

# Robin Ryan

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Thank you This is Robin Ryan. And I'd like to to imagine this scene, Sara walks into the interview. Now she's a bit nervous. Right? And they start out the interview asking this question. What is your proudest moment of your life? She gets a little nervous. Right? Because she's not sure. You know, should I say? Well, like getting asked to the the formal by Tommy No, I can't say that. Getting an internship would be the private moment of my life. But I don't have one yet. Getting an A in international business. Know that that's not going to work either. So consequently, she's flustered. You know why? Because she wasn't prepared. She wasn't ready to answer whatever question they thought that they might throw at her. And that's the problem. And so today, we're going to talk about, you're going to a job interview, and really excelling and doing your very, very best. All right, because Sarah failed 80% of the time, people go into the job interview, they fail. That's not good. So I'd like you to think about this. Here's another question that a lot of college students get asked, What's the biggest mistake you've made in college? And you take a breath, and the first thing that comes to your mind, is it party your brains out? You know, not a good answer. You can't say that, you know, you cheated on the final for calculus, because you're afraid that if you didn't get a good grade, you wouldn't get into graduate school. That's not going to work either. You know, you have to really know how do I answer these questions? And when they asked you a question about a big mistake, there's two things that they're really asking what was the mistake? And what did you learn from it? How did you deal with this mistake? And how did you overcome it? What are you doing now? So it's different. So you're not repeating that same mistake? Those are the kinds of things that you need to do, because of these opening questions. I mean, if you fail, you've missed this opportunity, you've lost this job, and we don't want that to happen. So, so many of you are surprised to learn that 80% of the time people fail in the job interview. Why do they fail? Well, first, they haven't researched the company. They don't know what the company

does, they don't know about the product, they aren't sure about the job. And they aren't clear about selling themselves in their skills. You know, when you're a new grad, you say to yourself, I don't really have any skills, I don't really have much experience. But you do, you've got a college education, you've got some skills you've learned from your internships or your part time job. I mean, even if you worked at McDonald's, you learned customer service, you learn teamwork, you learn, you know about time management. So there are a lot of skills that you've picked up, whether you believe it or not. And then the second thing is you haven't practiced answering the situational questions. These are those tough behavioral questions that start out with tell us about a time or describe something. And they're asking for a very specific time, something you've really done before in the past. And those can be very, very hard. Okay, what is what's the employer thinking? You're sitting there, they're looking at you, you know, their mind is kind of on the person before you but they're starting to get recognized that you're there. And the first thing in their mind is, are you qualified? Can you do the job? The next thing is will you do all the tasks we assign? Are you going to be a typical millennial and be a problem and say, Why don't want to do that? So I'm not going to lawyers don't want that. They want you to do anything they assign to you. We show up daily. Are you thinking that, you know, unpaid PTO is means you can leave anytime you want to know they need you to be dependable and reliable. They want you to show them that you can learn quickly because there's going to be an awful lot that you have to learn in your new job. And in that first year, you're going to be taught so many new things. They want to be sure you can adapt.



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Do you take some initiative or are you the type of person that's going to wait for the boss to tell you this is what you need to do? So will you have any initiative? And then finally, can we manage you? So this is all going on in the employers mind when you're sitting in front of them, and they're asking you questions. So what's the typical opening question? I gave you a couple, but the most common one is this, tell me about yourself. And the worst thing you could do is say, Well, I grew up in North Carolina, I went to high school there. And then I went to college in Tennessee. And I took the Honors Program, and I bla, bla, bla, bla, bla, bla, and you talk for about 20 minutes. Bad opening, talking longer than 60 seconds, you start to lose them. Employers are just like everybody else. We've got short attention spans. So when they ask you the Tell me about yourself question, right? You need to be really thinking about what what you're doing, and where you're going. And what's happening. And so the Tell me about your question is really your chance to sell yourself effectively. And that's where I have had tremendous success in teaching people two techniques. One is called the five point agenda. And that five point agenda is this. First, some success tips, you have to be memorable. That's where the five point agenda comes in. You have to address the employers needs, again, by point agenda. So what is

