

WHY PERSONAL BRANDING IS ESSENTIAL TO CAREER SUCCESS

CREATING A STRONG PERSONAL BRAND FOR YOURSELF ESTABLISHES YOU AS A NATURAL LEADER AND OPENS DOORS.

At this point, it's established that personal branding is important for a number of reasons. It provides a clear focus for personal development while establishing yourself as a thought leader. It also works wonders for career success, allowing individuals to pursue whatever it is that they're passionate about. The mutual relationship between career success and personal branding is a truly unique dynamic that, when understood, has the potential to launch a person to new heights.

THEY BUILD OFF ONE ANOTHER

It's something of a no-brainer, but there is a clear correlation between success and branding. Creating a strong brand establishes yourself as a natural leader, making people look up to you as a firm thought leader. The boost in image and direction opens doors and creates unique opportunities that would otherwise remain in the dark. Similarly, finding success throughout your career naturally pushes yourself to take a stronger stance on how you handle yourself and others. Leadership qualities naturally evolve as success and branding interact with one another, which can launch a career into exciting new directions.

OVERALL STANDARDS INCREASE

As your brand improves and success becomes increasingly attainable, your standards for just about everything increase. The direction that people find through branding and success is conducive to a progressive mind-set, one that raises expectations. The status quo is no longer acceptable; you have to move forward and think outside the box. It's the mind-set that characterizes the entrepreneur, and it's an incredibly powerful state of mind. Leaders are never satisfied with the current state of affairs; their determination that comes from personal branding raises their standards and drives their team forward.

STAND IN FRONT OF THE PACK

Establishing yourself without credentials is essentially impossible—no matter what you want to do, a degree in something is required. However, there's one problem with this—everyone looking to establish themselves has that same degree to some extent. It's unfortunate, but there's nothing unique about a business degree when looking for, say, a cozy business job. That's where personal branding comes in.

As Daniel Bliley of the parking app Passport says: "Branding today is as much about consistently delivering on your promise as it is about differentiation. You have to position yourself in unique ways in order to stand out from others. You have to meet all of the subconscious expectations and go beyond the mundane to truly impress."

Everyone has that degree, but do they have a distinct personality? A unique personal and professional history that immediately stands out? A natural ability to enhance a company's culture? Suddenly, you're looking a lot better than a lot of people, whatever the situation may be.

10 Essential Strategies to build content and substance to your personal brand

1. Ask yourself for directions

Career success, although different for everyone, occurs when your career direction aligns with who you are and what is important to you. To build a successful career, determine what success looks like for you. After you define success create your personal brand and then set and meet your career and life goals. When you master this success strategy, your efforts are channelled in the right direction to ensure your career brings personal and professional satisfaction.

2. Optimize your outlook

People quickly judge you on what you do and say, or even on how you look, walk, and talk. When you take care of yourself, manage stress, and demonstrate a positive attitude and confidence, others enjoy interacting with you and value your contribution. Mastering this career essential contributes to both your health and career success. When you have a positive attitude, believe in, and take care of yourself, your goals are easier to accomplish.

3. Put yourself in charge

It is tempting to blame others or the situation when things are not going the way you want. When you put yourself in charge of your career, you take ownership for your mistakes and accomplishments. You stand behind and are accountable for what you say and do. By taking ownership of your words and actions, you link your efforts to success and learn from mistakes. Others count on you and see you as determined, dependable, reliable, and dedicated, all qualities much needed and rewarded in the workforce.

4. Learn from everyone

Everyone can teach you something. To be successful, you need to pay attention to what others have to say. You benefit when you listen carefully, clarify expectations, and act on feedback from others. The benefits of learning from everyone include an increased ability to see multiple perspectives, exposure to helpful corrective feedback, and an opportunity to develop rapport. Many opportunities arise when you are open to, and eager to learn from, what others can offer.

5. Relate to anyone

Career success depends on expressing yourself clearly, directly, and diplomatically. When you express your perspectives and provide information and feedback effectively there is little room for miscommunication or misunderstanding. When you relate to anyone, you resolve conflicts and issues using a win-win approach so everyone benefits. You accomplish your goals by working cooperatively. Mastering this career success strategy provides you with a network of contacts willing to support the development of your personal brand.

6. Cultivate your curiosity

There is a wealth of facts and ideas available in our information and technology-focused society. When you cultivate your curiosity, you manage the large amounts of information available and become a lifelong learner. You are interested, up-to-date, knowledgeable, and aware. You understand your learning style, apply what you learn to work more effectively, and use learning strategies to retain important information. Others are confident in your ability to easily learn new

skills and apply new information and will have you in mind when new opportunities or challenges arise.

7. Disentangle your thoughts

To be successful at work you need to hone and direct your thinking to best deal with the situation at hand. Disentangling your thoughts involves thinking about and then selecting the right approach, strategies, and tools when working on tasks, making decisions, or solving problems. As a result, you make well-thought-out decisions and solve problems effectively. Others see you as resourceful and strategic. You adapt and flex your thinking to use an appropriate combination of thinking modes including practical, creative, global, logical, and humanistic thinking.

8. Exceed expectations

Others need to know they can count on you to exceed their expectations and achieve exceptional results. To exceed expectations, you prioritize, plan, organize your time and activities, and persist on tasks. You work to a high standard and continuously look for ways to improve your work. People see you as results oriented, productive, persistent, efficient, and effective. You show pride in your work and take initiative to do the best job you can. When others know you will do a good job, they feel confident offering you new and important tasks and projects to complete.

9. Thrive in uncertainty

Those who are successful in their careers accept that the world is rapidly changing. To thrive in uncertainty, you need to take a heads-up approach to work. You observe patterns and trends and anticipate change so you can quickly adjust. When you thrive in uncertainty, you are seen as flexible and versatile. Others are confident in your ability to cope with unexpected changes. You make the most of opportunities by being adaptable and proactive. When you thrive in uncertainty, you create opportunities and position yourself for success.

