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Identify your Superpowers within to  
Help Land your Dream Job

# Agenda



- ❖ Planning your dream job
- ❖ Identifying your key differentiators
- ❖ Building your personal narrative
- ❖ Tips on how to get your resume and cover letter to rise through the applicant tracking system (ATS)
- ❖ Interviewing tips for subject matter experts
- ❖ Importance of Networking
- ❖ Questions



# Identifying Your Dream Job

- ❖ How many of you believe that you can land your dream job?
- ❖ So many of us will make plans for major life decisions. (Financial, spiritual, home renovation, cars, education etc.)
- ❖ But..... how many of us actually take the time to think about the dream job you want to have???



What does your dream job look like?

Please take 10 minutes assume you have no restrictions.





# Identifying your Key Differentiators

- ❖ Identify your Superpowers: What skills do you possess that you are well known for?
- ❖ Identify what makes you stand out from other candidates
- ❖ Make your network aware of the kind of job you are seeking so you can employ them in your career search



# Personal Narrative



- ❖ An elevator pitch is a brief, persuasive speech used to spark interest in others as to what you do and what opportunities you are currently seeking
- ❖ Ensure you dedicate a portion of the conversation to clearly state your passion and your key differentiators/value proposition
- ❖ A good elevator pitch should last approximately 60 seconds the equivalent of a short elevator ride. Use it as a conversation starter.



# Personal Narrative Exercise

- ❖ Please review the template
- ❖ Take 15 minutes and try to create your own speech
- ❖ Note this is not easy to do and it will take a lot of time and effort to perfect it
- ❖ You will also need to customize it according to your audience and throughout your career



# Elevator Speech Debrief





# Applicant Tracking Systems

- ❖ An applicant tracking system (ATS) is software used by large organizations to help screen resumes electronically based on predetermined criteria as set out by the hiring manager and/or Human Resources
- ❖ Here are some new facts you need to be made aware of when applying to companies with ATS



# Tips on how to work through the ATS

- ❖ Make sure your name and contact information are part of the body of the resume and not in a separate header
- ❖ Some applicant tracking systems skip headers so you could risk having your contact information excluded
- ❖ Avoid incorporating tables in your resume or cover letter as some ATS can't read them and will exclude the information you place in them
- ❖ Place your resume into a “problem-free template” ([beatresumesystem.com](http://beatresumesystem.com)) which is free to anyone on line

# [Name]

[Title, e.g. Programmer]

 [telephone]  [professional email address]

 [Linkedin address or personal website]

## Summary of Qualifications/Highlights

- Insert your best accomplishments and qualifications—don't be shy
- Where relevant, repeat accomplishments from the Experience section
- Tailor this section to the interests of the employer

For more information, see Pamela Paterson's book [\*Get the Job: Optimize Your Resume for the Online Job Search\*](#), specifically these sections:

- **Create Layout and Design**
- **Resume Section: Summary of Qualifications**
- **Why This Section Is Most Important**
- **Be the Preferred Profile (Get a Good Impression)**
- **Tailor Your Resume to Beat Online Job Systems**
- **Beating Online Job Systems—What You Need to Know**
- **Using Social Media to Create an Online Presence**
- **Common Problems and How to Fix Them**
- **Common Resume Problems and Strategies**

## Computer Skills/Tools

Include all the tools, computer skills, and environments you know.

For more information, see Pamela Paterson's book [\*Get the Job: Optimize Your Resume for the Online Job Search\*](#), specifically these sections:

- **Create Layout and Design**
- **Resume Section: Computer and Technical Skills**
- **Get the Skills**
- **Organize Your Skills**
- **List Skills Separately for Keyword Searches**
- **When to Include Version Numbers**
- **When to Include Level of Experience**
- **Be the Preferred Profile (Get a Good Impression)**
- **Tailor Your Resume to Beat Online Job Systems**
- **Beating Online Job Systems—What You Need to Know**



# ATS Continued

- ❖ Ensure to match your resume to the job you are applying to as much as possible and in every position you have held
- ❖ Be as literal as possible as the system will be trying to match words
- ❖ Include all the software and technology you have used as the system will be scanning for this information



# Interviewing Tips for Subject Matter Experts (SMEs)

- ❖ You are not being hired as entry level employees but rather for your expertise. Hence, you are subject matter experts
- ❖ When a company calls you on the phone its an invitation into the interview process, don't let them find a reason to discount you
- ❖ Be prepared to talk about the value you can bring. Pull from your personal narrative.



# How the ATS Reads Cover Letters

- ❖ ATS are designed to read cover letters
- ❖ Incorporate key words to align with the job profile
- ❖ People prefer to work with individuals who share their similar value systems





# Questions to Consider Asking Potential Employers

- ❖ What developmental opportunities does the company promote?
- ❖ What kind of support can I expect regarding my continued research in my field?
- ❖ Is there anything I haven't covered?
- ❖ What about your business keeps you up at night?



# How to use LinkedIn to Network Effectively

- ❖ Use LinkedIn to help network you to people in organizations/institutions you are interested in
- ❖ Find people you know well who may have a contact and would be willing to make an introduction on your behalf
- ❖ If they agree then connect with this person directly and ask them to meet with you
- ❖ Your goal is to get two referrals



# Top Networking Sites for Business and Academics

## ❖ LinkedIn:

- ❖ As of October 2015 has 400 million users in over 200 Countries
- ❖ Nine million users in Canada

## ❖ Research Gate

- ❖ 9 million users



# Networking Cycle





# Other Social Media

- Twitter
- Instagram
- Google
- Facebook



# Resources/Websites

- ❖ Pamela Paterson: Author “Get the Job”
- ❖ Website for resume assistance:  
[www.beatresumesystems.com](http://www.beatresumesystems.com)
- ❖ Glassdoor: [www.glassdoor.ca](http://www.glassdoor.ca)  
Jobs and Reviews on Organizations
- ❖ Keith Ferrazzi: Author “Never Eat Alone”
- ❖ Sunday New York Times: The Corner Office



# Ten Things that Require Zero Talent

- ❖ Being On Time
- ❖ Work Ethic
- ❖ Body Language
- ❖ Energy
- ❖ Attitude
- ❖ Passion
- ❖ Effort
- ❖ Being Coachable
- ❖ Doing Extra
- ❖ Being Prepared



# In Conclusion

- 1 Make a plan for the job you want to have
- 2 Identify your key differentiators – what makes you unique
- 3 Craft your “Personal Narrative” – It must sound authentically you and realize it will take time to perfect it
- 4 Incorporate the tips discussed earlier when creating your resume so that it will top the ones identified by the ATS
- 5 Meet and connect with as many people as you can during your time here
- 6 Get your profile on LinkedIn
- 7 If there is one thing that I can impart on you today is to Network, Network , Network



# Please Stay in touch

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