



Promoting Your Skills to Employers

Are your Tools ready?

What are you promoting?

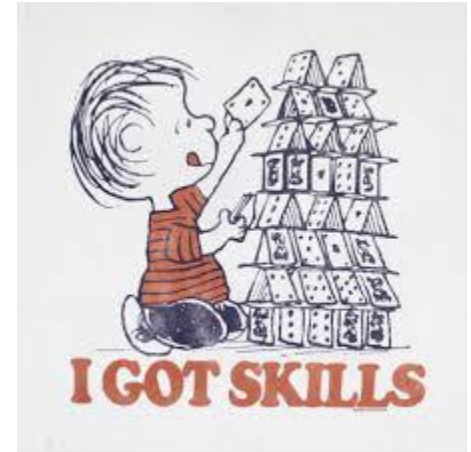
- ▶ Resumes & Cover letters
- ▶ Interviewing Skills
- ▶ Networking Skills
- ▶ **Social Media Skills**



Create a list of skills:

What skills are needed to be successful in the opportunity?

- Skills needed:



What are you promoting on “paper?”

▶ 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



Interview Questions

- What questions are you confident you will be asked in a job interview?
- What questions are you most concerned about?
- What about behavioral interview questions?



Where have you used these skills?

Identify best examples to show foundation in using the skill:

Previous work experience, campus activities, sports, volunteering, course work & projects

■ Skill 1: _____

□ Example: _____

■ Skill 2: _____

□ Example: _____



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What are you saying?

► 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



Be ready to talk about the skills and experiences you have:

Confidence is key to the employer believing in your abilities

Confidence is gained through practice and more practice

- [Interviewing Skills](#) - Answer in a behavioral way - Impress with questions you ask



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Dress for Success

- Solid color, conservative suit
- Coordinated shirt
- Limited jewelry
- Limited scented products
- Professional hairstyle
- Men:
 - Conservative tie (not flashy)
 - Dark socks and professional shoes
 - Trimmed beard or mustache
- Women:
 - Moderate shoes (no stilettos or sandals)
 - Sparse make-up
 - Tan or light hosiery



Appearance & Dress:

- Don't Distract
 - Your audience
 - Yourself



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 am 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

Definition of 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.**



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Before you start to network: What is your professional presence?

▶ Professional Appearance

- ▶ Online & Offline
- ▶ Dress & Body Language

▶ Character Appearance

- ▶ Bring that sincere positive attitude
- ▶ Be ready to work
- ▶ Be enthusiastic about the possible things you will learn
- ▶ Be able to receive and give constructive feedback on performance

First Impressions

STATISTICS SHOW THAT
FIRST IMPRESSIONS
ARE DETERMINED BY:

55%



The way you dress, act, and walk through the door

38%



The quality of your voice, grammar, and confidence

7%



The words you choose to say



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Utilize Social Media

Online Networking: LinkedIn, Twitter, Other Social Media

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

Informational Interviews

What is an informational interview?

- A conversation between peers or mentors/mentees centered on best practices related to careers, industry, and professional development.



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Utilize LinkedIn

Online Networking for Informational Interviews : LinkedIn Strategy:

1. Update your profile - Photo and Content
2. Research current alumni on LinkedIn Alumni Page - <https://www.linkedin.com/>
3. Search “Kennesaw State University” and click on main page: <https://www.linkedin.com/school/9801>
4. Explore Alumni in LinkedIn for relevant connections: <https://www.linkedin.com/school/9801/alumni>



Verbiage for Invitation:

Mr. Dutcher, As an alum from KSU, I'm conducting informational interviews with other KSU alumni in your industry as I explore different companies & transition in my career. I'd love to connect with you & send you a few questions about why you like your job & share best practices. - Michael Dutcher



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Questions to ask:

How did you get started in this field? • What is your educational background? • What are your major responsibilities? • What is the most/least rewarding aspect of your job? • Would you choose this career again? • What advice do you have for a person attempting to break into this career field? • What is a typical day like? • What is the most common career path? • What are some lifestyle considerations for this career field? • What are some common entry-level positions in the field of _____? • What type of individual (skills/personality) would be best suited for your company? • How would you describe the company's culture?

For more examples: [Networking Skills](#)



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Job Search Strategies

Effective Strategies to ID what you are looking for:

- ▶ Do a self assessment: ID your skills, values, and interests
 - www.16personalities.com -
- ▶ Who are you interested in: Types of employers, targeted organizations
 - www.linkedin.com -