10. Promote your progress

To create your success, you need to let others know your goals and aspirations so they can assist or guide your progress. As well as sharing goals, you can also promote your brand by highlighting your skills, interests, experience, and other valuable personal qualities. Self-promotion opens the door to opportunities by showing people who you are and what you can do.

Developing Your Personal Brand for Career Success

Developing a personal brand is critical to advancing your career and growing as a leader. But it's not just about self-promotion or simply being on social media. It's dedicating time to defining yourself as a leader and how you want to be known both in and out of the workplace.

In our digital world, information about you is just a few clicks away. That's why it's more important than ever to develop your personal brand. Why leave your professional reputation to chance when you can manage your own image?

Building a personal brand is about creating an image for yourself for how you want to be viewed by employers and people in your industry. Whether you are a recent college graduate or looking to advance in your career, your personal brand will determine your success going forward. So here are some ways to develop and grow your personal brand.

Create a strategy

Just like a corporate brand, every branding session begins with a strategy. You need to know where you're going before you can get there. Take the time to review your strengths. Here are some questions to consider:

- What are your goals?
- What's your mission or vision for yourself?
- What are your personal values?
- What skills do you offer that make you valuable?
- How do you describe yourself?
- Do you specialize in any particular industry? What's your niche?

The most critical part of developing your brand is to be authentic. By creating your brand around what you're passionate about, you'll find it easy to find ways to continue to strengthen your brand throughout your career.

Promote your brand online

In a world where everything is going digital, it's important that you portray yourself well online. Employers will most likely Google your name before they even meet you to determine if you get an interview. Here are the essentials to promote your brand as best as possible online:

LinkedIn – Your profile should be at All-Star profile strength. Be active in groups that are related to your career field and follow corporate brands that put out valuable content.

Twitter – Having a professional Twitter account helps build thought leadership and connects you with other successful leaders. It also helps when speaking at a conference to utilize hashtags and increase your brand awareness.

Blog / Website – Depending on your expertise, you should have a website or blog. A website is a good way to show your work if you have a portfolio (i.e. designer, architect, etc.). A blog provides a way for someone to develop thought leadership in their field or niche. By creating valuable content, you will establish credibility and begin to grow as a thought leader.

While social media can help with growing your personal brand, it takes more than online branding to build recognition and credibility with your audience.

Write or speak out

Not only do you need to be online, but having a presence offline is important as well. Speaking at conferences is one of the best ways to grow your network and establish yourself as an expert in your industry.

If you don't necessarily like speaking in front of large groups, try running a lunch and learn series with smaller breakout groups. Another way to is to write a book or eBook or make a video. This allows people to hear your expertise without having to make a speech.

Get involved

Your personal brand won't grow by just going to work and home every day. You need to get involved in the community in order to strengthen your brand. Ways you can do this is involve being on the board of a company, volunteering for a non-profit or attending networking receptions. Be sure that organizations and events you attend work toward your goals and mission that you established in your strategy.

Creating, developing and managing your personal brand require a tremendous amount of work and require you to work at it every day. Your brand will continue to change and develop as you go through your career. As long as you dedicate time and energy to it, you will grow as a leader and be successful in your endeavours.

Career- Graduates'

Glossary of Key Marketing Terms

This glossary covers marketing terms as they relate to job-hunting and career branding. If you need a definition for a more traditional job-hunting term, please go to our [Glossary of Key Job-Hunting Terms](#).

Branding — is a promise, a pledge of quality. It is the essence of a product, including why it is great, and how it is better than all competing products. It is an image. It is a combination of words and letters, symbols, and colours.

Marketing — the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services, and people to create exchanges that will satisfy individual and organizational goals.

Marketing Mix — the blend of product, place, promotion, and pricing strategies designed to produce satisfying exchanges with a target market.

Market Research — the process of planning, collecting, and analysing data relevant to marketing decision-making. Using a combination of primary and secondary research tools to better understand a situation.

Personal Selling — persuasive communication between a representative of the company and one or more prospective customers, designed to influence the person's or group's purchase decision.

Place — the process of getting a product from the place it was manufactured into the hands of consumers in the right location at the right time.

Positioning — developing a specific marketing mix to influence potential customers' overall perceptions of a brand; to develop a specific image of the brand in the minds of consumers.

Price — the money or other compensation or unit of value exchanged for the purchase or use of a product, service, idea, or person.

Product — a good, service, person, or idea consisting of a bundle of tangible and intangible benefits that satisfies consumers' needs and wants.

Promotion — any type of persuasive communication between a marketer and one or more of its stakeholder groups. Promotional tools include advertising, personal selling, publicity, and sales promotion.

Strategic Marketing Planning — the process of managerial and operational activities required to create and sustain effective and efficient marketing strategies, including identifying and evaluating opportunities, analysing markets and selecting target markets, developing a positioning strategy, preparing and executing the market plan, and controlling and evaluating results.

Unique Selling Proposition (USP) — the one thing that makes a product different than any other. It's the one reason marketers think consumers will buy the product even though it may seem no different from many others just like it.

Career Graduate Seeker's Glossary of Key Job-Hunting, Career, Job-Search, and Employment Terms

The definitive source for learning about career, job-hunting, and employment terms — from your team at Quintessential Careers.

This glossary of job, career, and employment terms is designed to give job-seekers a quick definition — and then provide links where you can find more details, samples, and much more information. If you're looking for a job-hunting, employment-related, or career term that is not listed in the Job-Seeker's Glossary, please

Have questions about college lingo or other terminology? Here is a glossary -

Accomplishments — these are the achievements you have had in your career — including work, job, and life successes. These key points really help sell you to an employer — much more so than everyday job duties or responsibilities. In your cover letters, resumes, and job interviews, focus on key career accomplishments — especially ones that you can quantify.

