You want to outline your achievements and results briefly and concisely. Begin by writing down your successes, accomplishments and contributions from your past and current jobs and activities. Include employment, education, team and individual class projects, student clubs, campus organizations, volunteer experience, community service and other activities.

## Content (Chronological Format)

### **Contact Information**

- This includes your name, address, phone and professional sounding email address
- All contact information should be at the top of your resume

### **Objective or Professional Profile or Highlights of Qualifications**

- Tells employers what type of work you are hoping to do (if you are a recent grad)
- Be specific about what you want without being trite (i.e. avoid using "position working with people," "opportunity for advancement," or "a challenging position." Must be work-centered, not self-centered - include ways in which you will contribute to their organization using specific skills, not how they will benefit from having you
- Tailor your statements each time you send out a resume to the specific job

### **Education**

- Recent graduates place education near the top of the resume and more experienced professionals with five or more years place it at the bottom.
- List your most recent educational information first moving backwards
- Name of institution, city, state; degrees, majors and minors/concentrations, graduation dates and GPA (if over 3.0) and within five to ten years of graduation.
- For recent grads you might want to include: Relevant coursework, academic honors/awards, research, publications and significant projects

### **Experience**

- Can include paid and non-paid experiences, full-time, part-time, summer employment, internships and volunteer experiences.
- List your most recent experiences first. This should include:
  - Name of organization, location (city/state, city/country), title of position, dates of employment.
  - Brief statements describing work performed
  - Use action verbs; describe work performed including contributions/achievements, results and demonstrated skills and abilities.
  - Be sure to state what methods, skills, procedures, techniques, etc. you used to perform a specific function and state the result or outcome of specific job function.

## **Skills**

This information can also be contained in the Profile if you want.

- Can include foreign language, computer/programming, industry specific, technical

## **Other Possible Categories/Headings**

- Activities, Leadership, Campus Organizations, Professional Memberships, Computer Skills, Volunteer Experience, Community Service, Technical Skills, Publications, Language Skills, Honors, Awards and Scholarships

## **Types - Two Basic formats:**

### **CHRONOLOGICAL**

- Organized by jobs with the most recent position listed first moving backwards
- Best for most job seekers with solid experience and a logical job history
- Most employers prefer this style due to its "easy-to-read" format and ability to see the chronology of the positions.

### **FUNCTIONAL**

- Arranges past history into sections that highlight areas of skill and accomplishment (i.e. Individual and Group Work, Management, Assessment)
- Place Experience underneath just listing job title, organization, city, state and dates with no bullets underneath.
- Gives you freedom to organize your work history and match up skills and accomplishments that might not be obvious to the employer in a traditional chronological format
- Can be useful if you:
  - Have an inconsistent work history with no clear theme
  - Are a new graduate with little work history, thus wanting to show how skills and relevant coursework/projects relate to a job
  - Are trying to make a career change

## **Appearance**

- Paper and envelopes (should match your resume)
- 8 ½ " x 11"
- White, off-white, ivory or cream in color
- Good quality - between 16 and 25 lbs. in weight
- Typeface/Font/Margins
  - Use the same style throughout the whole page
  - Recommended font styles are Times New Roman and Arial
  - Size: 11 to 12 point type (Can use 10 pt. if absolutely necessary)
  - Use one inch margins all the way around
- Layout Formats
  - There is no one correct way to format your resume. However, keep in mind:
    - Be consistent! Go with your format/layout of choice and stick to it
    - Make sure that corresponding margins match up
- Don't over use bullets, bold or italics - use them wisely

## **Additional Tips**

- Your resume is your most important marketing tool, make sure it's professional
- Tailor your resume as much as possible to each specific job or industry

- Be strategic in how it is laid out. Think about what you want the employer to notice first, put that near the top of your resume (i.e. if you think your skills are more relevant to the employers' current needs than your experience, then put skills before experience)
- Save/title your document using your name and the date or name of organization. (That way if you need to print it for an interview you have the correct version)
- Keep extra copies for yourself
- Your resume is a constant work in progress... but don't obsess over it



