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This is an amazing world we live in. It's a world in which we seen all the time, not just in social media we posting, we wanting to be seen. But the question is, how clear is my message to the companies that I really want to work with? You know, when you first go and you start thinking about a company you want to maybe apply to, and you go in and do you go wherever you want to go, and you post your resume and you You're, you're focusing on an industry or a company and say, I want to work there. What is it that is really, from my perspective, so absolutely necessary for you not only to be on their radar, but once on their radar, to have that conversation, go further to the place where it says, or says to you, your higher. So what I'm going to do with you today, and as we have this discussion, I'm going to share with you just three very st very clear, hopefully points, that's going to help you be able to get that job that you want. So the first is this. And it's really what I said, it's, you've got to know, know, essentially, who you are not just essentially you've got to have exceptional clarity. You know, the reality is, when you apply to a job, they have your resume, they really know who you are. So don't spend time being a parrot. Don't spend time simply going over your resume that's already in front of them that they've seen that they've gone through your LinkedIn, they've gone through, and they've done background checks on you, they know who you are really line by line. And they've probably got a bit more information on you as well in terms of checking on references. They've got people who've seen you people who've seen you behave in certain ways. But the bigger question is, how clearly Can you articulate who you are? If you can articulate who you are? How can you believe that they are going to know who you are. So there are a number of ways to be able to do that. And I've I've used different short that all, you know, ways to do that. But the most simple way is just a little thing which I do it says I am I can I will. And I choose what anybody is seeking clarity in terms of coaching high school students, college students, people my age. And if you can say, this is who I am, when

asked something beyond what's on your resume and what you aren't what's on your LinkedIn, I say maybe even in terms of the strength, find if you've taken your profile, like the strength finder, being able to clearly articulate saying, I am strategic. And this is how I have been strategic. And this is how I really come alive in life, I see patterns and I see opportunity, I see how things can get linked, I see how we can take a process and apply it to something that's going to make money that's going to have a great return on investment that's going to make employee participation greater. So that be able to clearly articulate the I am beyond the resume beyond that I have a degree in or an MBA or whatever. It's been able to give people a picture as to what produced that resume what produced that degree. And I think it's really important as you think through this to think beyond simply your intellect. A company is not just hiring your brain. They are hiring you as a person. And in hiring you as a person. They want to know more about you. I know there are limitations and what you can share and what they're going to ask for. But never create the impression that you're being closed. Obviously, you're going to be careful with information you're going to share stupidity. And also I highly suggest that the if there's stuff on your social media if you've got an email that that is inappropriate, change it. Because you want to be known for your talent. You want to be known for what distinguishes you from other people, things that you can be excited that you are exceptional as you can repeat over and over again and impact the company you want to go work for. So when you are articulating who you are, whether it's an interview, a short pre interview or phone call, be sure to know and be sure to be able to have the words personally to articulate who you are. Describing yourself at the very best of who you are and what your exceptionality is.



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Secondly, it's saying that I can. If you hire me, I've told you who I am. This is what I believe I can do for your company. And that's a really important question. I think very often you might be answered by an interviewer who says, so if we hire you, what can you do for us? How can you make our company better? Because you come into all because we hire you? And if you don't have an answer for that question, why should they hire you? What to fill another space to put you in a cubicle to? Well, they got to Yeah, some sort of number they've got to meet that that cheapens the whole process, doesn't it? So the question is, who are you? What can you do? And it's really important that you get very clear on that, and you'll be able to, if you strategic, be able to link that to what you know about the company, which we'll talk at talking about in a few minutes. And then thirdly, it's saying I will, and that's really Intel there, Terry, saying, if you choose to hire me, I really hope I get the opportunity, I really would move ahead, and I will do this. And I really anticipate being able to and it's really a sense of efficacy or efficiency and expectation to say, I really want to be someone within the context of your company, I want to become part of their