Action Verbs — the building blocks of effective cover letters and resumes. These concrete, descriptive verbs express your skills, assets, experience, and accomplishments. Avoid non descriptive verbs such as “do,” “work,” and forms of the verb “to be.” Instead, begin each descriptive section with an action verb. Almost every resume book has a list of great action verbs to choose from. .

Applicant Tracking Systems (ATS) — used by major employers to collect, store job candidate data — and screen resumes from potential job candidates. Job-seekers, in order to be successful (and get invited to job interviews), must learn how to develop resumes that are ATS-friendly. While employers embrace the benefits of ATS, many job-seekers feel as though their resumes get submitted into an “ATS black hole” from which their resume is never seen again. Developing an ATS-friendly resume is essential for job-seekers.

Assessments — these tests ask you a series of questions and try to provide you with some sense of your personality and career interests. You shouldn't rely on the results of these tests by themselves, but the results can be a good starting point for discovering more about yourself and your interests and considering careers you may not have thought of.

Baby Boomer Job-Seeker/Worker — The generation of people born between 1946 and 1964 — and about 78 million strong. The group of workers and job-seekers are now nearing the peak of employment and earning potential, with many attempting major career changes — referred to as *re-careering* — or retiring from a stressful (or despised) corporate job and moving finally rediscover their career passion. Also referred to as Third Agers.

Background Check — Used by employers to verify the accuracy of the information you provide on your resume or job application — and beyond. On the rise as prices fall on these services. Items checked include: employment verification, educational background/degrees, references, credit history, medical records, driving record, court records, criminal records, and more.

Behavioural Interview — See *Job Interviewing*.

Benefits — An important part of your compensation package, and part of the salary negotiation process. Note that every employer offers a different mix of benefits. These benefits may include paid vacations, company holidays, personal days, sick leave, life insurance, medical insurance, retirement and pension plans, tuition assistance, child care, stock options, and more. Can be worth anywhere from 20 to 40 percent of your salary. See also *Compensation Package and Salary*.

Birkman Method — A 298-question personality assessment and a series of related report sets that facilitate team building, executive coaching leadership development, career counselling and interpersonal conflict resolution. The Birkman Method™ combines motivational, behavioural and

interest evaluation into one single assessment, which provides a multi-dimensional and comprehensive analysis, thus reducing the need for multiple assessments. *See also Assessments.*

Branding — *See Career Branding.*

Branding Statement — A punchy “ad-like” statement placed at the top of a job-seekers resume that tells immediately what he/she can bring to an employer. Your branding statement should sum up your value proposition, encapsulate your reputation, showcase what sets you apart from other job-seekers, and describe the added value you bring to a situation. Think of it as a one-sentence sales pitch that entices the hiring manager to read more of your resume. *See also, Career Branding.*

Business Plan — A complete overview for a business, from development of a vision and mission of the business to the setting of business goals to the reasons why organization (or person) is in business to the detailed plan for reaching those goals. A business plan may also contain background information about the organization and management team attempting to start and run the business. Detailed analysis and information about the product or service, marketing and branding strategies, and key competition should all be included. Business planning should include both short-term (1-year) and long-term (3-5 years) goals and plans.

Career Activist — someone who is proactive in planning, evaluating, directing, and controlling his or her career rather than simply reacting as situations arise. (Some call this approach career mapping.) A career activist has an enduring interest in understanding and achieving his or her full career potential, while maximizing career marketability.

Career Assessment — *See Assessments.*

Career Branding — Helps define who you are, how you are great, and why you should be sought out. Branding is your reputation; branding is a promise of your value to an employer. Branding is about building a name for yourself, showcasing what sets you apart from other job-seekers, and describing the added value you bring to an employer.

Career Change — changing your occupation by devising a strategy to find new career choices. Most experts now predict that the average person will change careers three to five times over the course of his or her work life. Change may occur because you don’t enjoy the work as much as you used to. Or maybe you can’t progress further in your career.

Career Coach — also called career consultant, career adviser, work-life coach, personal career trainer, and life management facilitator. These professionals have been likened to personal trainers for your life/career, serving the role as your champion, cheerleader, advocate, mentor, partner, and sounding board on all issues related to your job or career search.

Career Exploration — the process of finding a rewarding career path, as well as specific jobs within a particular career path. Think of career exploration and planning as building bridges from your current job/career to your next job/career. People of all ages — from teens trying to explore careers for the first time to mature workers seeking to find a new career for re-careering — use various methods of career exploration to help uncover careers that offer fulfilment.

Career Fair — There are many types of job and career fairs — from those scheduled during Spring Break for college students to industry-specific fairs for professionals — but they all have a common theme: a chance for a company to meet and screen a large volume of potential job candidates while simultaneously an opportunity for job-seekers to meet and screen a large number of employers.

Career Objective/Job Objective — an optional part of your resume, but something you should contemplate whether you place it on your resume or not. While once very common, it has now fallen from favour. While it can help sharpen the focus of your resume, most job-seekers never did so, using vague language. Objectives have been replaced by other resume devices — *see Resume Focal Point.*

Career Passion — one of the most important elements of personal happiness is being passionate about your career and your job. If you no longer have — or never have had — personal and professional fulfilment from your job, there is always time to discover a career for which you do have passion.

Career Planning — the continuous process of evaluating your current lifestyle, likes/dislikes, passions, skills, personality, dream job, and current job and career path and making corrections and improvements to better prepare for future steps in your career, as needed, or to make a career change. Or, here for

Career Portfolio — See *Job Skills Portfolio*.

Career Research — See *Career Exploration*.

Career Vision Statement — A set of career goals that a job-seeker sets for the long-term, typically five years or more. The purpose of a career vision statement is to give you a clear direction for the future; it is a vision that has been committed to paper to guide you in making future choices.

Case Interview — See *Job Interviewing*.

Chronological Resume — See *Resume*.

