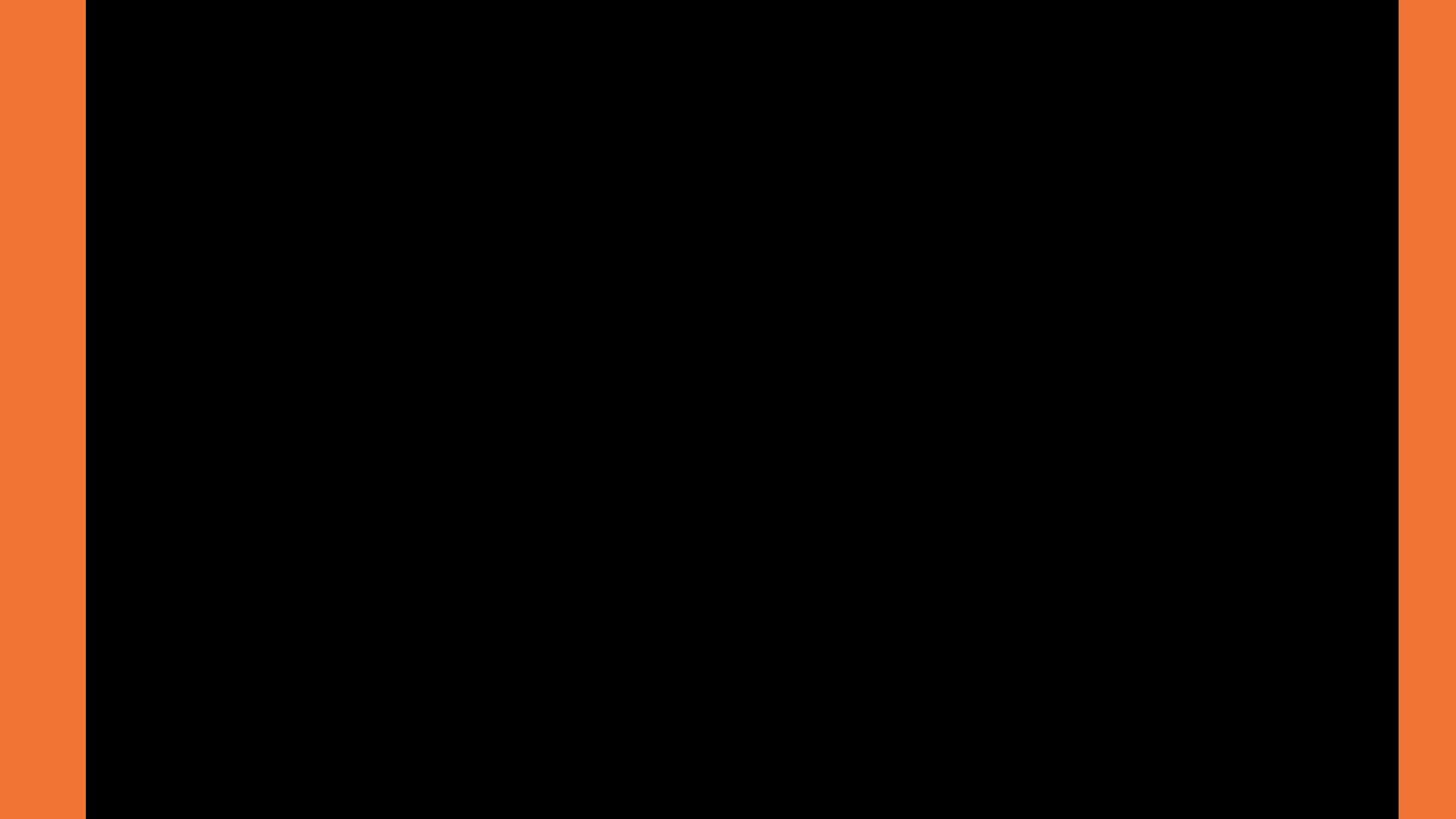




From final hurdles to winning the race – securing your dream role

13<sup>th</sup> October 2016

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# Georgina Barrick- Introduction

