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Lisa Winston: So 2 foundational ground rules for all of my presentations. I always ask you to approach the topic with curiosity and interest, and I also want you to know that I assume good of you. If you have any questions about this presentation, please do not hesitate to email me. My email will be at the end of the presentation with any questions that you may have about the presentation.

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Lisa Winston: First, st I'd like to set the stage for this presentation. So, standing out in the interview process begins before you ever even start that actual interview process, it actually begins before you even start the application.

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Lisa Winston: So it begins with taking a self assessment of yourself before you start any other part of the job process you, and set intentions for that job search at this time you ask yourself, what transferable skills and abilities do I have? What do I have to offer? A company or an organization, what are notable experiences or achievements? I would like to highlight what sets me apart? This can be something that's professional or personality, or a life experience.

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Lisa Winston: What do I want from a job? What problems can I solve for an employer? What are my interests and my values? And what do I want in my next career steps. Oftentimes we're very introspective in a lot of aspects of our lives, with our relationships

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Lisa Winston: with our friendships, and we take the time to really ask ourselves what we want and what our next steps are. But we don't do this when we set the job search intention process, it's very important to take some time within ourselves to ask these questions. So we know these answers when we get asked those later on by the employer.

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Lisa Winston: If we begin with that foundation, it sets the right tone for the next stages. You'll utilize that information to investigate potential job openings that align with what you discovered during your own self assessment.

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Lisa Winston: So then you can go on from there to develop a personal brand.

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Lisa Winston: You want to ask yourself, who am I?

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Lisa Winston: What do I value personally and professionally what are my skills and abilities? And who am I trying to connect with

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Lisa Winston: research yourself online? Write down what you can learn about yourself from a Google search or a LinkedIn search or a social media search check for any content that a potential employer might find offensive or unprofessional and find a way to disengage that content from from your social media, from your LinkedIn, from the Internet

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Lisa Winston: or just anything that doesn't align with the brand that you're trying to develop right? So if you had a career change from healthcare. And now you're going into the technology industry, anything about former self that you don't really want out there. That's not the brand you want to elicit for yourself. Create a LinkedIn that's geared toward this new career field that you're interested in.

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Lisa Winston: create a social media presence that geared toward that new career field that you're interested in. It doesn't have to be offensive. You just want to make sure it all aligns within your personal brand. So oftentimes we look for. Okay, what do I not want a potential employer to see what might be offensive. That's okay, that's great. We want to take those things down as well. But also think beyond that, what doesn't work with the personal brand that I'm trying to create

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Lisa Winston: and then align your content with what you are looking to create.

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Lisa Winston: This also continues into your application documents. So integrating your own unique assessment into those application materials. The ways that you want to do this is to

create a tailored application that includes relevant experiences and skills that you talked about during your own self discovery, and altering those to fit the job description on your resume

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Lisa Winston: for your cover letter, customizing each position to explain why you're a good fit for that, for your references to prepare a list of professional contacts who can vouch for your qualifications. You always want to verify prior to having them on your references list that they will serve as a positive reference for you, and then share the job description with those references to ensure that they prepare relevant examples of why you're a good fit to

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Lisa Winston: ensure that they're prepared for that conversation about you.

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Lisa Winston: Remember that this step is vital. Applications don't materials. They don't disappear when you enter the interview stages right?

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Lisa Winston: These are documents that the company or organization is going to refer through throughout their hiring process.

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Lisa Winston: and maybe even afterwards, to look back at former candidates and their deliberation stages, it might be between you and another candidate, and they might be referring to these documents to see who they want to select. So creating an amazing resume cover letter and a reference list for yourselves. They may make a final decision solely based on something that stands out or they like, or they see in those

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Lisa Winston: documents, because at the end of the day, when you're not there anymore for the interview. All they have left is the memory of that interview, and in a more tangible form, what they have is your resume and your cover letter and those conversations that they had with your references.

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Lisa Winston: You also want to build an online presence. So update your LinkedIn profile with relevant keywords, a professional headshot and engaging content, and also view and utilize the LinkedIn profile creation webinar that we have on the career services website to assist you in doing that develop a personal website or portfolio that showcases work, your work through samples, projects, testimonials and achievements.

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Lisa Winston: and then carry around a physical business card with you with information directing them to your LinkedIn profile, or to your personal website or portfolio, and you have it at the ready to hand those out.

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Lisa Winston: Additionally, it's important to stand out in the interview process that you display yourself as a lifelong learner. Someone who stays informed about industry trends, skills that are in demand and emerging techniques, applicable laws

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Lisa Winston: and technologies, etc. We need to ensure that the employer knows that you are going to be someone who is constantly improving, constantly wanting to learn more and grow and develop throughout your career. So the ways that you can do this is to follow industry, news, and trends through newsletters or publications to remain knowledgeable about changes in your field.

