



# Employment – How to Do It?

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# Agenda

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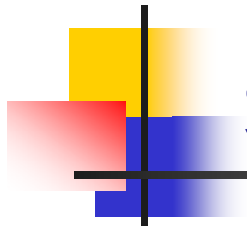
- Understand the steps involved in the job searching process
- Review tips on successful resumes
- How to interview properly
  - Mock interview
  - Typical questions
- Follow-up



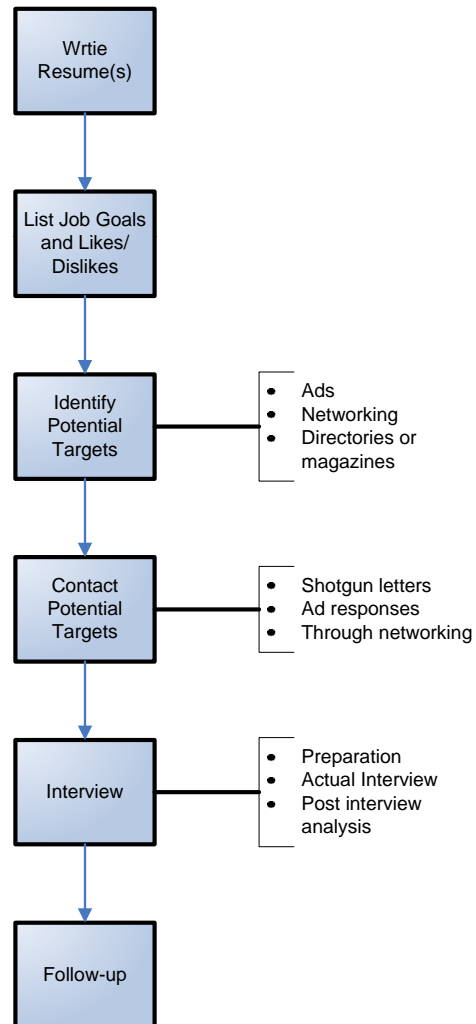
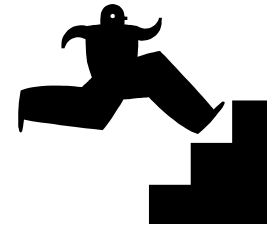
# Instructor's background

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- Worked almost 25 years in industry
  - 15 years at NJIT
- Education
  - B.E. and M.S. in EE, Ph.D in Biomed/EE
  - MBA in marketing
- Companies
  - Biomedical
    - Medtronic, Picker (Cambridge), Mediscience, Vernitron
  - Technical
    - Scientific Atlanta, Valcor
- Positions
  - General Manager, VP Mktg/SIs, Program Manager



# Steps in Job Search





# Resume – The First Thing to Do

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- Only used to get interview, not job
  - Used by employer to reject
- Header with contact information
  - Make sure voicemail is working, email is read
- Use offset table for design
- Start off with Professional Summary (next slide)
  - Don't do Objective
- Experience or Education Next?
  - If more than two years of experience, start that first
  - If no experience, use relevant coursework, reports, research



## Professional Summary - bulleted

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### **SUMMARY OF QUALIFICATIONS**

- Unique blend of technical, management ,marketing, sales and clinical expertise and education.
- P&L responsibility at a division level.
- Over twenty years experience in developing, marketing and selling of high technology and healthcare products (11 of which were in the medical device, disposable and capital equipment areas).
- Self starter, incisive in identifying problems, imaginative in finding and implementing solutions
- Strong people management skills and good interpersonal and communicative skills.



