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Tue, 7/27 4:25PM 19:23

SUMMARY KEYWORDS

organizations, people, interview, talents, purpose, strengths, job, hired, themes, hiring manager, statement, companies, find, today, physicians, widget, industry, firm handshake, resume, keywords



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And for those of you listening today, I'm going to share with you three tips. And those will include know how, what you're good at, and what you enjoy doing. Explain to the company what unique value you bring, and work in an industry or opportunity that you're passionate about. And



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I'm going to give you three



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tips that will help you find that perfect job. So here we go find helping you find that perfect job. First thing to understand is that when you're looking for a job, good news is for you there's a tight labor market is work. And this is working currently to your advantage. Unemployment rate, least in United States is, you know, is about 3%. And that is pretty much close to full employment. So a lot of employers are looking for you. But they haven't been they haven't been finding enough candidates to fill open positions. So there's a good opportunity for you out there in the current environment. Everyone interviewing with that organization is qualified, I used to be a hiring manager and have hired a lot of people. And I'm seeking not only people who are qualified, I'm speed seeking the most qualified people. And so you have to, you have to your job is to ensure that you're the most qualified person for that position. And I'm not, I don't read or interview everybody who I get a resume from I probably going to interview have physically interviewed less than 10 people depending on the job, maybe even less than that. And so you have to find ways to

stand out and make sure that the person that I want to hire, understand that skills or talents that you that got you the job will not keep doing that job, you have to grow or develop because jobs change. And this is one of the things that you want to ensure when you interview with companies that you're willing to grow and develop. I recently spent some time with a hiring manager from the IT industry and they only hire people with backgrounds or degrees in computer science. And I was talking about them to both the both lamenting that they can't find people for a given position. And I said, Well, you know, they got all these college graduates, we've got, you know, degrees and in it, what's the problem? And they went on to explain what they're looking for and dawned on me, I said to him, what you're looking for hasn't been is not in textbooks yet. And they said That's right. And they're in an industry where if it's in a textbook, it's outdated. And you see that in it. And you also see it in fields of medicine, medical research, and so forth by the time makes it to the textbook, it is outdated information. So one of the things you have to understand is, Can you demonstrate that you're willing to change and grow as jobs change and grow, and seek out a coach that can help you find that dream job and prepare you to be the person your organization can't live without. And so we're going to help you in all of those aspects.



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On this section, so here we go. This is from the study that Gallup did about two and a half, maybe three years ago now how millennials and Gen Z's want to work. And you can see on the left those things that have been in the marketplace for years, and many of those things are disappearing in today's world. And you see on the right what you many of the millennials have told researchers that they want and how they want to work and how they want to live. And the first one up, there is my purpose. And this is my purpose, my cause my belief, this is something bigger than you. And so you, if I give you an example, if I were to go to talk to a minister and say you have a purpose or cause or belief that's bigger than you, and every one of them is going to say absolutely. And this is one of those things I'm going to help you today to develop is that purpose or cause or belief about why you want to work in a particular industry or organization. And down the second from the bottom on right, you see my strikes. And I'm going to focus you today on your natural strengths. And we're going to help you build a purpose or cause belief from your strengths. Many of you are many of your parents in the past, when they worked for companies, they have the annual performance view. And the manager says, you know, john, you did this well, and as well. But here's all the things you need to fix. And that doesn't work because there's some things that can never be fixed in because they're just not in in people's real houses or strengths. And so one of the things that you want to do is work from your strengths and we're going to help you do that. So how do we do that? Well, where do we start? We start with with your What do you value, what you believe and

what is your purpose. Start with your natural talents, which are your thoughts, action behaviors that you exhibit on a daily basis. You may not they're so natural to you, you may not even be a conscious that you are doing these things. And one of the things I learned a long time ago as a hiring managers you hire for talent and train for skill. And you see it in areas like medicine. I've talked to medical school professors, and I say, hey, how do you decide who gets into the orthopedic residency, and they all say the same things, those with talent will emerge. And so as your coach, I take your talents, and I hit help you create a talent map. And when we face that talent map, you will say to me, that's me. We're going to take your natural strengths, we're going to bring them out, highlight them, and then we will, when we get it done, you will say that's me. So how did we do this process? Well, we finding your strengths, we're going to use the strength Finder. Survey, this is Gallup Strength Finders, 40 years of research behind this, it is a survey that takes about 30 minutes to do is 177 paired questions. And when you see your report, it is very unique to you. Chances of someone having the same themes as you in the same order as you is 130 3 million. And so it gives you your authority for strengths emerge in descending order. And if somebody Have you had a friend or that had one year, their same top five talents, as you do, and you read theirs, and they read yours, even though it's the same talent, your they will both it read differently. And because it's very specific to you as an individual. And what I do, or what we do is we focus on your top five strengths, which are your signature themes. And I'm going to have you or what you can do, if you want by yourself, is pick the theme that resonates with you most of those top five, and you're going to pick keywords that describe you out of that with the statement that's talking about you, you can either highlight them or underline them or do whatever you want to do it. And then we're going to have you do the same thing for the other four signature themes. And then I'm going to have you are going to be overlapping keywords, I'm going to show up in our user that what you do naturally, and what likes you likely inspires you