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Lisa Winston: utilize that information, to identify areas where you may need improvement or additional training personally for yourself.

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Lisa Winston: take advantage of online courses, webinars, and workshops to enhance your skill. Set. Examples of these could be LinkedIn trainings, master classes, or courses at Mount Sac, etc.

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Lisa Winston: When you are researching the company. One of the ways that you can stand out during that research is to perform a swot analysis of the company, and I'll go into more detail onto how to perform a swot analysis.

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Lisa Winston: So number one strengths.

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Lisa Winston: So you're going to look at the strengths of the company, their internal attributes and resources that support a successful outcome. So examples of these could be the company having a strong brand reputation, having unique technology or product features, a very skilled workforce or financial stability.

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Lisa Winston: Then you're going to look at the weaknesses of the company. These can be internal factors that may hinder performance or growth. Examples of these could be limited resources or location, lack of expertise in certain areas or outdated technology.

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Lisa Winston: Then you'll look at opportunities. These are external factors that the company can capitalize on to grow or improve its position in the market. So some example are emerging markets, technological advances, changes in consumer behavior, regulatory changes that may benefit the industry.

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Lisa Winston: And then you're going to assess threats. These are external challenges that could jeopardize the company's success. Examples could be increased competition, economic downturns, changes in regulations that negatively impact operations or shifts in consumer preferences.

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Lisa Winston: So if you are at home viewing this presentation, I encourage you to utilize one of these companies. That we've pulled out of our kind of well known companies in the area and perform a swot analysis. Do an analysis of the strengths, weaknesses, opportunities, and threats of that company.

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Lisa Winston: and then, based on your findings, create strategies, utilize your strengths, your personal strengths, things that you've done well in your roles and your jobs in the past to exploit those opportunities that you found. You'll address the company's weaknesses with your strengths.

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Lisa Winston: and utilize those strengths to mitigate threats for the company, and that is how you're going to communicate to the company how you can help them through what you've discovered in this swot analysis.

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Lisa Winston: The next step to standing out in the job interview process and the job application process is to network.

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Lisa Winston: So engage with professionals in your field through networking. Whether or not the person is connecting with you via the Internet LinkedIn, or in person at a networking event.

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Lisa Winston: reach out to friends, alumni people attending conferences or engage in industry contacts who may be able to provide you leads or insights about job openings.

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Lisa Winston: focus on building genuine relationships rather than solely seeking job opportunities, share insights and connect professionals who would benefit from knowing each other. So you can be that LinkedIn point between 2 people who haven't met and might benefit from knowing each other

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Lisa Winston: and then utilize informational interviews on the career resources website. We have information on how to have a successful informational interview reach out to individuals who have roles that you aspire to once to one day have

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Lisa Winston: request a casual meeting over coffee or lunch, to gain insights into their career path and advice. And again, I encourage you to utilize the technology and health career resources Tab, to assist you in navigating that informational interview.

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Lisa Winston: You also want to set to impress during the interview process. You want to arrive early for that interview 5 to 15 min early. Dress appropriately opt for business, professional. We have resources on our website as well for how to dress for an interview.

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Lisa Winston: You wear a suit that's in neutral colors, black, gray, or navy, paired with a work appropriate, shirt or blouse. Ensure that your outfit is clean, free of wrinkles, avoid anything that might be perceived as overly casual. So jeans or sneakers keep your accessories minimal. The focus should be on you, and what you're sharing in that conversation.

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Lisa Winston: and then keep a positive attitude throughout. Even when talking about difficult things or hard experiences, that you've had always keep a positive attitude and end with a high note of what you learned from those negative experiences

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Lisa Winston: and utilize active listening. There are a lot of resources online on active listening, and how to be an active listener being engaging in conversations. And this was also covered in the part one of interviewing presentation. So again, I highly encourage you to refer back to that presentation as well.

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Lisa Winston: and that's the resource link for how to dress for the interview process.

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Lisa Winston: Come prepared to your interview. Once you secure that interview, research the company thoroughly. Do not forget to research their mission values, any recent news that they may have been involved in important individuals for the company, etc. And then tailor your responses to reflect that research that you that you did about the company, you can say when I was looking into this company, I

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Lisa Winston: learned that X and Y. So when they ask you, why are you interested in this role? You can show that you've researched the company and that you know the place that you're looking to apply to, and that it was intentional that you are here at this specific company.

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Lisa Winston: and then be ready to discuss how your background aligns with the company's needs based on that research.

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Lisa Winston: Prepare insightful questions to ask the interview interviewers once again. This was covered in the part one of interviewing presentation. If you have not attended that presentation highly, encourage you to view that presentation. As well.

