

Get the Job



Career Moves

Are you feeling stuck? Do you know in your heart there is something better and more fulfilling for you in the job market? Tailoring your resume for a career transition is the first step to making yourself more marketable.

Many professional roles require the use of transferable skills. The abilities you have honed in one job can be useful in other positions, even if you are trying to pull off a dramatic transition into another field.

For example, a teacher builds many skills in the educational world. Relationship building, conflict management, team collaboration and behavior management are a few examples. Many of the same skills apply to jobs in sales leadership, customer service or business administration. These are the skill sets to include and highlight on your resume.

TELL YOUR STORY

When hiring managers read your resume, they want to feel your enthusiasm for their job opportunity. They also want things presented in a simple manner. If you're looking to transition out of your field, make it known in the opening paragraph of your resume – the summary section. Make it apparent that you are serious about shaking up your career.

Include a line that reads something like: "Seeking to leverage transferable teaching and relationship building into secure sales role in dynamic corporate environment." The hiring manager will know right away that you are serious



© FOTOLIA

about transitioning into a new industry, and depending on the experience required for the role, you could be a prime candidate.

THE RIGHT KEYWORDS

Many companies use applicant tracking systems to filter

through the initial round of incoming applications. This helps create a strong "keeper" pile for hiring managers. To make sure your resume makes it through these systems, it's important to use the right keywords.

You should always include a

section in your resume that functions as an "Areas of Expertise" or "Key Proficiencies." This is where you can load up your resume with 10 to 15 targeted keywords that help your resume perform better in applicant tracking systems.

Don't forget about your professional experience. It's important to hit on some of these keywords when detailing your career background. This is critical because you want your experience section to back up your claims of expertise.

Changing Corporate Culture

Many professionals' objective is to reach upper management or the board room. Making it to the top usually means better pay, more power and the ability to influence major change in your company.

These roles also come with a lot of responsibility for keeping the business afloat and ensuring maximum profitability.

But one hiring trend is becoming more and more prominent as the workforce becomes younger and more diverse: culture building. This is not just a strong buzzword to include on your resume. It also is a philosophy to which leaders must ascribe.

WHAT IS CULTURE BUILDING?

Building a corporate culture means fostering a positive environment, one that encourages collaboration and a united focus. Employees who work in an employee-focused workplace are happier and more productive because they feel like valued members of the team.

If you're looking to position yourself for a promotion into upper-level management, or you're seeking a chance to market your skills for outside C-level positions, here are some steps you can take in your current leadership role to impact the culture of your company:

- **Celebrate success.** Work hard to let your employees know that they are appreciated, especially when goals are



© FOTOLIA

met and customers are happy. Partner with your human resources department to make sure incentives are in place for strong performance. Reward your best employees and encourage all workers to strive

for excellence.

- **Promote from within.** Nothing shows your employees that you respect their work like promoting them to positions of more responsibility and better pay. This internal

focus on career advancement will motivate your employees to perform at their highest potential.

- **Communicate regularly.** As a management professional, it's hard not to get wrapped

up in the minutia of meetings, planning and numbers analysis. Don't forget that building relationships throughout various departments is key to cultivating a positive workplace culture.

Employment Trends

Competition is fierce. More candidates than ever are battling it out for new jobs, and depending on your field, space may be limited. Some eye-opening numbers from Glassdoor for Employers paint a picture of today's job market.

For example, the five things that job-seekers take into account before accepting a job offer, according to Glassdoor, include:

- Salary and compensation;
 - Career growth opportunities;
 - Work-life balance;
 - Location and commute;
- and
- Company culture and values.

What's most important to you?

MORE STATISTICS

Here are a few more tidbits from the Glassdoor report:

- On average, every corporate job opening attracts 250 resumes.
- Only four to six of the average 250 candidates will be called for an interview.
- Ninety-four percent of sales professionals say base salary is the most important element of their compensation plan.
- Seventy-nine percent of job seekers use social media in their job search, including 86 percent of younger job-seekers who are in the first 10 years of their careers.
- Nearly two in three employees say their employer does not use social media to promote job openings.
- Mobile is a growing recruitment avenue, as 45 percent of



© FOTOLIA

job seekers use their mobile devices to search for jobs at least once every day. Additionally, 54 percent read company reviews from employees on their mobile devices to help them make

decisions on where to apply for new work.

- Sixty-nine percent of job seekers would avoid working for a company with a bad reputation.
- Eighty-four percent of

workers would consider leaving their current job if offered a job by a company with an excellent reputation.

- Conversely, 84 percent would consider leaving their current job if offered a job by a

company with an excellent reputation.

- Sixty-four percent of millennials would rather make \$40,000 a year at a job they love than \$100,000 a year at a job they consider boring.

Get Some Coaching

Just as an athlete hones his skills before the big game, you should work out your technique before an interview.

