



# Promoting Your Skills to Employers

# Are your Tools ready?

# What are you promoting?

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- ▶ Resumes
- ▶ Cover letters
- ▶ References
- ▶ Interviewing Skills



# What are you promoting on “paper?”

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## ▶ Resumes & Cover letters & References

- ▶ What skills do you have ?
- ▶ Think: Skill and Capacity
- ▶ Quantify: How much, how many, how often
- ▶ Focus - Appearance - Keywords -  
Transferable skills - Accomplishments



# What are you saying?

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## ► The Process:

- ID skills needed for the opportunity
- ID examples where you have used these skills
- ID details to best show your foundation in using the skill - Capacity

## ► Interviewing Skills

- Answer in a behavioral way
- Impress with questions you ask



# What is your professional presence?

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- ▶ **Professional Appearance**
  - ▶ Online and Offline
  - ▶ Dress
  - ▶ Body Language: Posture, handshake, eye contact
- ▶ **Character Appearance**
  - ▶ Bring that sincere positive attitude
  - ▶ Be ready to work
  - ▶ Be enthusiastic about the possible things you' ll learn
  - ▶ Be able to receive and give constructive feedback on performance



# Appearance & Dress:

- **Conservative and Comfortable are the keys. Do not distract your audience or yourself**
- **Be well-groomed:**

## ▶ Wear the right clothing

### Guys

- Dark colored suit (not black)
- White, long-sleeved shirt and undershirt
- Power tie
- Socks should match your suit color
- Shoes should be black, brown leather, or the suit color...POLISHED

### Gals

- Dark colored suit or skirt, hemmed to below the knee
- Light colored blouse
- Accessorize according to overall color rather than using contrasting colors...shoes = pumps of the same color as the suit
- Skin-colored hose

## ▶ Looking Professional

### Guys

- Trim facial hair; shave the shadow
- Get a hair cut (a few days before)
- Do not wear visible jewelry except a wedding ring or college ring

### Gals

- If you don't wear make-up, ADD a little.
- If you DO wear make-up, lessen the amount
- Get a hair cut; pull long hair away from face with a metallic clip or bind neatly
- Limit yourself to 1 necklace or collar ornament, 1 ring per hand, 1 set of earrings that do not dangle, and no bracelet.

### Everyone

Remove ALL visible piercing (including tongue studs).

Make sure that tattoos are NOT visible

Do not wear perfume, cologne, or aftershave.

Do wear a watch.



# Non-Verbal Communication

- Managing Body Language

*Your body will talk for you whether you want it to or not and an interviewer will tend to trust what they SEE more than what they HEAR...so it is important to control your physical presence as much as possible.*

- Clutching hands = nervous; a closed-in stance says “Keep Away!”
- Touching face or hair = dishonesty; “I’m not sure that what I am saying is accurate”
- Unnatural voice quality (rate and tone) = nervous; disruptive or distracting speech patterns are hard to listen to. Watch out for mumbling and talking too fast or too high.
- Eye contact disruptions (staring versus eye avoidance) = intimidated; dishonesty
- Personal space invasion (too much or too little) = power struggle; intimidation
- Pulling at clothing = uncomfortable in business attire; clothing does not fit properly
- Posture deficiencies (sitting and standing) = lack of interest in the job
- Direction of leg-cross = lack of interest



# Networking

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**Let's talk networking:**

**“Establishing relationships with professionals in your fields of interest and for the purpose of making contacts and sharing information for personal or professional gain.”**

- Who do you know
- Who knows you
- When/Where
- How

**Build and nurture relationships. Search for people instead of jobs!**  
**Take time to sustain relationships.**



Department of Career Planning  
and Development



# Utilize Social Media

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## Online Networking: LinkedIn, Twitter, Other Social Media

- **LinkedIn**
  - **Get Recommended**
  - **Ask to be introduced through mutual links**
  - **Post relevant articles**
- **Facebook**
  - **Separate Personal from Professional**
- **Twitter.com**
  - **Connect with individuals and companies**
- **Blogs**
  - **Contribute useful and relevant content**



# Job Search Strategies

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Effective Strategies to ID what you are looking for:

- ▶ Do a self assessment: ID your skills, values, and interests
  - [www.16personalities.com](http://www.16personalities.com) -
- ▶ What are you looking for: Area of focus, job search terms
  - <http://whatcanidowiththismajor.com/major/> -
- ▶ Who are you interested in: Types of employers, targeted organizations
  - [www.linkedin.com](http://www.linkedin.com) -



# Career Fair Prep

Check out this  
presentation for  
Career Fair Prep:

[Prezi time!](#)