this five point agenda? Well, it's a technique that helps you prepare for the interview. And specifically, it says, define what are your five top selling points? And those five top selling points, you analyze the job for the stated skills that they need? You identify your strengths? What do I have to offer? What's my experience? What am I good at, and then it becomes easier for the hiring manager, because you're just asking them to remember, these five, you know, skills that you're bringing that are important. So I'm going to give you two examples. Here's one, here's grant. And grant got two years of internship. So he was lucky, in his five point agenda was two years of software engineering experience, that he could program in C sharp and c++ that he could do data analysis. He was good at report writing. And he had trained some new team members. And if you'll notice my graphic, this is what we call a visual diagram, or a mind map, Tony Python in the 80s came up with these mind maps. And they're really the way people think. So you put yourself in the center, and you say to yourself, what are my five top selling points, because we're going to link these together in a few sentences and create the 62nd sell. And this is my version of the elevator pitch. I've been teaching this for 20 some years. And my students tell me, it's the most successful technique that they've learned to help them improve in interviewing. Now, Lily, was looking for a different kind of job, right, she wanted something more in the communications and organizational area. So she said, my five top selling points or organizational skills, customer service in a busy environment, I have excellent initiative, good communication skills. And she's known for being highly productive. Again, she also used a mind map to create this because it's easier, it's how your mind thinks, as opposed to a linear just kind of write in the points one after each other. Then the next thing that we have is we take this and we go into what we call the 62nd cell and the 62nd cell.



09:01

The 62nd sell is your verbal business card. Right, it sums up your major selling points. It's a memorized statement, so you actually know it by heart can say it very smoothly at the opening of that interview, and we're going to use it to open and close the interview because very powerful to close it and tell them here's my five selling points, here's the reasons that you should hire me. So let me give you grants, his 62nd sound would sound like this, if they said tell me about yourself. Grant said this. I'm a software engineer with two years of internship experience delivering notable results. I've created new software and embedded systems D C, and C sharp in manufacturing in airplane electronics. My current job requires a lot of collaboration with other technical teams. As we conduct data analysis that I pulled from global databases. I've also trained you to Members on our data retrieval process. My supervisor has stated that I have excellent technical writing skills based on the comprehensive reports I produced, that have wide circulation enterprise wide. That gives you an idea of exactly who grant is. And it captures the intention

immediately of the employer. They're saying, Yeah, we need somebody who can program. Yes, we need somebody who did a retrieval. Yes, we need somebody who can write reports. So immediately, that grid has their attention. Lily started hers out this way. Tell me about yourself. Well, Lily said this. I'm an honor student who just earned my degree from the University of Arizona. I majored in marketing and communications, I have a proven track record. Having worked in administrative positions for two years, I often wrote the daily newsletter in correspondence for my boss, I've been recognized by my managers for having outstanding organizational customer service skills, particularly in a busy office environment. I'm a person who demonstrates initiative has solid communication skills. And I'm known for being highly productive. That's so important, because now we have Lily telling us exactly who she is, and what she can do. So interview PrEP is going to include this writing out answers to anticipated questions. The next thing is you want to know the star method. That's what we do when we have these situational questions. What's the situation? What was the task? What was the achievement and results? Right? What was your excuse me action and result? So we'll go over that a lot. Don't worry. You want to prep to answer your questions in 60 seconds or less. Now, that doesn't mean you say two or three words. But you don't want to babble. You don't want to go on and on because you'll lose their attention. interview preparation roleplay get a partner, get a manager, get a friend, get a parrot. Get somebody who can help you roleplay answering questions, you can go to [glassdoor.com](https://www.glassdoor.com) and find out some of the questions that may have been asked from that particular company. And then sit and roleplay them have them asked you, you practice answering. This will allow you to be the most effective as possible. And you want to network you want to go to like LinkedIn and look up the company, read about it know about the job. Look at information about that potential boss, read their LinkedIn profile, know who you're going to be talking to and who you need to impress. And finally, I can't overemphasize this. Dress up. No sexy clothes, no t shirts, no rip jeans, right? You need to be dressed professionally. Does that mean business casual? Well, maybe not. For most people, it's going to mean, guys, you're wearing a suit a tie. And if not, at least a dress shirt, a suit jacket and suit pants. If you skip the tie. Ladies, you need to be in a dress or a pantsuit. That dress should look very professional, nothing sexy, nothing sleeveless. And if you're wearing a skirt with a blouse, long sleeve blouse that's not sheer is something important light on the makeup. One set of earrings is enough. And if you have facial piercings, I suggest you take them out for the job interview.