## Action Verbs

### **Analytical/Research**

Analyzed  
Clarified  
Collected  
Compared  
Conducted  
Detected  
Determined  
Diagnosed  
Evaluated  
Examined  
Experimented  
Explored  
Extracted  
Formulated  
Gathered  
Identified  
Inspected  
Interpreted  
Interviewed  
Invented  
Investigated  
Located  
Measured  
Observed  
Organized  
Proved  
Researched  
Reviewed  
Screened  
Searched  
Specified  
Solved  
Summarized  
Surveyed  
Systematized  
Tested  
Validated

### **Creative**

Combined  
Composed  
Conceptualized  
Condensed  
Created  
Customized  
Designed

Developed  
Devised  
Entertained  
Established  
Fashioned  
Formulated  
Founded  
Illustrated  
Initiated  
Integrated  
Introduced  
Invented  
Modeled  
Modified  
Originated  
Performed  
Photographed  
Revised  
Revitalized  
Shaped

### **Financial**

Administered  
Adjusted  
Allocated  
Analyzed  
Appraised  
Assessed  
Audited  
Balanced  
Budgeted  
Calculated  
Computed  
Conserved  
Controlled  
Corrected  
Cut  
Decreased  
Determined  
Developed  
Estimated  
Forecast  
Managed  
Marketed  
Measured  
Planned  
Prepared

Programmed  
Projected  
Purchased  
Reconciled  
Reduced  
Researched  
Retrieved  
Tabulated  
Trimmed

### **Interpersonal/ Teamwork**

Adapted  
Advised  
Advocated  
Aided  
Answered  
Arranged  
Assessed  
Assisted  
Cared for  
Clarified  
Coached  
Collaborated  
Contributed  
Cooperated  
Counseled  
Demonstrated  
Diagnosed  
Enabled  
Encouraged  
Ensured  
Expedited  
Facilitated  
Focused  
Furthered  
Guided  
Helped  
Initiated  
Insured  
Interacted  
Intervened  
Involved  
Listened  
Mediated  
Moderated  
Motivated

Negotiated  
Prevented  
Provided  
Referred  
Rehabilitated  
Represented  
Resolved  
Simplified  
Supplied  
Supported  
Volunteered

### **Leadership/ Management**

Accomplished  
Acted  
Advanced  
Administered  
Analyzed  
Appointed  
Approved  
Assigned  
Attained  
Authorized  
Chaired  
Completed  
Considered  
Consolidated  
Contracted  
Controlled  
Converted  
Coordinated  
Decided  
Decreased  
Delegated  
Developed  
Directed  
Dispatched  
Diversified  
Eliminated  
Emphasized  
Enforced  
Enhanced  
Enlisted  
Ensured  
Established  
Executed

Founded  
Generate  
Handled  
Headed  
Hired  
Hosted  
Improved  
Incorporated  
Increased  
Initiated  
Inspected  
Instigated  
Instituted  
Integrated  
Introduced  
Led  
Lowered  
Managed  
Merged  
Modified  
Motivated  
Organized  
Overhauled  
Oversaw  
Pioneered  
Planned  
Presided  
Prioritized  
Produced  
Recommended  
Recruited  
Reorganized  
Replaced  
Represented  
Restored  
Reviewed  
Revitalized  
Saved  
Scheduled  
Secured  
Selected  
Shaped  
Solidified  
Spearheaded  
Stimulated  
Streamlined  
Strengthened  
Supervised  
Terminated  
Trimmed

Verified  
  
**Oral/Written  
Communication**  
Addressed  
Arbitrated  
Arranged  
Articulated  
Authored  
Clarified  
Collaborated  
Communicated  
Composed  
Condensed  
Conferred  
Consulted  
Contacted  
Conveyed  
Convinced  
Corresponded  
Debated  
Defined  
Demonstrated  
Described  
Developed  
Directed  
Discussed  
Drafted  
Edited  
Enlisted  
Explained  
Expressed  
Familiarized  
Formulated  
Furnished  
Illustrated  
Incorporated  
Informed  
Influenced  
Interpreted  
Interviewed  
Judged  
Lectured  
Listened  
Marketed  
Mediated  
Moderated  
Outlined  
Participated  
Persuaded