corporate DNA, that that organizational DNA, and I really want to make a difference there. So that's the first thing, know who you are, and be able to clearly articulate it. Because your resume is just a piece of paper. It's just a description of what you've done, which is a descriptor of who you want, but it's really limited. It only gives really a one dimensional point of view of who you are. Even if they have talked to other people about you and followed it up with some recommendations and, you know, interview them, they give you, you know, an interview a little bit more perspective, net company a little bit more perspective on who you are. But the most important expert in your life is you. I've done forensics for many years, forensic psychology, and one of the one of the classic things is we all know what somebody's on the witness stand. And when they're asked the question, and when they fumble, and who and our and this and that, and they're asked a question, and there's no clarity, they're juries look at them and think they're lying. They're stupid, their memories bad, we can't rely on them. Why should I even you know, how do I vote based on what they've said. So number one, be able to clearly articulate your talents. Number two is this here in the dating world, and you probably be if you getting out of college, or, you know, maybe you've been too busy, but hopefully not Hopefully, you've been interested in looking around and you've gone on dates, and you've had relationships. The second point is know who you're hooking up with, essentially, and know who you're connecting with. It's vital. And this also goes back to really my forensic background, because whenever I'm, you know, whenever I do an evaluation, I wanted to know everything about the person. And it's the same when you are applying to a company. Make sure that your target company that you know everything about the DNA, and you can clearly articulate how your talents can impact that company. If you get into an interview, and you don't know why you're being interviewed, or, you know, really the company, it's like going on a blind date.



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And most blind dates don't end up very well. They just don't and don't expect for the interview, they end up very



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well either. If you do not know that target company, and know it inside out, it reflects you really the nature and the strength of you interest in them. So if you're going to Dayton Yeah, your dates looking at Yeah, behind you and over your shoulder and behind him or her or the level interest just isn't there. But when you take time, and you go through and you really do an evaluation on the company, if you really want to be part of that company, and you really want to be hired, it's vital that you go and you look at their

website, not just Oh, that's a nice front page, or that's, you know, even by a great company, they pay well, whatever. You really need to know who they're, you know, who runs that company? You know, who are the you know, who's the leadership in this company? How do you find out in terms of maybe a division of the company depending on the size of it? Who runs that division? What can you find out about them. And you can find out so much about people. I do this all the time, if I'm going to talk to somebody on the phone, I'm going to go look at their social media just even in terms of, you know, not just an interview, but just talking to people. If I want to know who they are, and maybe another country or someone I never met me, I put out something just recently about I was looking, I was looking to possibly find people for certain positions, and they send me emails, and it's really just for contract positions, I want to know who they are, and I will look at everything, I will look at their LinkedIn, I will find out on Instagram, you know, their level of interest about life and what they're interested in, because it gives me an ability to really connect with those people. It's not about manipulation, it's about human connection. It's finding out what commonalities do we have? What is it again, about that company, that I respect about the DNA of that company? One of the things we we know and we the research going on in corporate America now is about really understanding, you know, Gen Z and millennials and really trying to find out what they value in terms of mission. We know that they want to work for a company that has meaning and mission that matches theirs. But one of the big problems is that companies are finding out is most millennials, most Gen Gen Z don't know what really drives them. So look at what drives these companies, make sure you care and what drives you and what matters to you. Look at things like Glassdoor and see how quickly people are in and out. See what they say about their company, sometimes you can find information about what they say about the part of the company you want to go work in as well. It's so important. So it is like going on a date. It's not going to be a blind date. And you really want to be the sun extend like a stalker, not following them down the road. But finding out everything you possibly can find out. The reason we also do that is because you want to know, as I said previously, the more information you have about that company, the more you know that you can integrate with a company Well, when you're in an interview to be able to say, I, you know, I read a blog in your company the other day, or I saw that they were involved in volunteering, and they were building houses for Habitat for Humanity. I've done that I've been doing that with my, my mom and dad for the last 15 years since I was, you know, 10 years old and nine year old, eight years old. I've been on trips to Mexico and I you know, I've done a lot of cross cultural work. And I love stuff like that. I love working with the homeless, it does really matter what it is work in the environment. And you see things that these companies do, and they matter to them, and they matter to you. So it is just like dating, you're not going in a blind date you knowing who the person is you wanting to connect with, and to be in a relationship with and that's really what applying for a job is you're going to be in a relationship with them. They're going to pay you but they they

want to be in a relationship in a good relationship with you. You don't want to get into it going in blind and you know, most decent companies, hopefully one go and blind a lot do. But you really want to know, what is it about them that you admire, that you want to be part of. It's also important that you be able to tell them and say, What I love about your company is and I want it, I just want to be part of it.



