

## EMPLOYMENT PACKAGE



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## Be an active participant...

- Understand strengths
- Understand objectives
- Establish a game plan



**Not just finding a job - developing a deeper understanding of yourself & overall career objectives.**

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## Determine your...

- Career goals / objectives
- Match them with your:
  - strengths
  - capabilities
- Secure a satisfying & challenging new position!



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**To increase your success you must know...**

- yourself
- strengths
- what motivates you
- what makes you valuable to others



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**Develop Career Objective**

- First critical step
- Clearly & accurately describes the position best for you
- To be effective, objective must reflect:
  - abilities
  - interests
  - temperament
  - experience



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**A job search begins with an honest self-evaluation.**



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## Review your accomplishments...

- Career / lifetime achievements
- Knowing & expressing what you can do well will help you:
  - build self-confidence
  - seek out positions that fit you best
  - communicate effectively in interviews & meetings

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## An Accomplishment is an activity that...

- Gives you:
  - pleasure
  - fulfillment
  - a feeling of pride & success
- Accomplishments:
  - can be LARGE or small
  - can be routine or extraordinary
  - may have occurred frequently or only once
  - can be work-related or personal



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## The key is...



how you felt about it, not how it was judged by others.

Accomplishments represent you functioning at your best, when you believed in yourself & your ideas!

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**7 common barriers to blowing your own horn...**



- You've been taught that it isn't polite to show off.
- You don't want to be seen as "hogging credit"... "I really did not do it alone, others helped."
- You feel that your business is no one's concern but your own... "I know I am capable, so why should I have to convince others?"

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**7 common barriers to blowing your own horn...**



- You come from a company culture that emphasizes teamwork & discourages employees from taking credit for individual performance.
- You haven't done it very often.
- You typically do not take credit for the many things you have really accomplished... "It's all in a day's work." "It is just my job."

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**7 common barriers to blowing your own horn...**

You are not sure how to do it without sounding egotistical.



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## STRENGTHS



- Strengths are abilities that match your interests.
- An ability is something you do well
  - a competence
  - a talent

**Not every ability is supported by an interest.**

**Some things you may do well may come as a result of repetition or simply because you have had to do them, not because you have chosen to.**

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## INTERESTS...

- Something that intrigues you or motivates you positively.
- Not every interest is supported by talent or ability...

**you may wish you could play the piano or surf, but lack the talent to do so.**



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**Strengths are abilities that match your areas of interest.**

**Determining your greatest strength, confirmed by your accomplishments, can define the functions you will perform best & most happily in your next position.**



**Define career objectives in terms of strengths rather than in terms of specific job title.**

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**Be sure not only to list strengths, but give examples of those strengths in action.**

**You must be able to explain to those you meet just how your strengths can relate to their business requirements.**

**After strengths have been identified, discover where they intersect given the realities of the job market.**

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### **Taking your strengths to market...**



- **Same Job/Same Industry**
  - career compatible with skills, talents & interests, content with industry, & wish to find a similar job.
- **Same Job/ Different Industry**
  - satisfied with career, but wish to move into a different industry, perhaps current industry has limited opportunities, or a new industry has become more appealing.

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### **Taking your strengths to market...**



- **Different Job/Same Industry**
  - the match between your strengths & job has drifted off track, want to remain in same industry, but want a different kind of job.
- **Different Job/Different Industry**
  - total career & industry change, this option is likely to increase due to rapid technological changes, mergers, buyouts, acquisitions, & competition.
  - Once-promising careers have been eliminated, almost overnight, by these new realities.

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## Taking your strengths to market...

- Still need more information...
  - undecided about what path to follow.
- If your direction is unclear, look closely at...
  - specific areas of interest that have continually captured your attention.
  - specific jobs you have frequently thought about.
  - a specific industry that interests you.



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## 4 essential reasons for selecting a career direction & developing a specific career objective:

- The “Jack of all Trades” approach, “Here I am, where can you use me?” is history.
- Your competitors in the job market will be focused.
- Employers are looking for candidates who can persuade them they can add specific value to an organization.
- What goes into your resume is determined by your career objective...

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- If you don't select an Objective or direction, it is very difficult to create a powerful resumé.
- The reader will not know what you really have to offer.
- Even you may become confused about what you are really selling.
- The Objective “drives” all other information on your resumé.



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### Elements of a career objective...

- Objective statement has 3 elements:
  - The kind of job you expect to do:
    - State the level if appropriate - medical office manager / administrator.
    - State the functional area - administrative, front or back office.
    - State the industry, if you are definite about it - medical office.
  - Your greatest strengths.
  - Results you expect to produce:
    - indicate your intended contribution in terms relevant to your Objective. How will the employer be better off as a result of your bringing those strengths to that kind of job?

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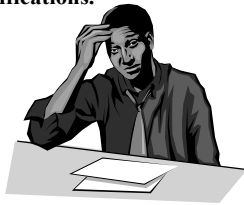
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### YOUR RESUMÉ

- What is a resumé?
  - A short, professional account of your career & qualifications.



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### Writing a resumé helps you...

- organize your thinking.
- show how your past experience supports your Objective.
- express yourself more effectively during interviews.



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### Reasons for a resumé...