Presented  
Promoted  
Proposed  
Publicized  
Published  
Reconciled  
Recruited  
Referred  
Reinforced  
Reported  
Resolved  
Responded  
Solicited  
Specified  
Spoke  
Suggested  
Summarized  
Synthesized  
Translated  
Wrote  
  
**Organization**  
Approved  
Arranged  
Catalogued  
Categorized  
Charted  
Classified  
Coded  
Collected  
Contained  
Compiled  
Coordinated  
Corrected  
Corresponded  
Distributed  
Expedited  
Executed  
Generated  
Implemented  
Incorporated  
Logged  
Maintained  
Monitored  
Obtained  
Operated  
Ordered  
Organized  
Planned  
Prepared

Processed  
Provided  
Recorded  
Registered  
Reserved  
Responded  
Restructured  
Reviewed  
Scheduled  
Screened  
Set up  
Submitted  
Supplied  
Standardized  
Systematized  
Updated  
Validated  
Verified

### **Sales/Marketing**

Achieved  
Attained  
Completed  
Conceived  
Delivered  
Earned  
Exceeded  
Expanded  
Generated  
Increased  
Improved  
Launched  
Led  
Marketed  
Promoted  
Resolved  
Restored  
Saved  
Shaped  
Succeeded  
Surpassed  
Transformed  
Won

### **Teaching/Training**

Adapted  
Advised  
Appraised  
Clarified  
Coached

Communicated  
Conducted  
Coordinated  
Critiqued  
Demonstrated  
Developed  
Educated  
Enabled  
Encouraged  
Evaluated  
Explained  
Facilitated  
Focused  
Guided  
Individualized  
Indoctrinated  
Influenced  
Informed  
Instilled

Instructed  
Motivated  
Persuaded  
Rehabilitated  
Schooled  
Set goals  
Simulated  
Stimulated  
Taught  
Tested  
Trained  
Transmitted  
Tutored  
  
**Technical**  
Adapted  
Applied  
Assembled  
Automated

Built  
Calculated  
Computed  
Conserved  
Constructed  
Controlled  
Converted  
Debugged  
Designed  
Determined  
Developed  
Diagnosed  
Drafted  
Engineered  
Fabricated  
Fortified  
Inspected  
Installed  
Maintained

Monitored  
Operated  
Overhauled  
Prevented  
Programmed  
Rectified  
Regulated  
Remodeled  
Repaired  
Replaced  
Restored  
Retrieved  
Solved  
Specialized  
Standardized  
Studied  
Upgraded  
Utilized

## **Richard Anderson**

1234, West 67 Street, Carlisle, MA 01741  
(123) 456-7890, emailaddress@aol.com

### **SUMMARY**

Licensed Professional Counselor with experience working with teenagers in high school and juvenile facility settings. Provided practical treatment of chemical personality disorders and depression. Comfortable working in an inner city environment. Effective treating aggressive youth offenders helping them transition back into their home settings with a more structured mindset.

### **EDUCATION / CERTIFICATIONS**

Licensed Professional Counselor (CA), #8123  
Certified Rehabilitation Counselor, Counselor #15912

University of Chula Vista, Chula Vista, CA

**Ph.D in Psychology**, Doctoral Dissertation: "Art as Medication" (1992)

Virginia University, Virginia City, NV

**Bachelor of Arts in Sociology and Education** (1988)

### **PROFESSIONAL EXPERIENCE**

Ixia Youth Correctional Facility, Dublin, California

**Head Youth Counselor**

1996 - Present

- Worked directly with an offender population of 200 juveniles and provided supervision for counselors group of 20 youth.
- Designed and implemented several rehabilitation programs to effect the smooth transition of children who would return to their regular schools and families after completing their term at Ixia.
- Established a theatre arts program and group therapy methods, both still utilized at the facility today.

