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# Getting the Interview



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I get it ...



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# Today's Agenda

- The reality of the application process
- The biggest mistakes you can make
- How to take control and get the interview



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# Learning Objectives


By the end of this workshop, you will be able to...

- *Explain how those who decide on who to interview you actually look at applications*
- *Understand what key mistakes to avoid in the application process*
- *Create an ideal application to secure the interview vs. simply apply*

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# VS.

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**JOB HUNT TO-DO LIST**

1. Wish upon a shooting star.
2. Throw pennies into a fountain.
3. Break a wishbone.
4. Find a four-leaf clover.
5. Befriend a leprechaun.

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## Who am I and should you listen?

Positions such as:

- Owner of BackStretch Consulting Group
  - A Permanent Recruitment Company
- Recruitment Manager with Gener8
  - Took them from 5 to 150 staff in 2 years
- Career Consultant with UBC
  - Work with graduates for career goals
- Permanent Recruitment, Team Leader
  - Managed team of Recruiters in Calgary and Vancouver



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## Who am I and should you listen?

Most importantly, results:

- Managed 1,000 + permanent recruits
- Interviewed 3,000 + candidates
- Reviewed 10,000 + resumes to decide
  - **WHO gets the interview**
  - **and WHY**



*Before we begin ...*

**What brought you  
here on this  
rainy day?**



**1.**

**The reality of  
your application**



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## It is a numbers game ... your thoughts?

- Average amount of applications per position?
- Average time to review a resume?
- How many positions are open at one time?
- How many typically get interviewed?



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## The reality ...

- Average amount of applications per position?
  - 75 to 200 based on level and ability of the recruiter
- Average time to review a resume?
  - 15 to 30 seconds
  - A professionally trained recruiter?
- How many positions are open at one time?
  - Depending on size of company, between 5 and 10
- How many typically get interviewed?
  - Typically between 4 to 7



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## What do the numbers tell you?

- 100 applicants \* 10 positions = 1,000 emails
  - How would you deal with this many emails?
- 15 to 30 seconds or less = very little time
  - What does that mean for your application?
- 4 to 7 vs. 100
  - Are you doing everything you can to get noticed?



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## 2.

# The biggest mistakes you can make




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### Mistakes ... your thoughts?

- What do you think the top 3 are?
- What do you think is # 1?
- How often do you think they happen?






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## My thoughts?

What do I think the top 3 are?

- A poor email / introduction
  - Why?
- Using the wrong name in the application / grammar
  - Why?
- A template resume
  - Why?

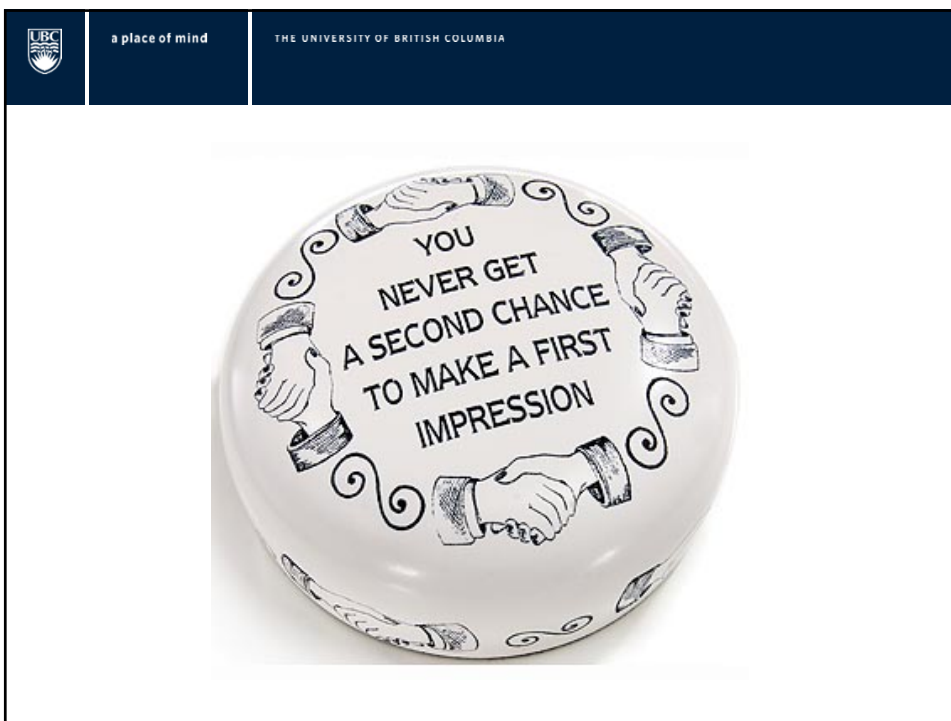


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## And the Number 1 is?

- Poor email / introduction
  - And why?
  - Lets think about the numbers again
    - 100 applicants
    - 15 – 30 seconds
    - 4 to 7 interviews



**3.**

**How to take  
control and get  
the interview**



## Taking Control – let's review

- The numbers
  - 75 to 200
  - 15 to 30 seconds
  - 4 to 7 interviews
- The Bad
  - Email / introduction
  - Using the wrong name in the application / grammar
  - A template resume
- And now the Good?