## Resumes – Some More Information

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- Personal information – if unusual
- For long employment history can have different form
  - Accomplishment oriented rather than chronological
- For your job history, which is more important?
  - Company name, job title – put that left justified
    - Be consistent
- Under company/title, have 1-2 line summary of what you did
  - Then put accomplishments as bullets
    - Is it quantifiable?
  - Use action words – developed, managed, researched



## Job Goals and Likes/Dislikes

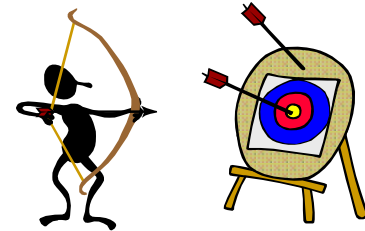


- Might have to take anything the first time
  - But why not plan?
- What do you like to do/dislike to do?
  - How can find out?
- What is your ideal first job? Why?
  - Be realistic
  - What will I settle for, what won't I settle for?
- What do you want to do in 3-5 years?
  - Will change careers 3-5 times in your work lifetime





# Identify Potential Targets



- Start very restrictive, then get less restrictive
- Ads
  - Both targeted jobs as well as companies who are hiring
  - NYT, Magazines, other local newspapers
- Networking
  - Who do you know, who do they know – make list
  - Don't necessarily ask for jobs from direct person
- Directories or magazines
  - Directories such as Medical and Healthcare Marketplace
  - Electronic database – SIC 3840/3841
    - Moody's, D&B, Standard and Poors
  - Who is advertising in targeted magazines?



## Other Targets

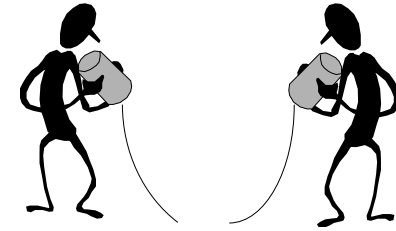
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- Internet
  - Good for company information, posting resumes and finding jobs
- Recruiters
  - Personnel agency vs. Executive recruiter
  - Not interested if first job
  - Usually for middle to upper level jobs
  - Directories of Executive recruiters



# Contacting Targets



- Shotgun letter (see example)
  - Have many different types
  - Send out 100's of letters
  - Don't send to Personnel
    - Find out name of key person (i.e. Director of Engineering)
- Ad responses
  - Shorten version of shotgun letter – tied to why you are correct for that job
- Networking
  - Is part of your networking related to the company?



# Interview - Preparation

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- Make sure you know the company
  - Internet, library
  - Ask for product catalogs – postpone interview
- Review potential questions
  - Might want to use recorder
- Think about dress, portfolio
- Get specific directions
  - **BE EARLY!!** (Plan for worse traffic)
- Get good night's sleep before



## Interview – Mock Interview

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- Select someone
  - Rest of audience writes down good/bad



# Interview

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- Might first meet personnel
  - Don't minimize this – can't approve, but can block
- Look around office, and use icebreaker
  - Something that you can see
- Look at the interviewer – don't stare, but don't look away
  - Eye contact is important
- Ask questions, as well as answer questions
  - Judge how good the person is as an interviewer
- Remember, Interview is a sales call – selling yourself



## Interview (part 2)

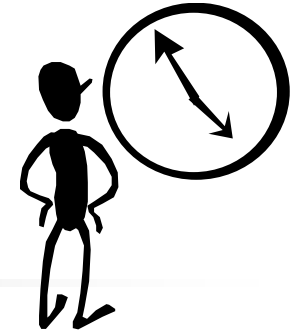
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- Have pad of paper and pencil
  - Write down important points
  - Don't write too much – won't be looking at interviewer
- If you don't know, don't fake it
  - Might want to get back to person with information
- Don't talk all the time, don't listen all the time
  - Want to leave an impression, but want to know information
- Practice the one minute story approach



# One Minute Story Approach

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- Think about a 1 minute story relating to a quality you have
  - I am innovative. About 2 years ago ...
  - Don't say yes or no too often
- Don't use this all the time – only when you think it is important
  - Will come natural to you with experience
- Plan 1-2 minute overview of yourself
  - Relates to question “Tell me about yourself”





## Typical questions

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- Look at resume/job hunting books for more
- Typical questions (best are open ended)
  - What are your strengths and weakness?
  - What do you think is your greatest accomplishment?  
Your greatest failure?
  - What do you want to do in the next five years?
  - Why do you want to work for this company?
  - How would someone describe you?
    - Same as tell me about yourself?
  - How are you going to help this company?
  - What do you want for a salary?