Silver Valley High School, Delano, California

1992 - 1996

**Counselor**

- Provided counseling for about 2000 students from ages 14 through 18.
- Educated students about the college admission process and helped them in preparing applications.
- Offered vocational counseling to students who desired to enter a trade school or were planning on going immediately into the workforce.
- Ensured the emotional and mental well-being of the student body.

### **VOLUNTEER EXPERIENCE**

San Leandro YMCA, San Leandro, CA

Shook Nursing Home, San Francisco, CA

### **PROFESSIONAL AFFILIATIONS**

Member of American Psycho-Analytical Society

## **Charlene Sample, LCPC**

12345 W. Holland Avenue  
Chicago, IL 60692  
312-444-4444  
Charlene Sample@gmail.com

### **PROFESSIONAL PROFILE**

Licensed Clinical Professional Counselor with ten years experience working in both social service and university settings. Expertise working with diverse populations of teens and adults from varied ethnic backgrounds and socio-economic communities. Strong foundation in a number of therapeutic models and crisis intervention. Bilingual in Spanish. Committed to bringing about practical results which people can make part of their everyday lives.

### **EXPERIENCE**

ABC University, Chicago, IL

#### **Counselor**

2006 - Present

- Counseled a wide range of individuals including both students and faculty.
- Assessed personal strengths and coping mechanisms in developing and implementing treatment plans in keeping with each client's needs and priorities.
- Designed therapy groups to accommodate the needs of students leading busy and stressful lives as they attempted to complete classroom assignments amid many outside interests.
- Evaluated the needs of clients involving a diversity of issues including destructive relationships, adjusting to living away from families, crisis intervention, image and self esteem, and loss and grief counseling.
- Created presentations on a number of subjects to share with new and transferring students to help them adjust to university life.
- Coordinated with other social service and mental health agencies in the area to better serve the university population and develop combined programming.

RLF Social Service Agency, DesPlaines, IL

#### **Counselor**

2003 - 2006

- Provided long and short term therapy to adolescents and their families in a safe and structured environment.
- Assessed and developed individualized plans based on the needs of the individuals and families in coordination with other agencies
- Led groups of teens helping them to effectively and successfully create a plan which would allow them to navigate through their high school years.
- Collaborated with colleagues in co-leading groups around such issues as divorcing parents, living with a single parent, alcohol and drug use, teenage pregnancy destructive relationships.
- Developed and wrote a new protocol for the agency which reduced the time it took to handle intakes and get clients into active therapy.

JKL Health Services, Evanston, IL

**Counselor**

2000 -2006

- Managed a large caseload of X# of clients with a county mental health agency.
- Conducted individual, group and family therapy for a diverse ethnic population involving intake, assessment, therapy, and crisis intervention.
- Served as liaison to the County Links group of social service agencies on a monthly basis.

Mental Health Agency, Peoria, IL

1999-2000

**Counseling Intern**

- Worked with a wide range of mental health issues in providing therapy to adult clients in a safe environment.
- Led a group involving stress related disorders teaching relaxation techniques, exercise programs and development of self-worth in the context of therapy.
- Developed diagnostic profiles and treatment plans to address client needs.
- Maintained records of therapeutic activities and client progress.

**EDUCATION / LICENSES**

Licensed Clinical Professional Counselor, State of Illinois

Peoria University, Peoria, IL

**Masters of Arts in Counseling Psychology, 2000**

State University, City, IL

**Bachelor of Arts in Psychology, 1997**

**PROFESSIONAL AFFILIATIONS**

American Counseling Association

Illinois Counseling Association

Illinois Mental Health Counseling Association

## Cover Letters

A cover letter presents your qualifications and experience to prospective employers, while demonstrating your written communication skills. Include a cover letter when sending your resume to an individual or an organization, unless specifically told not to. The cover letter highlights specific strengths or accomplishments that are especially relevant to the organization or the position you are seeking. It is just as important as your resume and serves the same basic purpose--to get you an interview.

As you proceed with your job search, it will be necessary for you to prepare other types of correspondence, including thank you letters, acceptance and rejection letters, etc. These letters are also important in conveying a positive and professional image and should be given the same careful attention as the cover letter.