13:44

Let's talk about the interview situational questions. This was called behavior technology. And it's a standardized method that a lot of big organizations use and even small organizations use in some companies as both regular questions and situational questions.

But I'll tell you this, it's a secret. The situational questions are really hard. Okay. And they can only ask behavioral questions each applicant's going to get asked the same question. And if you say, could you explain that a little bit? All they're going to do is repeat the question for you. Right? And the question targets your ability for job competencies is to enable that hiring manager to make a more objective decision to actually use a rating scale. I'll show you one in a minute. And all the interview panel members have been trained, they treat all the applicants equal, and by most people, it is considered to be a very difficult interview process. This gives you an example of a kind of evaluation form that the people that might be interviewing you if you have a panel would have or if it's just an interview individual The individual would have, and you'll notice, they're looking at your eye contact your body language. So you can't be moving around and shake in playing with your hair and you know, click in the pan, you know, your nervousness has got to be controlled. They they're going to look at technical skills. Are you achievement oriented? Have you delivered any kind of results on your job shown initiative? You so they're going to, they're going to be checking these off? And at the very bottom, where it says additional comments, they're told yes or no, would you hire this person? Because maybe is no. So your goal is to get a yes, at the bottom of this evaluation form. Up 10 interview questions that you might get asked, number one, tell me about yourself to Why should I hire you? That's the 62nd cell that answers that most effectively. It Again, don't worry, if you have to repeat it, you'll be lucky if they remember two or three things about you. In all the research we've done. Most managers tell us that at the end of the interview, it's hard to remember anything about the candidate. So if you're talking about your two or three selling points, or your five selling points, they're likely to remember them. And remember, you have picked these to be the most effective way that you can do the job. What's your greatest strength? You better no it okay? And it needs to be related to doing the job. So we don't don't want to say I can benchpress 250 pounds, nobody's gonna care, unless you're trying to be an athletic trainer. What's your greatest weakness? Right, your greatest weakness? Now, this is a hard question. And it can be even more difficult because they might ask it this way. Tell us what your manager has defined is your greatest weakness and an area you need to improve. Wow, you can't make something up on that one. So in advance, you need to know what's my greatest weakness? Is it something that you've overcome? Maybe you weren't good at PowerPoint, but you've taken classes in it. Now you used it at the university. And you're very good at creating PowerPoints. So you could do something like that, where you show you how to weakness, and then you overcame it. Perhaps it was learning how to do some kind of financial modeling with Excel, and your internship, you had to study outside the internship so that you could really get down? How do I do that? So expect this question because it's commonly asked, because it's difficult. Where do you see yourself in five years? The answer to that question is you don't know. And you're thinking to yourself, Well, that doesn't sound good. Here's how you want to answer that. I hope to come into an organization like yours to do my

very, very best. I want to learn as much as I can I want to be a sponge. And then I want to look around and see where do my talents fit best? And how can I make the biggest contribution? Five years from now, there's some new jobs that haven't even been discovered yet. So I always keep my eyes open to see where the need might be. And where I best can help the organization. Isn't that an effective answer? employers say it is. What are your salary expectations? We're going to talk about this in a little bit. But in the beginning, when they ask you in the interview, you want to say something like, well, what is the range that this job pays? So you want to boli that question back? Because whoever mentions money first loses, and you don't want to lose, I want you to get as much money as possible. And in order for that to happen, you have got to write be able to deal with salary negotiations, when they've decided You're the one for the job. Once they make that decision, once they say yes, it's you that I want, then no problem. You're going to be the one that they will offer the job to and salary and we can negotiate. So we'll talk about that in a few minutes.