## Links for good questions

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- [http://jobsearch.about.com/lr/job\\_interview\\_questions\\_and\\_answers/34070/1/](http://jobsearch.about.com/lr/job_interview_questions_and_answers/34070/1/)
- [http://www.quintcareers.com/interview\\_questions.html](http://www.quintcareers.com/interview_questions.html)
- <http://www.jobinterviewquestions.org/> (Great site)
- <http://www.best-interview-strategies.com/questions.html>



# Salary Question

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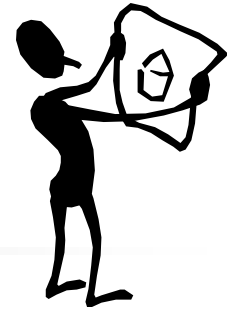


- Hardest question to answer
  - Try to avoid it
- Answer with a non-answer question
  - Right now, let's talk about the job and responsibility...
  - I would like to understand the entire package before I answer a question about salary?
- However, be prepared if you are forced to answer



## Questions For You to Ask

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- Did someone previously hold this position?
  - Advancement, new position, etc. – good or bad
- Ask a question related to your readings on product or company
  - Shows you have done work
- What is your management style?
  - Want to know – could be Attila the Hun style
- Where do you see the company in the next 5 years?
  - Turn the question they would ask you around



## Other questions

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[http://msn.careerbuilder.com/Article/MSN-2411-Interviewing-9-Interview-Questions-You-Should-Be-asking/?SiteId=cbmsnhp42411&sc\\_extcmp=JS\\_2411\\_home1&gt1=23000](http://msn.careerbuilder.com/Article/MSN-2411-Interviewing-9-Interview-Questions-You-Should-Be-asking/?SiteId=cbmsnhp42411&sc_extcmp=JS_2411_home1&gt1=23000)

- What are you seeking in the ideal candidate for the position
- Can you give me some examples of the types of projects I may be working on?
- What do you like best about working for this organization?
- What would you like to see happen in 6-12 months after you hire a new person in this position?
- Is there anything you are still wondering about my candidacy that might keep you from offering me the position? Is there anything further I should clarify?
  - You are open to feedback and gives employer reassurance



## Questions not to ask

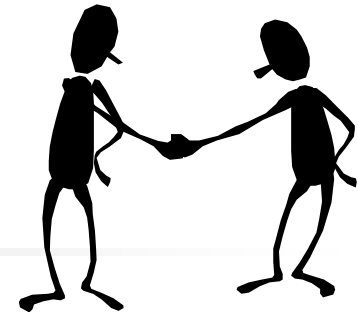
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- How many holidays are there?
- How good is the chance for my advancement?
- Can I get vacation during the first 6 months?
- Where is the bathroom?
  - Just kidding

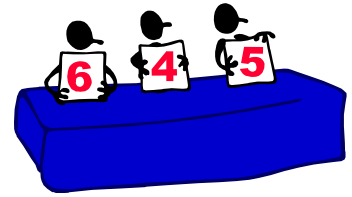


## Ending of Interview

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- Ask when a decision will be made
  - Shows interest
- Say that you are very interested
- Summarize your accomplishments, relating to the company
- Ask for the person's business card
  - Want to know the correct spelling of name and correct title
- Thank the person



## Post Interview and Follow-up

- Review what you thought went right and wrong
  - Do it outside the company
  - Be honest with yourself
- Contact the person(s) that day
  - Via email, summarizing your conclusion (what you can do for the company)
- Put on calendar date to contact person back
  - Fine line between being active and pushy
- If there is any other new information, send it to those people
  - Excuse for another contact





## Other items

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- Don't be discouraged
  - Rejection is part of sales – you are selling yourself
- Learn from your mistakes
  - Be honest with yourself, but don't beat yourself up
- Go on as many interviews as possible
  - Gain experience and confidence with each one
- Don't sell yourself too short/price too high
  - Understand what the market is for yourself
  - It is not just salary



## What to do if you get the Offer?



- When you get an offer, thank them, and ask when they need an answer
  - If they ask why, you are considering other offers
- If there are other companies in the pipeline, contact them immediately
  - Want to be in a position to review all offers at the same time
- Consider all aspects of multiple offers
  - Salary, benefits, advancement, work environment, supervisor, travel, location, etc.