## Taking Control

- *In one word, why does any company / organization / group hire someone?*

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## Taking Control

# *P R O B L E M*

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## Taking Control

- *In one word, what do you need to do?*

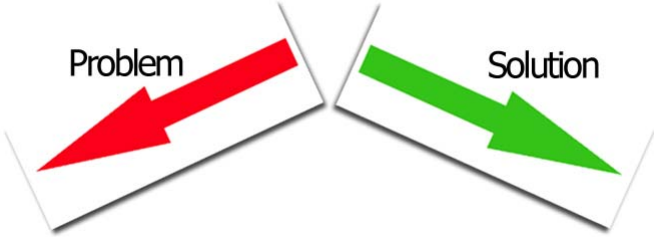
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# Taking Control

*S O L V E I T*

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# Taking Control - only two things matter



The diagram features a V-shaped frame formed by two grey lines meeting at a central point. A red arrow points from the center towards the left, with the word "Problem" written above it. A green arrow points from the center towards the right, with the word "Solution" written above it.

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## Do you understand their Problems?

- How and where can you learn about it?
- Where can you get more information?
- Can you communicate it in 5 to 10 bullet points?

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## How are you the solution?

Problems	Solutions
<ul style="list-style-type: none"><li>• A</li><li>• B</li><li>• C</li><li>• D</li><li>• E</li></ul>	<ul style="list-style-type: none"><li>• A</li><li>• B</li><li>• C</li><li>• D</li><li>• E</li></ul>




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## The problem and the solution

- Now you are getting it ...
  - Where do you share how you are the solution?
  - How many times?
  - Do you want to repeat yourself?




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## The # 1 mistake – let's fix it

- What should you put in your email?
- What happens if there isn't a chance?
- What other ways can you introduce yourself?




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## The Resume – 15 to 30 seconds

- What is most important?
- How do I avoid the template look?
  - Objective
  - summary
- Am I the solution?



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## Resume Example


Objective:


To start my career with **Apple Computers** in the **Software Developer** opportunity **as I** have used Apple products my whole life and believe in your products and offerings.

Summary:

- Masters in Computer Science with focus on Software
- 2 years of experience with Java and C++
- 4 years within project management of software titles
- Managed teams of 5 to 20 with proven results
- **Permanent Resident** in Canada



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<h2>Email Example</h2> <p>Good day,</p> <p>I am excited to be considered for the Software Developer opportunity with Apple Computers. Absolutely love your products and would be excited to tell my family and friends that I was working with you.</p> <p>I know you must get many applications – here is why I feel I am a fit for your unique challenges.</p> <ul style="list-style-type: none"><li>• Masters in Computer Science with focus on Software</li><li>• 2 years of experience with Java and C++</li><li>• 4 years within project management of software titles</li><li>• Managed teams of 5 to 20 with proven results</li><li>• <b>Permanent Resident</b> in Canada</li></ul> <ul style="list-style-type: none"><li>• Name</li><li>• Phone Number</li></ul>		

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<h2>Pop Quiz!</h2> <ul style="list-style-type: none"><li>• <i>When is the best time to apply for any position?</i></li></ul>		




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## Before it is posted!

- Really ... ?
- Remember it is a numbers game!
- So how do I do it?




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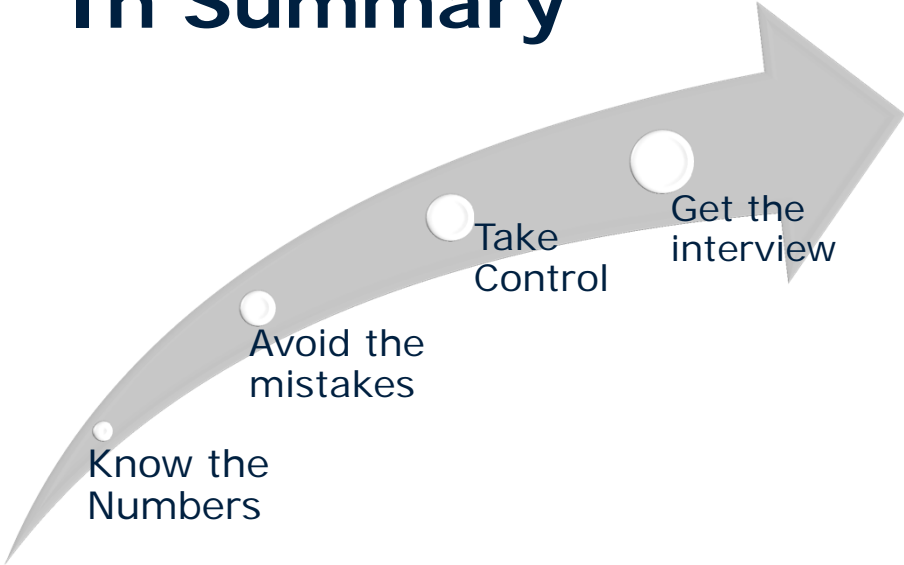
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## Taking control – the Ideal Application

- 1 – get noticed before the position is opened
  - *How?*
- 2 – Understand their problems
  - *How?*
- 3 – Own the application
  - *How?*
- 4 – Own the follow up
  - *How?*



# In Summary



Know the  
Numbers

Avoid the  
mistakes

Take  
Control

Get the  
interview



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