19:30

Why do you want this job? Show some enthusiasm, show some interest show you know about the opportunity that you did some research that you know why it's important to that organization. Don't just you know, they don't want to hire somebody that just wants a job. They want to hire somebody who wants to do this particular job and work clearly and succinctly you can talk about that, the more impactful it'll be what led you to choose your field study your major, here's your chance to tell him why you wanted to major in communications or why you wanted to major in history. Why were you interested in business? What was it about international business that caught your attention? Oh, the fact that you did an abroad study, and you learned about other cultures? Where did you do your abroad? Oh, you did it in Europe? Or Oh, you did it in Asia? Or Oh, where was specifically where you at? So be able to discuss why you pick the major You did? Here's a tough one, you learned a lot of theory in school, how would you apply that knowledge on the job, you're going to continue to learn, and that's what you're going to tell them. You know, I understand that. What I've learned is a lot of book knowledge. And I have had two internships. So I got a little bit of experience. And from that, I realize there's just so much to learn. And I really am a sponge, I really am someone who comes in and spends a lot of time learning as much as possible. And then you know, asking the questions and making sure I'm talking to my manager so that we're both in sync with what needs to be done. How do you handle pressure and stress? Good to say that, you know, I use time management tools, I make a list of everything I need to do starting out with the priority of this is most important. So I want to get this done first. That's kind of the way that I answer those things. Another person can say, I work out, or I exercise or I do yoga, whatever your answer might be, make sure you have one. So the next thing you do is remember that

there's going to be those targeted questions, the hard ones, like what do you know about our company? If you haven't studied up on it, you're going to blow that answer. Who are our competitors? You better have looked into the company and the product so that you know, who do they compete against? Right? For example, if you're applying to Microsoft, and you're looking for a job in AWS, right, at Amazon, they are a competitor. Correct? So you have to know from Microsoft or zuhr, who's the competitor, Amazon's our biggest competitor, and vice versa. What is our competitive advantage? What what makes our product better than the others? Well, if you haven't read about the product, you aren't going to know. And then here's one that they asked a lot lately, tell us about an app you like, and how you'd improve it. They're looking to see how creative and innovative you are. So it doesn't really matter if you say snap, or I like Instagram, or you know, I have a what's up app or I use Uber all the time, doesn't really matter which one you pick, the most important thing is going to be how would you improve it? What are your suggestions that are going to make it better? So these are the kinds of things that you have to keep in mind when you're getting asked questions.



23:14

And telling a situational story. So this is the star technique, right? When you have to define what was the situation? Okay, who was there? Where was it? What happened? Then what were your actions? And then state the results? This is how we answer those behavioral questions. Right? We say this is we defined for them, this is what I did. And this is who I am. And so there are certainly hard questions. For example, you know, tell us about a group project, you had to deal with another student who wasn't doing his or her fair share of the work. What did you do in what was the outcome? Well, you certainly can't just sit there and say, you know, I don't know I i and flub it right? You have to be able to talk about the group project, say what that student wasn't doing. For example, five of us were working on a group project, and Mary was in charge of collecting the data from the big database. When it was time for all of us to sit down together, Mary hadn't done her part of the work. And without the data, we couldn't go forward. So people kind of got mad at her. It's like, What's the matter? You knew it was do you know, you're not gonna mess up our grades blah, blah, blah. And what you did was you went and said, Hey, Mary, um, let's talk about this database that you're supposed to do. Do you understand what you're supposed to be doing? Are you clear on what you know what that is supposed to be? Maybe I can show you how to go in and get it would that be helpful? And indeed, she did not know how to do it and my offer to go in and show her solve the problem? Isn't that a great answer? Isn't that something that's really important? Well, what are some other questions you might get asked? jack got asked a hard question was, what was the last book you read? And how does it relate to doing this job? Wow. You know, he said, I had to think I didn't know what was the last book I read. Cuz, you know, I'm reading books in college all the time.

And I couldn't I couldn't think of a title. I was like, something I read for calm. And it was like, I couldn't remember. Indeed, he finally did come up with what the name of the book was. He told them, well, it's related to marketing. And in this particular position, we have to do a lot of outreach in marketing, so important to that having the strategies so that you can go out and, you know, communicate to people advertising so that they understand that we're putting together a community meeting and that they need to come. And how do we advertise that when we need to advertise it where people are? So we decided to advertise on Facebook? Because we thought that would reach most people. And we tried to go into the neighborhood groups. Good answer. Stephanie went to an interview, and she was asked this, if I were to ask your previous manager, what you need to improve, what would he say? Or she say? Stephanie said this, you know, I worked at Macy's for two summers, and a bunch of my friends called me one day, and it was absolutely gorgeous outside, and they said, we're going to the beach. So I called him sick, and I went with them. I had a blast. It was a terrific day. But my boss found out he got really mad, he fired me. My dad was furious, and he took the car away. I got to admit, I learned the lesson. Since then, I've worked at the pizza place on campus part time, and I'm always there. If you were to talk to my boss, he tell you that I'm the one they call in to cover when others don't show up, get his numbers on my reference list. It's Tom brown there and you should give him a call. So she answered the question, say, Hey, here's what I did wrong. And here's what I've learned. And here's my new boss, who will tell you that I've done great things. That's a really good answer. One thing, one question that some people find hard is, tell me about something that important that you learned at your internship