Examples

### Types of Letters

#### **Application Cover Letter**

(Used in response to a known job advertisement or position vacancy announcement)

- Used to generate interest and bridge the gap between your resume and the position
- Make it brief, usually 3-4 paragraphs, one page
- If applying by email, the email should contain the same information as a cover letter (i.e. do not send an email with the cover letter as an attachment)
- Address the email to the name and title of the person responsible for hiring
  - Call the company to find out the person's name and title.
  - Avoid greetings like "To whom it may concern" or "Dear Sir/Madam." If you do not have a contact name, omit the greeting line.
- Be enthusiastic and friendly
- Focus on the reader, how you can help them (not what they can do for you)
- Letter should answer the employer's question "Why should I see you?" and include:
  - Why you are writing (to apply for a job, internship, etc.)
  - What position you are applying for
  - Where or how you heard about the position
  - Demonstrate interest in or knowledge of the company
  - What relevant skills, experience and/or education you bring to the position
  - Reference to any enclosures (e.g. your resume)
  - Offer to provide additional information and include your phone number
  - Request an opportunity to meet with them (ask for the interview)

#### **Prospecting Cover Letter**

(Used when searching or "prospecting" for possible vacancies)

- Basically the same as the application cover letter; however, your description of skills, etc. will be more general since you can't match your skills to their specific requirements
- Again, very important to address to a specific person (See above for suggestions)

### **Thank You Letter**

- Send it the same or next day following the interview, or as soon as possible
- Keep it brief, one page
- Elements should include:
  - Express appreciation for the interviewer's time
  - Indicate if you are still interested in the position
  - Discuss one or two aspects of the interview that stands out to you and how that relates to your increased interest in the position
  - Reemphasize a skill or accomplishment you have that meets their needs
  - Include additional information left out in the interview
  - Thank them again for the interview
- Send by U.S. mail; unless the company prefers that you correspond by email

### **Letter of Acceptance**

- Follow the same formatting guidelines as outlined above
- These letters are often much more brief - 2-3 paragraphs with less information
- Elements should include:
  - State that you would like to formally accept the offer and state the specific position title
  - Express that you are excited about the opportunity and look forward to utilizing your skills, experience, etc. in making a significant contribution to the organization
  - Mention any specifics of the offer (i.e. salary, start date, etc.) If you are relocating, state that you will be in contact with the office to discuss details
  - Conclude by restating your enthusiasm and provide necessary contact information

### **Letter of Rejection**

(After a job offer)

- Follow the same formatting guidelines as outlined above
- Elements should include:
  - Express sincere gratitude and appreciation to the employer for the offer
  - State a reason why this position would be of interest, but close by stating why you have made the decision to reject the offer
  - Close the letter by thanking them again and that you enjoyed learning more about the organization



## Cover Letter Sample

123 S. Main St.  
Oak Park, IL 60304

August 20, 2009

Jane Doe  
Metropolitan College of Nursing  
4 Maple Court  
Oak Park, IL 60302

When working with clients as a Career Counselor, I strongly believe in treating each client holistically, taking the time to listen and respect their needs while working together to reach professional goals. While reviewing the principles for the Metropolitan College of Nursing, I was enlightened that the same approach for instilling educational excellence paralleled my approach to working with clients.

As a Career Counselor for over five years, I certainly understand that this job not only requires the practical knowledge to teach best practices for job searching such as writing resumes, researching the job market, and honing interviewing skills, but it also requires compassion, an exceptional ability to listen along with an understanding of the community at large, specifically in knowing what resources and services are available if clients need outside assistance.

I am very interested in learning more about the Career Counselor position now open at Metropolitan College of Nursing. Currently, I manage the Employment Connection program at the Guild for the Blind in Chicago. Here, I have helped hundreds of individuals be better career managers both on an individual level and through groups and workshops. I am particularly proud in playing an instrumental role in making the Employment Connection program the first accredited job readiness program in the Chicagoland area for people with vision loss.

My resume is attached for your review. If you have any questions, please feel free to contact me at (773) 123-4567 or at [marys@yahoo.com](mailto:marys@yahoo.com). Thank you in advance for your consideration.