Cold Call — when a job-seeker approaches an employer (usually through an uninvited cover letter) who has not publicly announced any job openings. See hidden job market and cover letters. See also *cover letters*.

Company Research — See *Researching Companies*.

Compensation Package — the combination of salary and fringe benefits an employer provides to an employee. When evaluating competing job offers, a job-seeker should consider the total package and not just salary. See also *Salary and Benefits*.

Contract Employee — Where you work for one organization (and its salary and benefit structure) that sells your services to another company on a project or time basis. *Compare to freelancer*.

Corporate Culture — the collection of beliefs, expectations, and values shared by an organization's members and transmitted from one generation of employees to another. The culture sets norms (rules of conduct) that define acceptable behaviour of employees of the organization. It's important for job-seekers to understand the culture of an organization before accepting a job.

Counter Offer/Counter Proposal — A salary negotiation technique used by job-seekers when a job offer is not at an acceptable level. Almost all elements of a job offer are negotiable, including the salary, non-salary compensation, moving expenses, benefits, and job-specific issues.

Cover Letter — should always accompany your resume when you contact a potential employer. A good cover letter opens a window to your personality (and describes specific strengths and skills you offer the employer). It should entice the employer to read your resume. See also:

- Uninvited (cold contact) cover letter — the most common type of cover letter, since such a large percentage (80-95 percent) of the job market is "closed," meaning the job openings are not advertised. Usually part of a direct mail campaign in which the job-seeker is trying to uncover hidden jobs.
- Invited cover letter — written in response to an advertised opening, whether in a newspaper, trade publication, on the Internet, or even on the company's bulletin board. Employer expects — and even welcomes the cover letters.
- Referral cover letter — an extremely effective type of cover letter that springs from networking efforts. The referral letter uses a name-dropping tactic as early as possible in the letter to attract the reader's attention and prompt an interview.

Curriculum Vitae (CV) — See *Resume*.

Declining Letter — a letter sent to an employer to turn down a job offer. The writer should keep the door open in case he or she would like to approach the employer again someday.

Degrees & Certifications — Recognition bestowed on students upon completion of a unified program of study, including high school, trade schools, colleges and universities, and other agencies.

Diversity Job-Seekers — numerous disadvantaged groups — women and minorities — often face extra challenges in the job-search.

Dress for Success — First coined by author John Malloy in the 1970s, the term *Dress for Success* signifies tailoring one's attire, grooming, and overall appearance toward making a great first impression in a job interview — as well as maintaining a professional look while on the job to aid

career advancement. Will dressing properly get you the job? Not by itself, but it will give you a competitive edge and help you make a positive first impression.

Electronic Resume (or E-Resume) — A resume (see *resume*) that is sent to the employer electronically, either via email, by submitting to Internet job boards, or residing on their own Web page. Includes numerous formats of resumes linked by their mode of delivery.

Elevator Speech — A 15- to 30-second commercial that job-seekers use in a variety of situations (career fairs, networking events, job interviews, cold calling) that succinctly tells the person you are giving it to who you are, what makes you unique, and the benefits you can provide.

Email Cover Letter — a cover letter (see *Cover Letter*) that is sent to the employer electronically via email. There are different rules that apply to writing these kind of cover letters, though the fundamental principles remain the same.

Employment Gaps — are those periods of time between jobs when job-seekers are unemployed, either by choice or circumstances. Employers do not like seeing unexplained gaps on resumes, and there are numerous strategies for reducing the impact of these gaps on your future job-hunting.

Entrepreneur — someone who starts and runs his or her own business — who organizes, operates, and assumes both the rewards and the risks from running the enterprise. It takes specific traits to operate a business, including accounting and financial skills, sales and marketing skills, time management and organizational skills, planning and implementation skills, and the ability to have a vision to fulfil an unmet (or poorly met) need better than competitors.

Follow-Up — an often overlooked and critical part of job-hunting. In the early phases of searching for a job, job-seekers must be proactive in showing continued interest in all job leads — contacting employers *after* you've submitted your resume. Follow-up is also important after the job interview, first with a *thank-you letter*, but then also with contact expressing your interest and fit for the position.

Freelancer/Consultant/Independent Contractor — Where you work for yourself and bid for temporary jobs and projects with one or more employers. Freelancing is not an alternative to hard work, but many people enjoy the freedom, flexibility, and satisfaction of working for themselves.

Franchising — A legal and commercial relationship between the owner of a trademark, service mark, brand name, or advertising symbol (the franchisor) and an individual or organization (the franchisee) wishing to use that identification in a business.

Functional Resume — See *Resume*.

Gen Y Job-Seeker/Worker — the generation of people — roughly those born between the late 1970's and the late 1990's — 72 million or so strong. As job-seekers and workers, this cohort has very different views on hiring, perks, promotions, and managing — and are expected to transform all aspects of employment as they age and move up the corporate ladder. Also referred to as The Millennials. The Tech/Net/Digital Generation. Boomlets. Echo Boomers.

Green Jobs/Green-Collar Jobs — Jobs — moving from both white-collar (professional) and blue-collar (trade) — to positions in renewable-energy and energy-efficiency industries are on the rise. U.S. green-collar jobs could grow to as many as 40 million by 2030, according to a commissioned report by the American Solar Energy Society.

Hidden Job Market — Only about 5-20 percent of all job openings are ever publicly known, which results in about four-fifths of the job market being “closed,” meaning you can't find out about any new openings unless you do some digging. Strategies for uncovering the hidden job market include networking and cold calling. See *networking and cold calling*.

Holland Codes — Personality types developed by psychologist John L. Holland as part of his theory of career choice. Holland mapped these types into a hexagon which he then broke down into the RIASEC job environments (see *RIASEC*). See also *Assessments*.

Home-Based (Work-at-Home) Careers — numerous opportunities exist for job-seekers who want more control over time and work, who want job flexibility to spend more time with family — by working from home. Unfortunately, this area is also one that has the most potential for scams and other fraudulent activities.

