Getting the Interview

Matthew Heiydt
Career Consultant, UBC
President, BackStretch Consulting Group

I get it ...
Today’s Agenda

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

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
VS.

**JOB HUNT TO-DO LIST**

1. Wish upon a shooting star.
2. Throw pennies into a fountain.
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

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
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?

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
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?
2. The biggest mistakes you can make

Mistakes ... your thoughts?

• What do you think the top 3 are?

• What do you think is # 1?

• How often do you think they happen?
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?

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?
Taking Control

**PROBLEM**

Taking Control

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

SOLVE IT

Taking Control - only two things matter

Problem

Solution
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?

How are you the solution?

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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?

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?
The Resume – 15 to 30 seconds

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

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
Email Example

Good day,

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.

I know you must get many applications – here is why I feel I am a fit for your unique challenges.

• 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

• Name
• Phone Number

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Pop Quiz!

- *When is the best time to apply for any position?*
Before it is posted!

• Really ... ?

• Remember it is a numbers game!

• So how do I do it?

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