The screenshot shows a LinkedIn profile for Georgina Barrick. At the top, the LinkedIn navigation bar includes the logo, a search bar, and navigation links like Home, Profile, My Network, Learning, Jobs, Interests, Business Services, and Try Premium for free. Below the navigation bar, there's a banner for ADvTECH GROUP, stating they are 'Placed No. 2 Best Company to Work For South Africa and No. 3 in Southern Africa'. The profile itself features a profile picture of Georgina Barrick, a woman in a white shirt and grey skirt. Her name 'Georgina Barrick' is prominently displayed, followed by her headline: 'Head-hunter - helping clients identify leaders perfectly suited to key roles within organisations + 12 000 connections'. Below this, her location 'Johannesburg Area, South Africa' and industry 'Staffing and Recruiting' are listed. Her current role is 'Cassel&Co / Brent Personnel - In Source and IT Edge -divisions of ADvTECH Resourcing'. Previous roles include 'Humanity Search and Select, Tipping Point Strategic Consulting, Renwick Talent'. Her education is 'University of KwaZulu-Natal'. A 'View profile as' dropdown menu is visible, and a '500+ connections' badge is shown. At the bottom of the profile section, the URL 'https://za.linkedin.com/in/headhunterandconnector' and a 'Contact info' button are visible. To the right of the profile, there's a 'Profile Strength' section showing 'All-Star' and a 'Grammarly' advertisement with the text 'Be the best writer in your office. Grammarly is your secret weapon. Shhh...we won't tell anyone. Get Grammarly It's free'.

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# First steps in the process to success

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- No 1 – Decide what you want
- Remove the doubt – believe in yourself and your abilities
- Pay attention to your thoughts and feelings – thoughts become things- positive happy – non fear based
- Pay attention to the signs – be alive to the opportunity
- Be committed to the process
- Take responsibility for your situation – learn the lessons

# First steps in the process to success

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- Your well being is assured
- Take action
- Computers don't hire people – people do
- Network network network
- Think about the touch points – CV/ Voice Mail/ Social Media
- Plan for success



*Oprah*  
class

# Using social media

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What social media should you use ?



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# How to create a killer LinkedIn profile

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- Start with a professional photo
- Make your headline searchable and make it stand out – key words
- Use your headline to your advantage
- Summary 5-6 of your biggest achievements
- Add support images/ docs/ videos underpinning your experience
- Fill out as much of your profile as possible – be relevant
- Don't copy and paste your job description – employers hire for results
- Keep work history relevant – again remember the Boolean search methodology
- Add links to relevant sites, blog etc.
- Ask for recommendations – be strategic

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# How to create a killer LinkedIn profile

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- Use your target job descriptions to your advantage
- Highlight results
- Show a bit of your personality – never in the 3<sup>rd</sup> person
- Be creative - make a profile that shows you took time and effort
- Treat your profile like your CV
- Update your status
- Become a “publisher”
- Connect with people who can help you – be disciplined
- Make sure people can find you