Informational Interviewing — just what it sounds like — interviewing designed to produce information. What kind of information? The information you need to choose or refine a career path, learn how to break in and find out if you have what it takes to succeed. It's the process of spending time with one of your network contacts in a highly focused conversation that provides you with key information you need to launch or boost your career.

Internships — one of the best types of work experiences for entry-level job-seekers because a majority of employers say experience is the most important factor in whether you're hired. Internships involve working in your expected career field, either during a semester or over the summer. Besides gaining valuable experience, you get exposed to the business environment and gain valuable references and network contacts.

Interview — See *Job Interviewing*.

Job Application — sometimes also referred to as an *Application for Employment*. Many organizations require you to complete an application (either to get an interview or prior to an interview). Even though many of the questions duplicate information from your resume, it is extremely important to complete the application neatly, completely, and accurately.

Job Boards — also referred to as *Job Sites*. There are five levels or types of job boards: general job boards and job-search engines (such as Monster.com and Indeed.com), industry-specific job boards (such as TeachingJobs.com), geographic-specific job boards (such as AtlantaJobs.com), job-seeker specific "niche" boards (such as MBAJobs.com), and company career centres (such as HomeDepot.com).

Job Clubs — Sometimes known as networking clubs or job-finding clubs, enables you to expand your network of contacts — and also serves as a key support group when the job-hunt is longer or harder than you expected. A great tool for job-hunting, and job-seekers can either join an existing club or start your own!

Job Fair — See *Career Fair*.

Job-Hunting Etiquette — there are certain rules or protocols that should guide a job-seekers conduct while job-hunting. Some people call these rules good manners, but more refer to them as business etiquette.

Job-Hunting online — not a magic elixir that will guarantee that you find a job, but still a door to opportunities and techniques not available before the advent of the Net. Most job-seekers should spend no more than about 20 percent of their time and effort looking for a job online, though job-seekers in the technology/computer industry might be wise to spend up to 50 percent of their time looking for a job online. Find the most current trends in online job-hunting by reading the

Job Interviewing — all about making the best matches. Both the employer and the job-seeker want to determine if the fit is right between them. First impressions are key (see "dress for success"), and preparation is critical to interviewing success. . See also:

- Screening interviews — usually conducted by a member of the human resources department, the screening interview is designed to weed out unqualified candidates. Providing facts about your skills is more important than establishing rapport.
- Traditional interviews — uses broad-based questions such as, "why do you want to work for this company," and "tell me about your strengths and weaknesses." Interviewing success or failure is more often based on the job-seeker's ability to communicate and establish rapport than on the authenticity or content of their answers.
- behavioural interviews — based on the premise that past performance is the best indicator of future behaviour and uses questions that probe specific past behaviours, such as "tell me about a time where you confronted an unexpected problem" and "tell me about an experience when you failed to achieve a goal."
- Panel/group interviews — uses a committee of people, usually around a table, asking questions. The key to this type of interview is to balance eye contact with both the person who asked the question and the remainder of the group.

- Case interviews — used primarily by management-consulting firms to determine how well suited you are to the consulting field. Case interviews measure problem-solving ability, tolerance for ambiguity, and communication skills along several dimensions. The idea is to find out how well you identify, structure, and think through problems.
- Situational interviews — sometimes also referred to as a scenario-based (problem-solving) interview, where the job-seeker is placed in a hypothetical situation (such as dealing with an irate customer), and is judged by how well s/he reacts to complex information and ability to resolve problem and arrive at solutions.
- Stress interviews — usually are a deliberate attempt to see how you handle yourself under pressure. The interviewer may be sarcastic or argumentative, or may keep you waiting. Expect these things to happen, and when it does, don't take it personally. Calmly answer each question as it comes. Also called intimidation interviews.
- Phone interviews — have only one purpose: to decide if there is a good enough match to justify a site visit. Make sure to set a specific time for your telephone interview — not just “sometime this week.”

Job Offer — See *Offer of Employment*.

Job Satisfaction — A term to describe how content an individual is with his or her job. It includes many factors, including the work itself, value to the organization, impact on organization, compensation, and more. When workers are very unhappy with their jobs, they suffer both mentally and physically.

Job Scams — job offers and work-at-home businesses designed to deceive and defraud innocent job-seekers. These all too often “get rich quick” scams are designed to take your identity or your money — or both. Job-seekers can protect themselves by never releasing confidential information about themselves or their finances to any recruiter, head-hunter, or business. Also be wary of any unsolicited emails — even when the email appears to be legitimate.

Job Search Agent — A program offered by many job boards that allows job-seekers to passively search for jobs by selecting criteria for new job postings. At some time interval, the program emails the job-seeker a list of new job postings that fit the criteria, allowing the job-seeker to decide whether to take any action.

Job-Search Domino Effect — States that five key phases comprise any good job search, and if you ignore any one of them or conduct one poorly, the likelihood of a successful job search decreases dramatically — just as if you pulled a domino out of a row of dominos.

Job-Seeker SEO — A strategy in which passive (or active) job-seekers use proven search engine optimization strategies to increase the ranking and popularity of personal, branded career Websites. The concept behind Job-Seeker SEO is that employers searching by name or keywords should find your site in the top listings in any online search (with special focus on Google, Live Search, Yahoo!).

Job Shadowing — One of the most popular work-based learning activities because it provides job-seekers with opportunities to gather information on a wide variety of career possibilities before deciding where they want to focus their attention. Job shadows involve brief visits to a variety of workplaces, during which time you “shadow,” observe, and ask questions of individual workers.

Job Skills — the skills you need to do a particular job. For example, an accountant needs to have good math and accounting skills; a doctor needs to have good medical, scientific, and personal skills.