Sincerely,

Mary Smith, M.A., LCPC

## **Online Application Tips**

Sometimes you may be asked to fill out a job application directly on a company's website and need to convert your resume from a Word document to a plain text.

***Below are the steps to convert your MS Word document to Plain Text:***

1. Open your existing Word resume document.
2. Using the main toolbar "File" menu, scroll down and select "Save As"
3. Using the "Save As" box, proceed as follows.
  - a. In the "Save In" window, select the location where you want to store the new file (suggestion: "Desktop").
  - b. In the "File Name" window, assign the new file a name (suggestion: "Plain Text Resume").
  - c. In the "Save as Type" window, scroll down and select "Text Only" or "Plain Text".
  - d. Click on "Save" to save the new plain text file to your Desktop.
4. A screen may appear advising you that the "file you are about to save may contain features that are not compatible with a text only format. Do you want to save the document in this format?" If this occurs, click "Yes". You may also see a File Conversion box. If so, accept the default settings and click OK to continue.
5. Close the original Word file and open the new file on your Desktop.
6. Now to polish your Plain Text resume.
7. Align your text to the left, keeping each line to no more than 60 letters.
8. The tab key won't work and don't bother trying to center anything.
9. Use asterisk to replace bullets or the hyphen to make separations.
10. Utilize all capitalizing, underlining with hyphens, and making the most of the white space.

# Interviews

There are very few people who do not approach the interview process with a sense of apprehension and even fear. However, keep in mind that interviews are not designed to be a process of inquisition or interrogation. Instead, interviews are simply a focused goal-oriented exchange of information between two people. Not only will you be presenting yourself and your qualifications, you will be evaluating whether or not you would consider working in the organization based on the information and impressions you acquire in the interview.

What is the most important element in acing an interview? Being prepared! Preparing thoroughly for your interview will better enable you to effectively present yourself and your qualifications as they relate to the position for which you are interviewing. Basic interviewing preparation should include:

## **Know Yourself**

- Before you go into an interview, you must spend a considerable amount of time thinking about yourself. Become very familiar with your resume, as you likely will be asked to speak to many points you have presented.

## **Know the Organization**

- Knowledge of the organization, its products or services, locations, needs and current events is not only essential, it is expected! Thorough preparation will strengthen your self-confidence and show a genuine interest in the job.

## **Consider the Match**

- Continue the interview preparation process by considering your interests, values, skills and needs in relation to the specific job you are pursuing. How does this position fit with your long-term goals and current values? The better you relate your career interests and abilities to the employer's needs, the more successful you will be.
- Practicing!
- You must be able to communicate information effectively to the employer. The more you practice, the more you will find that your interviewing skills improve. Practice in front of a mirror, with a friend, or call to set up a Mock Interview with the Business Career Center.
- Remember, oral communication is the single most important evaluation criteria in interviews. It isn't necessarily the best-qualified candidate who gets the job, but rather the one who is best at presenting his or her qualifications. Practice can pay off tremendously!

## Interview Protocol

### **What to Wear**

- The suit is the basic element of the interview wardrobe for men and women alike. Colors such as dark blue, black, or various shades of gray are considered most appropriate. Avoid being trendy. Instead, choose a conservative, classic style.
- For men, white and light blue shirts are recommended for interviews. Ties are a must! Dark shoes in brown or black are the best choices. For women, a basic medium-heeled pump in a color that complements the suit is recommended.

### **What to Bring**

- Always bring a few extra copies of your resume to the interview, along with a separate list of references. You will also want to carry a pen and paper along to make notes following the interview.
- It is best not to carry a large bulky bag or backpack with you to the interview. A small purse and/or a resume portfolio are appropriate.

### **Be Punctual**

- Never be late for an interview! Try to arrive 10 to 15 minutes early to allow yourself time to collect your thoughts and check your appearance.

### **Be Professional**

- Upon arriving to the interview, greet the employer's receptionist courteously and with respect. First impressions are lasting!
- Greet your interviewer with a smile, a firm handshake and direct eye contact.
- Always address the interviewer as "Mr." or "Ms." until he or she directs you to use their first name.