14:00

This is not just an interview about you take my mind and using it. I really want to be a part of your company. And I know that I can integrate really well into this company. I can take my talents, and I can make your company more in this way. And that way I can make it bigger and better because of Thirdly, and this is also really important. And that is



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ask



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if you're trying to get into a company. There are ways in which you know you can volunteer you can be an intern, paid or unpaid. Most internships in decent sized companies you're going to get paid for. But if you do get into a company we even even in an interview, ask questions. Ask for opportunity to say if I wanted you know if you're not sure which way the interview is going sometimes it's just important to say well if you think I'm not ready yet. And I believe I am. What is that I could do to get ready? What is it that I can do in terms of preparing myself to be hired by a company like you, because I love what you do. And I really want to be a part of what you do. You asked this company as well. If you get into this company, if you want to really go somewhere in a company you seek you asked for and you volunteer for every opportunity imaginable. Don't be static, don't be stabled, don't be waiting to be asked to do stuff. Don't be looking at your phone all the time, be looking for opportunity. Don't be looking at social media be looking at people be looking at different ways in which you believe that you can help somebody who needs some help. What I know is this is when people are clear on their talents. I know when people have their eyes open, when people are seeking when people are asking. And when I know a lot about a company opportunity will open up relationships open up, it is to some extent a law of attraction. But it's even more than that. It's the ability to take your life in your own hands. And to be able to make every opportunity, just that much better. And get the edge on others who may be just as good as you and maybe even more talented than you. But yet, it's you as a person who's clear on what you bring on who you

want, what you have, and how you've applied it to where you want to go, that really matters. So it is it's just yeah, it's so important to me. And I really want to thank you for the opportunity to be able to allow me to share with you, these are important things and you're at such an important place in your life. It's a time of real anxiety, it's a time of thinking, do I take the first opportunity, do I, you know, I've got to pay rent, I want to move out of my parents place, I don't want to move back to my parents place. I've got to find a way. And I've got to find a place for myself and be able to take my own life and to be able to seek direction and take my own life in my hands. So the way you do that, it's through inflammation, it's through personal integration of what you know, it's being smart about who you are being smart about, not just finding the right places to apply to. But really again, saying, I know who I am, I know where I want to go to, I know why I want to be in relationship with. And I'm going to do everything to prepare for the opportunity for an interview when it comes my way. And I'm going to make it I'm going to make full use of that opportunity. Because I intend. And that's important, what I really intend to get hired. Because I know I want to be in relationship with them. And I want to have a future whether it's 234 or 25 years, I want to go in that direction. So I really want to thank you for the opportunity to be able to speak to you today to be able to take some of what I know and some of what I've learned. So what I do every day as I coach people as I seek to give them direction. As I take talents from my own life, to not degrees simply they are. But they are strengths as from the strength finder like activator. I love starting things. I am strategic I see I'm futuristic, I see things in the future, and how things will play out. And being able to share that with you helps me want to do more of what I do. It wants me to you know, enables me to want to connect with more people and this whole college career and this whole college festival is just such an amazing opportunity.



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And my wish for you is that you find that you find that great relationship that you find that great career that you give the very best of who you want. You're able to do it every day, take the best of who you are and make something bigger and better because of you. So I love connecting with people. And if you choose and you would like to connect with me There are numerous different ways you can look at the page that I'm on this career Festival on the on my bio page, I run a number of companies one simply called talent dna.co, not calm.co. And if you're really seeking to figure out more about who you are as a person, and are willing to take the time to have a very deep dive into it. It's really a positive forensic dive into it, it'll, it'll take your life and find every bit of good and fantastic magnificence. It's called my life seen.com. And it's a software that will take you through you'll do things like the strength finder values and action. You'll learn about grit, mindset, all those things that help you have that great career. So thank you for the opportunity and thank you for Soren. Career. First of all, all the people that are putting this on, they believe

in you and they believe in the future and they wanted that future view to be just amazing.