Job Skills Portfolio — Also referred to as a *Career Portfolio*, a job-hunting tool a job-seeker develops to give employers a complete picture of who you are, including samples of your work — your experience, your education, your accomplishments, your skill sets — and what you have the potential to become — much more than just a cover letter and resume can provide.

Key Accomplishments — an optional part of your resume, but one that is growing in use — especially with scannable (text-based) resumes. This section should summarize (using nouns as keywords and descriptors) your major career accomplishments. Sometimes also referred to as “Summary of Accomplishments,” “Qualifications Summary,” or simply “Accomplishments.” For more details, see *resume*.

Keyword Resume — See *Resume*.

Keywords — Nouns and noun phrases that relate to the skills and experience that employers use to recall resumes scanned into a database. Keywords can be precise “hard” skills — job-specific/profession-specific/industry-specific skills, technological terms and descriptions of technical expertise, job titles, certifications, names of products and services, industry buzzwords, etc.

Letter of Acceptance — Used to confirm the offer of employment and the conditions of the offer; i.e., salary, benefits, starting employment date, etc. It is always a good idea to get the entire offer in writing.

Letter of Agreement — A brief letter outlining the conditions of employment. Whether initiated by the employer or the candidate, it is always a good idea to get your entire offer in writing. Sometimes is form-based or may even be an employment contract. *See also salary and salary negotiation.*

Letter of Interest — See *Cover Letter*.

Letter of Recommendation — A letter of support for your skills, ability, and work ethic, usually written by a former boss or co-worker, but could also be from a teacher or personal reference. Good for applying to graduate school, but seen as fairly worthless in job-hunting because no one who would write you a recommendation letter would say anything negative about you. *See reference list.*

Lifestyle Design — coined by Timothy Ferris (in his books, *4-Hour Work Week: Escape 9-5, Live Anywhere, and Join the New Rich*), its premise is that people must determine what is most important to their lives and design a (sometimes unconventional) work life around those values rather than working 40+ hours for 40-50 years — waiting until retirement to finally begging perusing career passions and a better quality of living. A key element of a *Patchwork Career*.

Low-Wage Worker/Low-Wage Job — Call them low-wage workers employed in low-paying, minimal or no-benefit jobs. Call them exploited or the working poor. Call them living (barely) from pay check to pay check with no job security. Call them under-educated, under-trained, and under-respected. Call them job-seekers stuck in dead-end jobs. But, whatever you do, do not call them low-skilled or lazy.

MBA Internship — an opportunity for full-time MBA students, generally the summer between the first and second year, to gain critical work experience. Many employers use MBA internships as a critical recruiting tool — as a three-month trial in which MBA candidates have a chance to participate on key project teams, network with numerous executives, and make a name for themselves within the organization.

Mentor — a person at a higher level within a company or within your profession who counsels you and helps guide your career. Some organizations have formal mentoring systems, while most informal mentoring relationships develop over time. A mentor relationship is one where the outcome of the relationship is expected to benefit all parties in the relationship for personal growth, career development, lifestyle enhancement, spiritual fulfillment, goal achievement, and other areas mutually designated by the mentor and partner.

Moonlighting — the experience of working multiple jobs (also referred to as dual or multiple jobholding). People working multiple jobs come from just about every demographic group. Appears to be on the rise. *See also Side-Gigs.*

Myers-Briggs — based on typological theories originated by Carl Jung, the Myers-Briggs Type Indicator (MBTI) assessment is a psychometric questionnaire designed to measure psychological preferences in how people perceive the world and make decisions. The original developers of the personality inventory were Katharine Cook Briggs and her daughter, Isabel Briggs Myers. The 16 different types are usually referred to by an abbreviation of four letters. One of each of the following pairs constitutes one’s four-letter type: **Extraversion** or **Introversion**, **Sensing** or **intuition**, **Thinking** or **Feeling**, and **Judging** or **Perceiving**. *See also Assessments.*

Networking — Involves developing a broad list of contacts — people you’ve met through various social, professional, and business functions — and encouraging them assist you in looking for a job. People in your network may be able to give you job leads, offer you advice and information about a

particular company or industry, and introduce you to others so that you can expand your network. See also *social networking*.

Non-Traditional Careers — Careers in which less than 25 percent of the workforce is of one gender. There are many pros and cons for job-seekers considering working in a non-traditional career path.

Non-Verbal Communications (Nonverbal) — what you don't say in a job interview may be just as important as the content of what you *do* say. Non-verbal communications are about how you present yourself — what you say to the interviewer through activities such as handshake, eye contact, facial expressions (including smiling), body posture, and hand gestures.

Occupational Outlook Handbook — Published by the U.S. Department of Labour, Bureau of Labour Statistics, and this guide provides detailed information on more than 250 occupations. The Handbook discusses the nature of the work and the typical working conditions for persons in each occupation. In addition, it details the requirements for entry and the opportunities for advancement.

Offer of Employment — An offer by an employer to a prospective employee that usually specifies the terms of an employment arrangement, including starting date, salary, benefits, working conditions. Also called a job offer.

Older (Mature) Workers — Job-seekers who are older than 45 face more challenges in the job-search than other types of job-seekers. See also *Baby-Boomers* and *Third-Age*.

Overqualified — a label employer often use on mid-career job-seekers who appear to have one of three flaws: too many years of experience, too much education, too highly paid in current or previous job.

Passive Job-Search, Passive Job-Seeker — A strategy where employed workers stay prepared for new job and career opportunities by maintaining a current resume, continuing to network, staying registered with one or more job-search agents. You are not openly on the job market, but keep an interest in new possibilities.

Patchwork Career, Patch worker — a freelance career strategy coined by Dr. Kristin Cardinale (in *The 9-to-5 Cure: Work on Your Own Terms and Reinvent Your Life*), in which a person runs own business, selectively choosing and completing work projects for multiple employers — with its core centred around certain values and lifestyle factors that you deem most important (using *Lifestyle Design*) — based on the idea that working for a number of employers simultaneously presents unique business opportunities and insulates the Patch worker from sudden and total job loss. See also *Portfolio Career*.