#### **Send a Thank You**

- It is very important to send a thank-you letter to each person you met with immediately (within 24 hours) after your interview. Thank the interviewer for their time and reiterate your interest in the position. (See Internship and Job Search Correspondence)

#### **The Interview**

The important thing to remember when you are interviewing is that you are trying to convey to the interviewer that you are the best person for this position. Therefore, each and every answer you state should reinforce that you can contribute positively to the employer. Be yourself and focus on your positive qualities!

#### **A few pointers to keep in mind when interviewing:**

- Keep your answers direct and concise. Do not talk too much or prolong the interview;
- Remain positive when answering interview questions. Do not blame others or make overly cynical comments about a previous boss or employer. Your tact and diplomacy should shine through in all of your responses;
- Do not inquire about salary or benefits until an offer has been made;
- Do not accept an offer on the spot. A response in 24 to 48 hours is appropriate.

#### **Sample General Interview Questions:**

1. Tell me about yourself.
2. What are your major strengths/weaknesses?
3. Do you work well under pressure? How do you handle it?
4. What interests you about this specific position?
5. What school activities did you enjoy the most?
6. What is your ideal management style?
7. Why did you select Loyola University?
8. What has been your most satisfying accomplishment?
9. Why should I hire you over other candidates?
10. Why did you leave your previous employer, or why are you leaving your present job?
11. Are you applying for any other jobs?
12. Are you willing to relocate? To travel?

#### **Behavioral Interviews**

In a behavior-based interview, you are required to provide an in-depth response to questions by drawing on past experiences or knowledge of particular issues. The recommended practice in response to behavior-based interviews is using the S.T.A.R method:

S = Situation

T = Tasks Involved

A = Action Taken

R = Results

Keep this in mind: Your response must detail an important situation, followed by the tasks you were involved in, the actions you took and, finally, the results you achieved. This method will help you provide appropriately detailed answers to interviewers' questions and give you a substantial advantage over candidates who provide only general answers.

#### **Sample Behavior-Based Interview Questions:**

1. How have you handled communicating with a variety of audiences/constituents in the past?
2. Please tell me about an important decision you made and how you arrived at it.
3. Describe a situation in which you had to deal with a professional disagreement or conflict.
4. Describe a recent situation in which you successfully persuaded others of your point of view.
5. Tell me about a time when you had to go above and beyond the call of duty in order to get a job done.
6. Describe the most significant or creative presentation you have had to complete.
7. Tell us about a time in the past when you had to deal with a difficult team member and describe what you did.
8. Give a specific example of a time when you used good judgment and logic in solving a problem.
9. Give an example of an important goal that you set and tell me about your success in reaching this goal.
10. Describe a time when you were working on a project that suddenly changed in mid-stream.

### **Questioning the Interviewer**

While it is obviously important to provide quality answers to interviewers' questions, it is equally important to ask pertinent and professional questions during the interview process. Many candidates are also evaluated on the basis of the questions they ask during the interview. Questions relating to salary and benefits should typically be avoided during the initial screening interviews.

Your questions should reflect a sincere interest in the organization and the position for which you are applying. They should not be questions that you could have easily discovered on your own simply by reviewing the company's website or recruitment literature. You do not want to give the interviewer the impression that you have not "done your homework" prior to the interview. Finally, since there may not be enough time to ask all - or even most - of your questions, choose them wisely.

### **Sample Questions for the Interviewer:**

1. What qualities are you looking for in your new hires?
2. What distinguishes your firm from its competitors?
3. What are the most challenging facets of the position?
4. How is an employee evaluated and promoted?
5. If you were to name three values this organization represents, what would they be?
6. What is the work environment like?
7. What are the major projects I will be working on in the first six months/year?
8. What are some of the typical career paths followed by others who have been in this position?
9. What characteristics does a successful employee have at your company?
10. Is there anything about my candidacy that concerns you or you have a question about?