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# The final hurdle

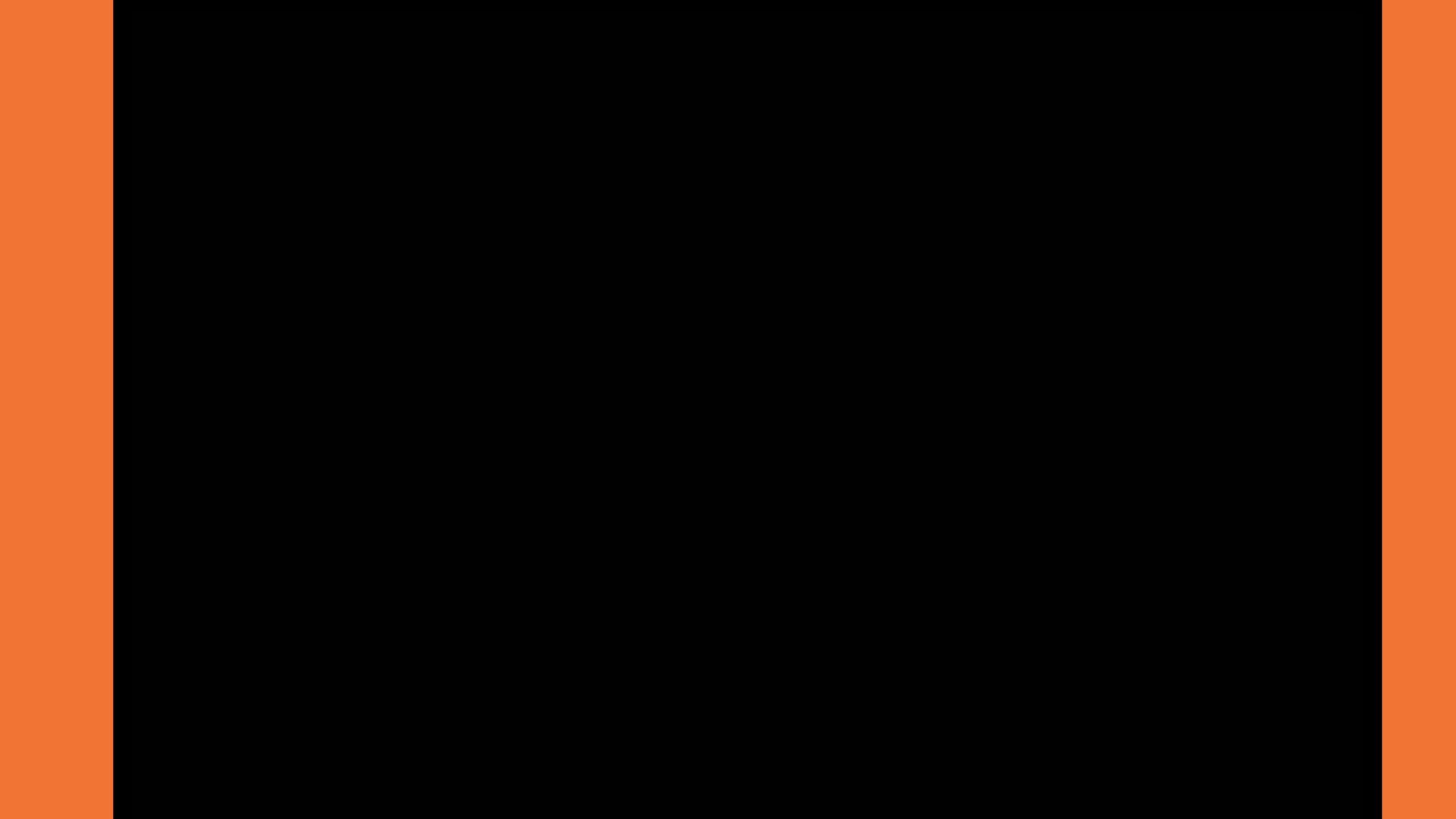
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3 Stages :

- Before the interview
- During the Interview
- After the interview

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# How to ACE the interview

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What are the biggest challenges you have faced in interviews ?

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# Before the interview – Research

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- Know your value to the organisation
- Research – Website , LinkedIn, Google,
- Job description - look for clues – what are they really looking for ?
- Clients / Competitors
- Current employees – doing the same job
- Former employees experience
- Why does the position really exist ?
- How the position helps the person who is hiring ? Get to the heart of this.
- Know your interviewer - professional stalker
- Know yourself – areas of excellence and development

# The interview

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Ultimately job interviews come down to answering 3 things:

Make money – have you done this in the past ?

- Achievements / track record
- How will you go about doing it again ?

Save money – can you streamline processes

- Do you have a track record ?

Can you solve a problem ?

- Will you need a lot of training ?
- Are you the solution to the problem ?
- Will you fit the culture – easy to manage ?

# The interview

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If you can find out what the needs and challenges are , you can articulate yourself as a part of the solution

- 3 “cards” in your pocket
- 2 stories per card – encompassing both functional and behavioral competence
- Goal to get your 3 cards on the table and show how you line up to the skills and behaviors they are looking for.
- Relies on research – listening in the interview for clues and asking the right questions.
- Clues come in the kind of questions asked :
  - Situational or Behavioral

# The interview

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The stories you tell illustrate your 3 cards – follow PAR formula

- Problem- what was the problem or issue
- Action- what actual part did you play individually as well as part of a team (we and I)
- Result – what was the outcome – benefits

Will keep you focused

Practice – speak it out loud . Be clear about the words you are going to use

- Interviewing is like dating – ask questions
- Be relevant
- Get to the heart of the need



# The interview

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A great interview flows like an awesome first date – meaty and interesting conversation.