Personal Brand — See *Career Branding*.

Personal Mission Statement — Helps job-seekers identify their core values and beliefs. Writing a personal mission statement offers the opportunity to establish what's important and perhaps make a decision to stick to it before we even start a career. Or it enables us to chart a new course when we're at a career crossroads.

Phone Interview — See *Job Interviewing*.

Portfolio Career — A situation where instead of working a traditional full-time job, job-seekers work multiple part-time jobs (including part-time employment, temporary jobs, freelancing, and self-employment) with different employers that when combined are the equivalent of a full-time position. Portfolio careers offer more flexibility, variety, and freedom, but also require organizational skills as well as risk tolerance.

Quarter life Crisis — A period in your twenties marked by high anxiety about your career — and finding a "true" career, multiple job and/or career changes, fears and self-doubt about achieving career and personal goals, depression, and feeling lost or adrift. Experts say that the crisis hits folks in their twenties, because after years of learning the system of how to succeed in school, college grads are thrown into the world of work with no real understanding of how to succeed in it.

Questions — toward the end of most job interviews; the interviewer will give the job-seeker an opportunity to ask questions. Doing so shows your interest in the position and employer. The key is

to ask at least a few questions — and not easily answered questions (such as, “what are your major product lines?”) that you should know from your research, but thoughtfully prepared questions.

Re-careering — A trendy term for career-change, especially as it applies to Baby Boomers who when facing retirement age and tired of a long career performing one kind of work decide to change careers. (Sometimes also referred to as Career 2.0, yet another trendy term.) For more details, see *Career Change, Baby-Boomers, and Third Age*.

Recession Job-Hunting — While certainly not the best time to seek new employment, job-seekers with solid experience and a well-developed job-search plan can obtain job offers. The key to job-hunting in a recession is the amount of time that must be put into preparation and the actual job-search. Furthermore, because the hiring process is typically stretched to extremely lengthy periods, successful job-seekers must have both patience and persistence.

Recruiters/Head-hunters/Executive Search Firms — Professionals who are paid by employers to find candidates for specific positions. They often recruit candidates, but job-seekers can also approach them. Often specialize by industry or geographic region. Avoid any firms that require you to pay for their services.

Reference List — Sometimes also referred to as a *Reference Sheet*. Simply a listing — with key contact information — of your references. Never include references on your resume or cover letter; they should be listed on a separate references sheet that matches the look of your resume. Never provide a list of references to an employer unless you are requested to do so. See these

References — A group of people who will say good things about you and who know specifics strengths that you offer. Can include work references (current and past supervisors), educational references (former teachers or school administrators), and personal references (who can speak of your character). Always ask people before including them as a reference for you.

Researching Companies — the process of gathering information about a company, its products, its locations, its corporate culture, its financial successes. This information is extremely valuable in a job interview where you can show off your knowledge of the company, and can also help you in writing your cover letter.

Resigning/Resignations — When you decide it’s time to quit your job (also referred to as giving notice), it’s always better to submit your official resignation — with your industry’s customary amount of notice. Whenever possible, do not leave on bad terms with your employer.

Resume — A key job-hunting tool used to get an interview, it summarizes your accomplishments, your education, as well as your work experience, and should reflect your special mix of skills and strengths. *See also:*

- Chronological resumes — the most common type of job-seeker resume, it’s a resume organized by your employment history in reverse chronological order, with company/job titles/accomplishments/dates of employment.
- Electronic resumes — see *electronic resume* above.
- Functional resumes — a resume organized by skills and functions; bare-bones employment history often listed as a separate section.
- Keyword resumes — an e-resume typically identified by a keyword summary (and heavy usage of keywords throughout resume) that emphasizes key nouns and phrases. See *keywords* above.
- scannable resumes — a resume that has been prepared to maximize the job seeker’s visibility in an electronic resume database or electronic resume tracking system. Becoming somewhat less important as more and more companies simply request electronic versions of resumes.
- Text resumes — also referred to as text-based or ASCII resumes, a resume that has been prepared to maximize the job seeker’s visibility in an electronic resume database or electronic resume tracking system.

- Video resumes — a video resume is a short video of the job-seeker essentially selling himself or herself to potential employers. Contrary to its name, a video resume is not your resume on video but actually a short promo enticing the employer to take a look at your “real” resume.
- Web-based resume — a resume that resides on the Web. A Web-based resume can range from quite ordinary to very elaborate. Fundamental principles of good resume writing, content, and design apply.
- Curriculum Vitae — also called a CV or vita and similar to a resume, but more formal, and includes a detailed listing of items beyond the typical resume items, such as publications, presentations, professional activities, honours, and additional information. Tends to be used by international job-seekers, and those seeking a faculty, research, clinical, or scientific position.

Resume Focal Point — a device (or set of devices) that instantly tells a hiring decision-maker what job or type of job the candidate seeks and what his or her top selling points are.

RIASEC — Acronym for the career-related personality types developed by psychologist John L. Holland. The letters in RIASEC stand for: Realistic (practical, physical, hands-on, tool-oriented); Investigative (analytical, intellectual, scientific, and explorative); Artistic (creative, original, independent, and chaotic); Social (cooperative, supporting, helping, and healing/nurturing); Enterprising (competitive environments, leadership, persuading); Conventional (detail-oriented, organizing, and clerical). *See also Assessments.*

Salary — Financial compensation an employee receives for performing the job, and part of your compensation package. Can be determined by hourly, daily, weekly, monthly, and yearly. Also can include overtime pay, bonuses, and commissions. *See also Benefits and Compensation Package.*

Salary History — some employers will request that you submit a salary history. A salary history tells them the level and frequency of your promotions. It should be separate page from your resume or cover letter. Be sure to include the full compensation you received in each job, not just salary information. By providing a salary history, you sometimes place yourself in a precarious position of either pricing yourself out of the position or appearing to be at a lower level than the company seeks.