## **Identifying your Skills**

### Communication Skills

Explaining  
Listening  
Persuading  
Speaking  
Teaching  
Writing

### Organizational Skills

Prioritizing  
Planning  
Managing time  
Budgeting

### Judgment Skills

Appraising  
Editing  
Evaluating  
Reviewing  
Examining

### Leadership Skills

Administering  
Coordinating  
Deciding  
Delegating  
Initiating  
Managing  
Supervising

### Problem-Solving Skills

Investigating  
Researching  
Observing  
Locating  
Trouble shooting

### Creative Skills

Inventing  
Designing  
Entertaining  
Innovating  
Displaying

(\*Adapted from Bolles & Zenoff)

### Interpersonal Skills

Advising  
Cooperating  
Confronting  
Group facilitating  
Interviewing  
Negotiating  
Researching

### Maintenance Skills

Compiling  
Handling details  
Setting up  
Updating  
Carry out requests

### Intellectual Skills

Conceptualizing  
Analyzing  
Classifying  
Questioning

# Salary Information & Negotiations

## The Basics

### ***Increase Your Perceived Worth***

- How You See and Present Yourself
  - Be confident
  - Speak convincingly about your accomplishments
- Be seen as a long-term asset
- How the Company Sees the Value of the Work to Be Done
- How the Company Perceives Your Appropriateness for the Job
  - Demonstrate that you are more qualified than any other candidate

### ***Do Your Homework***

- What are the going compensation rates for the industry?
- Research, research, research!
- Salary: [www.salary.com](http://www.salary.com)
- Occupational Outlook Handbook: [www.bls.gov/oco/home.htm](http://www.bls.gov/oco/home.htm)
- Professional organizations

### ***Know What's Important to You***

- Understand your priorities

### ***Figure Out Your "Floor"***

- Determine your minimum overall compensation package that you would realistically accept

### ***Negotiate Like You Are on the Same Side of the Table***

- Avoid antagonistic behavior - the relationship begins now!

### ***Drill Down on Health, Relocation and Other Benefits***

- Negotiate in other aspects besides just salary

### ***Understand What the Company May or May Not Have Degrees of Freedom About Be Gracious, But Firm***

- Although it is a tough job market, you must feel fairly compensated for what you do for the job to make sense for you

### ***Consider More Than Just the Salary***

Salary shouldn't be the only consideration when evaluating a job offer. Other factors that may be important include:

- The quality of the learning opportunity
- Rapport with your supervisor
- Respect for and from your colleagues
- The workplace atmosphere-intense/relaxed/competitive/supportive/chaotic/organized
- Other forms of compensation, such as bonuses or commission

- Benefits such as health insurance or 401(k)
- Perks (such as international travel) or recognition (such as speaking opportunities)
- The company's prestige
- The importance or value of what the organization produces
- Career-advancement opportunities
- Vacation and time-off policies
- Flexibility of the work schedule
- Quality of work life the position affords
- Commuting distance and related considerations
- On-site facilities, such as fitness and child-care centers

#### When and How to Discuss the Touchy Subject

##### ***Don't talk about salary too soon***

- The only time to talk about salary is when they say they want you for the job

##### ***If asked about salary right away, change the subject***

- Change the subject politely "I'm sure we can come to a salary agreement if I'm the right person for the job. I'd like to see if we agree that I am."

##### ***Do your research and prepare to negotiate***

- Before you go into the interview, know the going rate for your experience and position

#### 10 Salary Negotiation Mistakes to Avoid

1. Fail to deal intelligently with salary questions and issues by not doing research on salary comparables and employers.
2. Specify a single salary figure when asked, "What are your salary requirements?"
3. Assume your "qualifications" and "performance" will automatically determine your salary level.
4. Believe you are indispensable to an employer who will give you substantial raises rather than risk losing you to the competition.
5. Think the employer is in the driver's seat when it comes to negotiating salary.
6. Approach salary negotiations from a perspective of need or greed rather than as a process of assigning value to your qualifications and promises of performance.
7. Fail to compile supports for a negotiating position.
8. Forget to calculate benefits as part of the compensation package.
9. Quickly to accept employers' first or second offers.
10. Try to play "hard to get" when you have little or nothing to leverage.