27:57

when people were like, why didn't really learn that much? Well, that's not what Tom said. Tom said, you know, when I did my internship last year, it was in an accounting firm. And a new grad had recently started there. And he was an accountant for this firm. And they had a call from a client staff person concerning her vacation time and her overtime pay. Well, he offered his own advice on whether the employee was do extra pay and overtime, which caused a big problem for the clients owner. Right? And the owner, in theory, you know, probably the accountant was right. But the owner got very, very angry. And he called me yelled at one of the partners, and was upset that this newbie offered business advice, and do think it was important to talk to the owner first and not talk to the employee. You know, I was upfront that he was really poorly handled this kind of communication. And I realized that, you know, what, if there's a lot to be learned about client relations, and I really listen, anytime my boss shares a conversation when he's talking to a client and I have the opportunity to listen in. I know that that's probably the biggest lesson I learned last summer, from my internship.





29:20

Really good answer. Right.



29:24

Tell me specifically, at what level are you comfortable using PowerPoint? Or what level? Are you comfortable using Photoshop or Excel, we expect to demonstrate this ability? Well, if they expect you to demonstrate it, then you better be honest. And tell them you know, I'm an intermediate user of Excel or I'm an advanced user of Photoshop. Great if you can use these these technologies and these applications that you put down, but we really want to know that you know what you're doing. questions you should ask that need to be job related? Nothing about the salary, nothing about the benefits. You want to try to determine what's the culture like there? Is it a place that I feel comfortable where I can thrive? Do you want to work here? Do you want to work for this boss, if you get a bad indication that that boss is going to be a tough person to work for, maybe you want to keep looking, because you need a good mentor, you need somebody who's going to show you the ropes, you need somebody who's going to foster your development. And maybe this isn't the right person. You want to get an accurate picture the job duties, so ask questions about the job duties. Couple things you could also ask to is could you describe your management style to me? You know, is this someone who's going to micromanage you is this someone's going to give you a lot of initiative is somebody who's going to leave you totally alone. Good to know. Another important question, if I start this job, what are the top three things you'd like accomplished in the first six months? Do they sound impossible? Because if they do, then maybe you don't want to do that. Maybe it's going to be setting you up for failure. But if there are three things that you really love to put your teeth into and start doing, this could be the great job you're hoping it to be salary negotiations. A lot of new grads tell me I can't negotiate salary? Are you kidding? I don't really have any experience? How can I do that? That's a good question How? First, you've got to know what your value is. Go to [payscale.com](https://payscale.com). Put in the job title you're looking for. If you have any experience, remember that internship. And those summer jobs do count as some experience. So maybe you've got one year and find out what your value is, are they going to be paying you between 35 and 45? What's the average salary? So you're not guessing? You know, because you can't negotiate in a vacuum. Keep in mind right now, in the economy that we have, the first offer is not typically the highest offer. And oftentimes, if you negotiate and say, Well, you know, I really am interested in the job, I really want to take it if your offer seems just a bit low, and don't say anything more, because there's only two answers to that. One is, you know, that's really the best we can do that is the top of the line for this job, then you have to decide if you want it. And if it's going to be a good manager. And if you can learn a lot at that company, then take it. Okay, the second

option they say is, well, HR makes us start Well, let me talk to my manager. And let's see what we can do. And they may come back with three or \$5,000 more, it takes you a whole year or longer to get a raise to make an extra three to \$5,000. So the first offer is not the best offer. Evaluate the big picture, though. Is it a good boss? Are you going to be able to learn a lot? Will they mentor you Is there going to be some important training, because that comes into the decision. The other thing when we're talking about salary negotiations, I want you to be aware that women still make 77 cents for every dollar a man earns. And a large part of that reason is that women do not negotiate salary. So I want to encourage every woman out there to really look and listen and understand salary negotiations so that you'll be able to comfortably ask for more money. Do not devalue yourself, because you have to ask, if you don't ask, they're not going to give it to you. For example, you could ask for is there a signing bonus? And they may come back with? Well, yes, we could give you \$5,000 for signing, that means you've accepted the job, you're going to start and then your very first paycheck, you get an extra \$5,000 because you took their job. How cool is that?