Salary Negotiation — An extremely important process in which job-seekers attempt to obtain the best compensation package possible, based on skills and experience, the industry salary range, and the company’s guidelines. *See also Benefits, Compensation Package, and Salary.*

Salary Requirements — some employers may ask you to state the salary you require for a specific job opening. You’ve got to be careful here. If your salary requirement is too high, you won’t get an offer. If it’s too low, you won’t get what your worth. The best strategy is to state that you’re open to any fair offer and are willing to negotiate.

Scannable Resume — *See Resume.*

Side-Gig/Side-Hustle/Micro-Business — an entrepreneurial endeavour that a person starts in addition to working a full-time job (or sometimes, in combinations with other entrepreneurial endeavours as part of a portfolio career). People start side-gigs for a variety of reasons, though the most common seems to be earn additional money to pay off bills, gain financial independence, or simply enhance savings. In the past, most moonlighting was accomplished by working a second part-time job (such as working in retail or hospitality); more people today, however, are discovering their inner entrepreneur.

Situational Interview —

Social Networking — A process for helping make connections with other people, developing a personal career “brand” identity, and maintaining a good online reputation. While social networking has traditionally involved meeting people in person, social networking now also includes networking through Websites such as Facebook, LinkedIn, and others. The key success of any social network is not just the people you know — or whom you are friends with — but also with all the other people they know. *See also networking.*

STAR, SAR — an organizational method used by job-seekers to help develop stories needed to answer behaviourally-based interview questions. STAR stands for situation, task, action, result. Job-seekers should first describe the situation that you were in or the task that you needed to accomplish. Next, describe the action you took to deal with the situation and accomplish the tasks. Finally, describe the outcome(s) of your actions — and anything you learned from the entire process.

Stress Interview — See *Job Interviewing*.

Summer Jobs/Part-Time Jobs for Teens — Whether it's to gain experience, earn some spending money, or save for college, getting a summer or part-time job is almost a rite of passage for most teens. Teens are often limited to certain types of jobs and hours worked per week.

Survival Job — Typically a low-end, low-paying job that a displaced job-seeker takes on a temporary basis (often as a last resort) to cover basic living costs, in order to survive and avoid bankruptcy — or worse.

Telecommuting — Also referred to as *Teleworking*, is a employment arrangement where the employee works one or more days from a remote location, often an office in the employee's home. For job-seekers seeking increased job flexibility and reduced commuting times and costs and for employers seeking a better balance of morale and work efficiency.

Temping — Working short employment stints with a variety of clients, usually through a temping agency or staffing firm. Previously temps were mostly administrative, but job-seekers can now find temping agencies covering most professions. Temping is great for building resume, learning skills, networking — and job flexibility and variety. See also *Temporary Agency*.

Temporary (Temp) Agency/Staffing Firms — Companies that place workers in jobs on a contract or temporary basis. Some provide training. Many are specialized (professional, clerical, computing, accounting, etc

Testing — An increasing number of employers are using a variety of career and skill-based tests to screen job applicants. Thus, you may be asked to take any number of tests during your job search, from aptitude and personality tests to honesty and drug tests.

Text Resume — See *Resume*.

Thank You Letters — After every interview, you should send a letter thanking each person who interviewed you. It's just common courtesy, and only a small percentage of job-seekers actually perform this crucial ritual, so you'll stand out from the crowd.

Third Age — A time in life, generally from the early 40s to late 60s, often characterized by renewal and personal growth, newfound freedom, discovery, and enrichment. Inspired by the French phrase "Troisieme Age," this term currently also refers to Baby Boomers and mid-lifers, as well as mature workers.

Transferable Skills — Skills you have acquired during any activity in your life — jobs, classes, projects, parenting, hobbies, sports, virtually anything — that are transferable and applicable to what you want to do in your next job.

Underemployed — A person who is not working full-time at a level that matches his or her education, experience, and other qualifications. Someone who is working part-time, but seeks full-time employment; or, someone who is working in a lower-level position that requires less experience or skills (thus making the person overqualified for the position).

Underqualified — The underqualified or just plain unqualified label most often plagues new graduates with limited experience, as well as career-changers whose experience is outside the area they now wish to pursue.

USP — An advertising term — unique selling proposition — that refers to the one thing about a product that makes it distinct from all others. In job-hunting, job-seekers need to find the one thing that makes you more qualified for this job than anyone else. What can you offer that no other applicant can?

Video Resume — See *Resume*.

Vita — See *Resume*.

Volunteering — Offering your services free of charge, typically to a not-for-profit organization. Some college graduates volunteer right after college before starting their careers, which job-seekers considering a career change can use volunteering work as a great tool to gain experience in a new career field, as well as establish new networking contacts.

Work Abroad — more and more job-seekers are realizing the many benefits of gaining international work experience — both personally and professionally. You can gain global work at any stage of your career, though it is often easier to find full-time employment once you have at least several years of experience domestically. College students and recent grads, however, can also find a variety of international experiences.

Workaholism — A condition where work becomes all-consuming, becoming more important than personal or family obligations. The person lives for his or her work, has only work friends, rarely takes time off, and is always in communication with the office. Does not function well outside work.

Workplace Values — Concepts and ideas that define a job-seeker and influence your satisfaction — not only with your job, but with your life. Job-seekers should perform a values check every few years to make sure your career is on track.

Workplace Wellness Programs — Encourages employees to take steps to prevent the onset or worsening of a health condition, eliminate unhealthy behaviours and habits, and promote the adoption of healthy lifestyles. There are two types of wellness programs. First, there are insurance-based programs (that lower premiums if employees agree to certain lifestyle changes). Second, there are employer-based programs (in which the employer is truly trying to change the lives of its employees for the better).