- Asking the right questions shows interest
- Opportunity to sell yourself
- Asking questions about most common challenges in role gives insights
- What else question ?

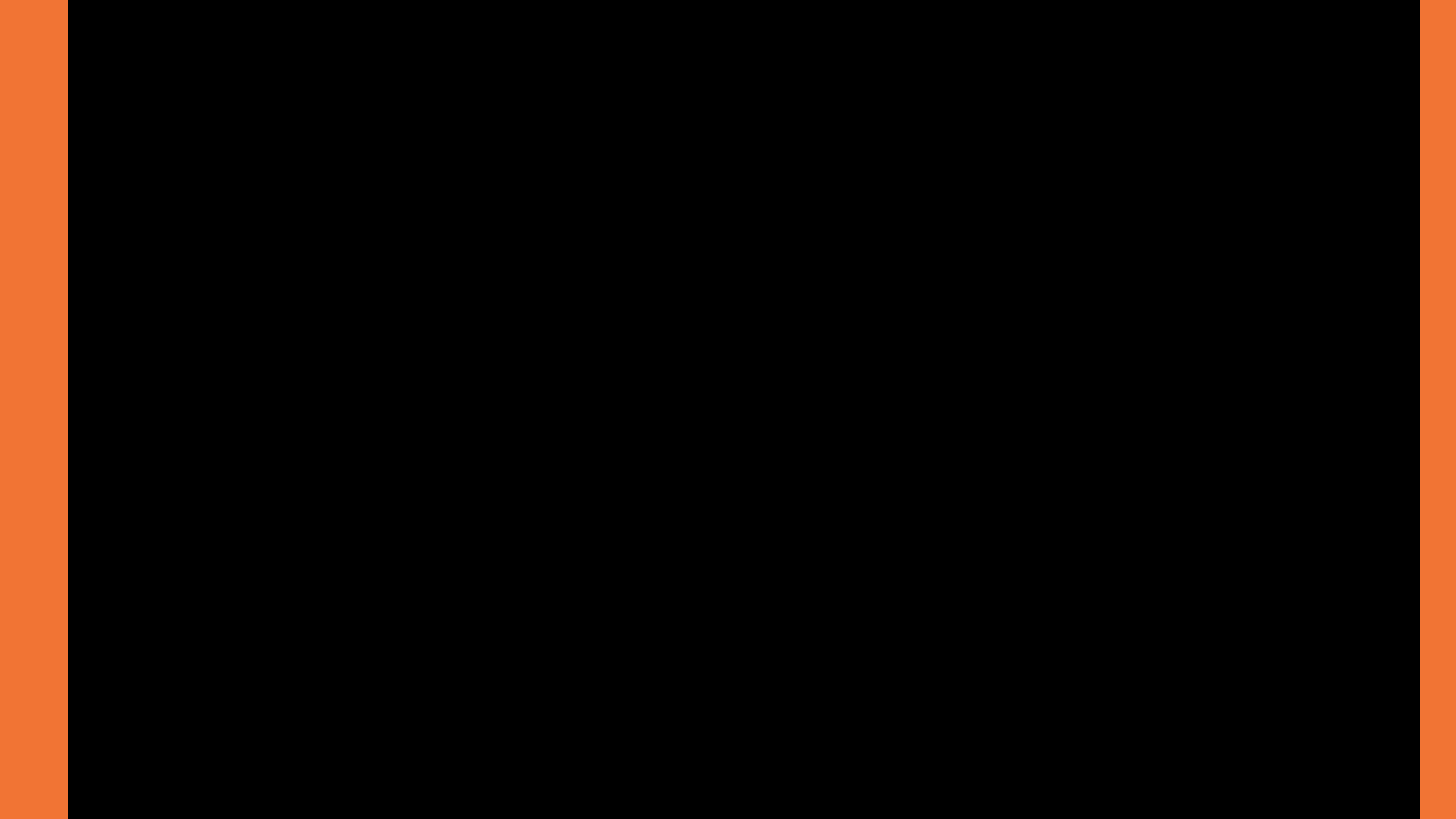
Do not ask self serving questions

Use on the spot critical thinking

# The Close

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- Close strongly and enthusiastically
- Make sure you left all your “cards on the table”
- Ask about next steps and timing





Thank you

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