34:11

Women like I said, You've got to negotiate, you still make 23% less than men. And finally, if you negotiate a higher salary, or any salary, or maybe you get an extra weeks vacation, or maybe you get a paid parking spot, whatever it might be, get it in writing. You want an employment letter that says When are you going to start? What's the starting salary? If you get the parking spot, you want everything in writing. I know that Ken went in and he did not have a parking spot in writing. When he started the job and he went downtown to park. He found out Wow, I didn't get the parking pass. They said I would so we went to his manager and the manager said Oh, well you probably get that down the line. I don't think they give that to people right off the bat when the first starting farmer Didn't get it writing. So make sure that if they don't give you an employment letter, you send them an email and ask them to confirm the details. It's good, it's called. Now I have a gift for you. You can go and get your free copy of get discovered the LinkedIn profile creation. This is a multi page, step by step guide on how to create your LinkedIn profile so that employers can find you 94% of recruiters in HR people are using LinkedIn every day looking for talent. Where do you find this, just go to my homepage at Robin Ryan, calm, ROBINRYN calm. Now, in closing, when you're done with the interview, and they've asked their questions, you've asked your questions, you could just leave. But you don't want to do that. You want to end with that 62nd sell, you want to start out and say thank you for the opportunity for letting me with you here today. I'm very interested in the job. Let me summarize what I could bring to it. empower you give them a 62nd sell, you're giving them your top five reasons why they should hire you. You walk out the door. And that those that manager or the people on the panel now have just heard why they should hire you what

your top skills are. And that allows them to evaluate you in a higher level than they might evaluate other people. Because you reminded them what you're bringing to the job. Very, very important. All right. So in closing, I want to say this, Michael, he thought he knew how to interview. And he got through the phone screen. You know, he felt really comfortable because he had worked at Nordstrom for two summers in a row and still had the recruiter. And the recruiter had also been in a fraternity. And so he said, Wow, we've got this in common. He thought I'm a communications major. And he's a communication major. So Wow, that was cool. He looked online briefly for about a half an hour, he went to the job interview. He was dressed nicely. And when he got there, you know, they asked all their questions, and the interview was over two hours. And when he was asked, How did you do? He said, You know, I don't know. It was so long. They so many questions. I was so surprised because, you know, the screening interview was short and pleasant. Well, a few days later, Michael gets an email that says thanks for applying. We've hired somebody else. He was shocked. They didn't hire him. What a setback. So next he called and he became a career counseling client. And he said, What did I do wrong? And I said, Well, you weren't prepared for the questions. You didn't have insight into the company, you had looked at the hiring manager. So we covered a lot of questions and answers. We roleplay we rehearsed those answers. I helped him outline what is his five top selling points, and refined that 62nd sell. So then he went out he interviewed with some other companies. And to his delight, he got a job offer from DocuSign. Well, he wants to go into sales. And DocuSign is a really good company to do that. So he was thrilled. But two days later, Amazon came along and said, Hey, we'd like to hire you to work in AWS. That's their web services area. He looked at the two offers that Amazon offered twice the money the DocuSign did. Boys at nice having choices. Now, keep in mind as you go forward, your career is what you make it so act as if it were impossible to fail. And then you never will. Don, we're back to you now.



39:14

Wave Robin, powerful examples of people. And the proof that coaching really works. We think we have everything all laid out. But there are times where we need just a little gentle push from someone who has the experience like you to put us over the edge. Unfortunately, we're out of time. We have plenty of questions that are out there. Those that have additional questions can see how they can reach out to Robin and certainly take a look at Robins book on Amazon at your local library or the College Library. 60 seconds in your hire. This is fabulous advice. Thank you so much for taking the time Robin. You're very welcome. Good luck to everybody. Hope you find it the rific dream job.