- Some people will be uncomfortable without a written introduction to who you are.
- It can open doors for you as you build a network of contacts.
- An employment agency can forward it to prospective employers for review.
- It provides a good document to leave behind after a meeting.
- It can reinforce the impression you made at an interview.



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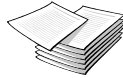
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### When your resumé is 1 of 50 or surviving the 30-second skim.

- Resumé writing may take hours.
- Don't expect every word will be read with equal care.
- Keep reader's attention, avoid long paragraphs, long sentences or large blocks of text.



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### Surviving...

- Use wide margins, bold headings, indentations or bullets to guide the reader to important points.
- Don't let the layout itself become a distraction.
- All statements made in your resumé should support your Objective.
- Avoid irrelevant accomplishments.

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### Surviving...

- **Avoid generalities, use quantifiable & measurable information.**
- **Develop career summary demonstrating why you are qualified for the job you are seeking.**
- **Use personal pronouns sparingly, “I”...**
- **Avoid weak verbs: helped, assisted.**
- **Use strong action verbs that focus on results: achieved, created, planned.**

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### Surviving...

- **Anticipate the reader’s questions & include material which will answer them.**
- **Your fate is controlled by the reader’s perception, not your intention.**
- **Your resumé is a sales tool.**
- **It should be written to illustrate what you can do!**

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### Resumé Formats

- **2 main formats:**
- **Chronological:**
  - appropriate when seeking a similar or more senior position of the same type, in the same or closely related industry.
- **Functional:**
  - used to highlight your ability to perform a somewhat different job or a position in a different industry.

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**Use a Chronological format  
when...**

- Continuing in same occupation or industry
- Your career shows steady growth with progressive responsibilities.
- You have an unbroken (no gaps) employment record.
- A chronological format calls the reader's attention to your recent job history.

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**Chronological Resumé Format**

- Name, address, phone
- Objective
- Background Summary
- Professional Experience including selected accomplishments
- Education / Professional Training
- Military Service (optional)
- Personal Interests / Memberships (optional)

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**Use a Functional format  
when...**

- Making a significant career / job change.
- The same company has employed you for a very long time.
- You have a history of many jobs or gaps in your employment record.
- You have had unrelated jobs or jobs very similar in nature.
- A Functional format directs the reader to your functional strengths.

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## Functional Resumé Format

- Name, address, phone
- Objective
- Background Summary
- Selected Accomplishments
- Professional Experience
- Education / Professional Training
- Military Service (optional)
- Personal Interests / Memberships (optional).

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## KEY ELEMENTS OF A RESUMÉ

- **Heading:**
  - Identifying information: name, address, telephone numbers, email.
  - Should head the first page in a balanced, pleasant layout.
  - May want to place at top right-hand side of page, increasing visibility to someone flipping through a pile
- **Objective**

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## Elements of a resumé

- **Background Summary / Highlights of Qualifications / Summary of Qualifications / Career Summary**
  - Brief summary of your work experience & strengths.
  - Emphasizes your knowledge, skills & qualifications for the job you seek.
  - Supports Career Objective.
  - Details why you can do what your Objective states you want to do.

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## Background Summary...

- Can be organized in several ways:
  - Narrative (3 - 4 sentences).
  - Short introductory narrative followed by bullets.
  - Bullet statements alone, or combined with short narrative sentences.



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## ACCOMPLISHMENTS...

- May be entitled Professional Accomplishments or Selected Accomplishments.
- Powerful selling tools, employers want to hire people who achieve results.
- Written as specific examples of actions taken and results produced.
- Begin your Accomplishment Statements with action verbs

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## Accomplishments...



- Include:
  - figures which quantify what you have achieved
  - awards you have received
  - programs you have designed
  - money you have saved your company
  - problems you have solved

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### **Accomplishments...**

- Lead the reader to conclusions you want him/her to draw about you.
- Identify what you have achieved.
- Example...  
Received a personal letter from the CEO of XYZ Corporation for outstanding achievement.
- Accomplishments must solidly support your Objective.

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### **PROFESSIONAL EXPERIENCE**

- May also be called Employment History or Work History.
- Resumé is a marketing tool, not an autobiography.
- Include only those things that emphasize your strengths.
- Never falsify or distort information.
- Present in reverse chronological order.

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### **Professional experience...**

- Use only whole years, not months, e.g., 1999-2001:
  - give a brief description of the job
  - emphasize the strengths mentioned in your Objective
  - continue in reverse chronological order

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## Education

- State simply
- List highest degree first, followed by its subject, your university or college, & the dates.
- Include other training, certificates or educational achievements that support the Objective.
- Nonacademic achievements can be listed separately under a Professional Development or Training & Development section heading.

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## Personal Interests, Memberships, Affiliations

- Optional
- May include Objective relevant memberships, language skills, special achievements, military experience, etc.
- Professional memberships related to your field.
- Community involvement, be selective, avoid mention of religious or political activities.

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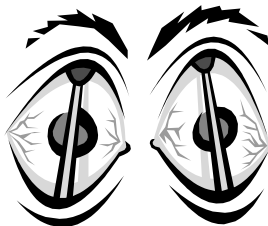
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