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Lisa Winston: Be confident and also be authentic. Showcase how you can contribute positively to the companies.

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Lisa Winston: Success throughout storytelling techniques utilize the star method, situation, task action result. This was also covered in part one of interviewing.

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Lisa Winston: When you want to answer your questions, you should always come across authentically and confident.

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Lisa Winston: You want to make it clear that you've practiced these answers, that you know these answers well, but you also don't want it to sound like a robot who has given these answers multiple times back to back. Even if you kind of feel that way, you always want to come across engaging new information is being shared somewhat. Come across

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Lisa Winston: as authentic as you can

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Lisa Winston: as yourself, because they want to know who you are. At the end of the day, but also be prepared with bullet points. That you'd like to touch on things that you want to make sure that you cover.

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Lisa Winston: and then another way to stand out is to engage in simulated interviews and get 3 feedback through interview coaching, utilize colleagues or mentors to build confidence and receive constructive feedback on your interview process. Simulated interviews is just another way of saying mock interviews. We do have mock interview resources on our website, and we additionally

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Lisa Winston: offer interview coaching. So if you'd like to come, set an appointment to come, practice your interview process with you with us. That is highly recommended.

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Lisa Winston: So develop those soft skills. They're just as important as those tangible or hard skills on your resume. So personal attributes and interpersonal skills that can enable individuals to interact effectively with others in the workplace and social environments. So some example of those might be communication teamwork problem, solving adaptability or emotional intelligence.

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Lisa Winston: How do you develop those you seek feedback from others, you practice active listening. You engage in team projects, you take leadership roles, you improve your communication skills. You do volunteer work, you participate in workshops or courses. Mount Sac actually offers emotional, intelligent courses, and much more that can help you develop this soft skill set.

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Lisa Winston: and then you reflect on your experiences after you've had experiences. You reflect on what went well, what didn't go well, and how you can improve

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Lisa Winston: what we're hearing from employers.

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Lisa Winston: There are ways that you do not want to stand out in the interview process. Right? We're hearing from industry leaders and professionals that some applicants are coming in with poor attitudes about the work. Again, as I mentioned earlier. If you've had a negative experience, that is okay. None of us are disillusioned enough to believe that you've never had a bad experience at work. But what's important is that you stay positive about that bad experience. You talk about the things that you learned.

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Lisa Winston: You don't go on a rant about about the negative experience that you had. You always come full circle about what you learned and how you grew. From that experience.

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Lisa Winston: we're hearing that students might be coming in inappropriately dressed, whether that's too casual or just not dressed appropriately for that work environment. So refer to that guide that we have on our website on how to dress for the interview process.

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Lisa Winston: We're hearing that some students are coming in without questions or any specific interest shown in working for that organization. We have students coming in. Who, for example, are this is just off the top of my head, extremely interested in nursing right as a field. They're they're very, very passionate about nursing. They have so many great stories and so much interest in the field of nursing.

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Lisa Winston: But then, when it comes to answering questions about why they want to work at Saint Jude Hospital, they have

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Lisa Winston: no insight into into why that organization, or why that department, or why? Why that hospital? So coming in with specifics of what stands out to you about that company, that organization, that hospital, that location and doing your research is very important to the interview process, no matter how passionate you are.

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Lisa Winston: are about the field. They want to know that you're passionate about their company as well.

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Lisa Winston: We're hearing that students might be coming in without the most up to date. Skill sets for that career field. So ensure that you're researching the skill sets needed for your career field. And we can assist you with that as well.

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Lisa Winston: Or we're coming in that students are coming. We're hearing that students are coming in completely unprepared. It's obvious that they have not practiced their interview process. Their interview answers at all, and the answers just aren't well rounded. They don't come full circle. They don't have any fun, examples or details. They're just too straight to the point.

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Lisa Winston: Not a lot of enthusiasm or interest, or a well-rounded answer. So you want to get that practice in to make sure you're coming up with examples in your answers that you're utilizing the star method that you've done your research and that you're showing specific interest in that organization and really having a practice is really the best way to become better at interviewing.

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Lisa Winston: So don't let this be you.

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Lisa Winston: We still have some tips for your specific program at the bottom of the page that might help you stand out within your specific area of interest.

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Lisa Winston: Always follow up after the interview you send a personalized thank you. Email, express gratitude for the opportunity and reiterate your interest in the position

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Lisa Winston: you always want to maintain relationships with contacts made during the interview process. Through networking. You can share relevant articles or updates that might interest you. It's important, even if you are rejected from a job, to stay connected to those individuals, because you never know what might help you in the network.

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Lisa Winston: That's all we have for you today about standing out in the interview process. Thank you for attending our presentation. If you have any feedback, please utilize that QR code to send the feedback.