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that that you do well. And so we're going to then take those keywords that describe you. And we're going to have you write a phrase using those words that best describe your purpose. And you want it when do I have you do this, this is you're just going to put all those words from those top five themes on a piece of paper. And then you're going to use a mall to create a purpose statement. And you're going to keep it short and sweet. And to the point and mine is bringing out the best in people. And if I were to share with you my top five themes, one of them is individualization. One of them is positivity. And one of them is is self assurance and confidence. One is Maximizer. And one is arranger. And if you see that one of the things, you bring out the best in people, well, that's individualization coming out, it's also my Maximizer coming out, I want to help you bring out the best

maximize your opportunity. So I'm using my strengths in in my own statement about how I work with you, if that's the circumstances, how we're going to work together. So you're going to have this brief statement about how you're going to work together, then here's the secret sauce to your success. as your coach, I help you define what you value and what purpose or What's your purpose or cause. And you're going to have a concise purpose statement that is yours and yours alone is similar to you. And I showed you mine just a few seconds ago. And this helps you find an industry that you are passionate about. And so when you know what it is that you believe what, where you work best, it helps you define where it is or the industry that you want to work in. And then when you work in an organization that has a purpose that matches yours, you don't hate getting up early or going or working late or working weekends or whatever. And quite often you look at your time piece in the afternoon and say, Wow, where did this day go? You're not going to be leaving that organization after eight months because you're bored or don't like your job or the organization because they match you and you match them. And so this is one of those why you had this exercise. It helps you find where it is that you work best. One of my clients found her perfect job and was hired on the first interview using what we're talking about her here. Today, she is a sociology major. And when she was graduating from college, we went to this exercise. And she said, I want to work with teenagers or young adults who have difficulty assimilating into society, they can't go to the mall or to restaurants outside by themselves, and so forth. And they have the psychiatrists typically work with them and help them do that. They also have sociologists who go into the home and help the individual in their home environment, and then take them out into society, malls, restaurants, whatever the circumstance happens to be. And this young lady found that it was, like her calling to wanting to help these people sort of assimilate into society. And as she was graduating from college, I said, Well, you know, these are physicians who do this. And you might want to look up on the state site and see, you know, they stick their physician groups that have the licensing to do this. And she did, and she found a group of physicians within her community. And they were going to be at a career fast. And when they write the query, fast shave, reduce yourself to them, and they got an interview with them. And on the first interview, they hired, she is now only, not only does the help the individuals in their homes, the parents of the children leverage the interaction that she has with the kids, the kids respond to her. But she's also the recruiter, for the physicians to bring in more people who have similar talents to do some more function, and she loves her job. And when you can, when you interview with a company with similar values, you can explain what unique values and talents that you bring to the organization. And that's the secret sauce, if you can share with I've hired people, and I can, and I've interviewed people, and I've had one lady, I'm thinking of top my head, when I'm interviewing the back, the hair on the back of my head started tingle, because I said, This young lady gets it, she values what we do. And she has the talent to be one of the best people we've ever hired. In fact, that was the case she was a rock star still is a rock star for that matter. So it's

one of the things for you to consider well, finding like my finding, like minded organizations, three questions for you to answer. What type of organization matches my purpose. So if you don't know where you're going, any road will take you there. And here's why I want you to match to that organization, because you have your purpose statement on to help guide you



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don't put blinders on or limit your search. It could be a state or local governments, perhaps something you've never thought about. Or it could be a nonprofit, some of us may have done internships or something like that at nonprofits. And so nonprofits are some place for you to focus as well doesn't always have to be for profit organizations. Use social media like LinkedIn, you can put in keywords into LinkedIn, and that express your value statement and see those companies that pop back up that reflect that. You may find startups, organizations that need your particular talents. And they will appear on organizations like LinkedIn, because they are recruiting for individuals to come to work for whatever they do. And if you can read about organizations and look for their value statement, if they have when summer organizations today, have you value statements, and they say, here's what we value, here's our purpose, our cause or belief. And when I work with organizations and senior management, this is one of the things that I have them express that they have to be able to put it out for them and express that kind of thought of why they exist. At least figure out as I have on the screen for you. Why does that organization exist? And if they if you're working, if they gonna say well, it's to make money, I say to the CEO, No, dude, that's a result of what you do, why do you exist. And so when you have a look for organizations there, and you should take, they have a reason for why they exist. They can express, express it to you, or you can read about it, it gives you a leg up. Most people get their jobs through referrals I had so when you can find people, so maybe your alumni organizations and colleges that will help you or reuse referral friends and colleagues to help you It gives you a leg up because that is the most likely way that you're going to many organizations on ones that we did he paid a sum of money for employees refer potential candidates to us. And so if you that referred to us and we hired you, whoever was referring person, got a check for a certain amount of money or doing a lot of organizations do it and quite frankly, the reason why they do it is it's about the cheapest place that they can spend some sum of money and find you so a lot of organizations use it today. give you some examples. You might look for upcoming industry or Association events that you might attend and example Project Management, human resource managers meet at least once a month. And so if you have an interest in either one of those, in any city in America, those two organizations have monthly meetings. And so you it's something for you to consider in? Is those where they meet and when they meet, develop an elevator speech? Well, what's an elevator speech? An elevator speech is

where you've been explained to me in 30 seconds or less, basically the time from get the door closed and get to the third floor. What's your purpose? What's your cause, or your belief? I can remember a 32nd purpose statement, I can't remember two minutes. And so if you want to stick in my mind, and so forth, you want to have a purpose. And if you go to one of those association meetings or MSA, immediate companies, they will what do you do? Or what do you blink? And you can say, here's what I believe or what my purpose? And it's less than 30 seconds as well. Okay? Can we talk to you. So one of the things you want to think about is developing an elevator speech. And then you're going to go for the interview. And I've hired some a lot of people. So here are some things for you to consider. Understand, I might not hire you just one thing, I'm hiring you because you can do things for us. Based on your talents into the future. I don't need just a widget maker, I need a widget maker who can do other stuff, maybe become a manager, which makes become a team leader, widget makers, become an internal recruiter for which makes all kinds of other things other than just making widgets. And you want to be able to demonstrate that you can do more things based on your talents and experiences. If you can do that, that gives you a big advantage in the employers eyes. Be prepared, one of the top reasons you can't get a job is showing no interest in the position. So if you have a cover letter, you should describe yourself your workers history using action words and just go Google up action words, resume action words, and you'll get a ton of I don't read every word of your resume, quite frankly, there's most a little more kind of boring reading. So things that stick out for my mind as I'm scanning through it part of the action words, and be prepared to give examples of things listed on your resume. Why I'm going to ask I'm gonna ask you tell me about a time where you did something that's in your resume. And we'll talk about that. We searched the company read their values, if they have one show interview your how your strikes of purpose matched what the values of the organization



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are. Give a firm handshake, no Fisher, bone crushing and steaks and smile, show your friendly side. We're all humans. When you come in you say hey, give me a firm handshake and and smile, it gives you a leg up in my eyes. And when they ask Do you have any questions make sure you do always ask questions like what are the skills repositories that help you succeed in this position? Tell me about a day in the life of the job. interview the interviewer asked about opportunities for advancement benefit packages, you're interviewing the companies as well, you're looking for that company that's best suited for you. And follow up. No follow up says you may not be that interested. So call interviewer or HR for feedback, send the people you interview with a note or an email thanking them for their time and consideration as well. As you're interested in the job. If you take the time to write a handwritten note to me, saying Hey, thank you for the time consideration and follow up in our rails you work. It gives you a huge advantage. And many hiring managers

tell me no follow up. No job. And so follow up is one of your key things that you need to do or understand. So if you want looking for help in this regard, you can now see how to get in contact me right there. Jan Macklin at j. j. o makola@gmail.com. I give you my home line that you can call my business or you can find me online at strength based leadership.net. And I look forward the opportunity to having an opportunity to work with many of you. Thank you for your time.