One way to hone your communication and presentation skills is by hiring a professional career coach. Optimizing your interview style takes time and practice. Having someone to professionally critique your performance while also giving you ideas on how to improve can help give you the confidence you need before your next interview.

LOOK FOR A CERTIFICATION

You may be intimidated when it comes to finding a great career coach. One search online will uncover hundreds of professionals claiming to be your best resource for interview tips and career guidance. One major factor of your decision-making process should be certifications.

Credentials aren't necessary to become a great interview coach, but they will give you the peace of mind that you are hiring a credentialed professional. Look for certifications from the Career Coach Training & Certification Program or the Professional Association of Resume Writers and Career Coaches.

These are the industry standards that prepare coaches for guiding you through your career journey. This includes how to best prepare you for interview questions, both conversational and challenging in nature.

STICK LOCAL FOR PERSONALIZED SERVICE

When it comes to choosing an interview coach, local is generally better. A professional coach in your area will be able to not only run you through interview preparation tips on the phone but in person, as well.

You will be able to run through mock interviews in person, giving you the experience and practice of answering questions with an audience. Nothing can substitute authentic preparation, and hiring a local professional to help strengthen your interview skills is the way to achieve this.

Check with your local employment services organization or your local college for referrals.





Tell A Story

The cover letter is not just a formality of the job search.

 4569 Ipsum Street, City 555987
 +1 234 567 890
 johndoe@johndoe.com
 www.johndoe.com
 socialsite/johndoe

It is your chance to make a strong first impression and inject a little personality into your career documents.

Hiring managers still read cover letters as a way of differentiating between candidates with similar work histories.

It's up to you to make sure your cover letter content is more powerful than the ordinary, boilerplate material that so many candidates are presenting to hiring managers today, and it all starts with a story.

Telling your professional and personal story in a concise way can be a challenge. If you can pull it off, you're guaranteed to catch the attention of your potential new management team in no time.

YOUR STORY

"I am writing to apply for the open sales position." Boring. That's a general lead-in on a large number of cover letters currently circulating throughout the job market.

If you're looking to have a puncher's chance against your competition, your cover letter content must tell your story in an engaging, memorable way. You want hiring managers to put down your

letter thinking: "Great introduction. I'm definitely setting up an interview."

Start your cover letter with a snappy introduction. For example, "My name is Kate, and I'm looking for a change." Then proceed to explain why your skill set, current career focus and the company's job announcement are in alignment. Relate your story to what the company is looking for, both in terms of professional skills and personality.

SHOW SOME PERSONALITY

Hiring managers are looking for some spunk and spark from their candidates, especially if they are sifting through hundreds of cover letters for one opening. The way you can make yourself stand out is by finding the balance between personal and professional.

Give insights into what drives you to do the work you do. What drew you to the open position? How does your story overlap with what the company is trying to achieve in the community?

Hiring managers want to know what kind of personality they are getting when they hire you. Research the company's core corporate values and tie them together with your own.

Your Personal Brand

Marketing yourself in today's competitive job market requires more than a polished resume and fancy outfit. It takes the ability to represent yourself as a must-have commodity and true difference-maker.

How can you achieve this goal? It's all about your personal brand. Everyone has one, but it takes some people longer than others to realize what truly comprises their signature skill set, achievements and potential. Let's take a look at the key components of a strong personal brand.

COHESIVE DOCUMENTATION

Just like a commercial brand, you want your "packaging" to be cohesive and consistent. This includes your resume, cover letter and additional documents. If you are a graphic designer, your documentation formatting should be sleek and reflective of your design style.

For professionals in more traditional sectors, such as banking, business or teaching, you can scale back on the fancy design elements, but your documentation should carry consistent formatting and appearance. Doing so helps hiring managers easily organize and read through your application materials. It also shows them you understand the importance of portraying a professional brand.

A SOCIAL MEDIA PRESENCE

Yes, social media is for fun. That doesn't mean it is off limits to hiring managers and recruiters. Many in the hiring field will check a candidate's social media profiles before calling them in for an interview.

That's why it's paramount to your career success to keep a clean image on all social media platforms. This includes Facebook and Twitter, even though they are less professional-focused than LinkedIn. Refrain from posting photos that put you in a compromising light. Remember, the future of your career might depend on it.

A ROCK-SOLID HEADSHOT

Speaking of social media, you have mere seconds to make a solid first impression with your profile photos. Instead of uploading a photo of you in a wedding dress or at a concert, opt for more professional options.

Invest in a headshot that presents you as serious about your career. Coordinate with a local photographer for his services and ask him to optimize the size of the photo for social media. You'll be turning heads in no time.



Job Search Stress

If you've been unemployed for any length of time or have found yourself unhappy at work, you understand that the job search process can be stressful.

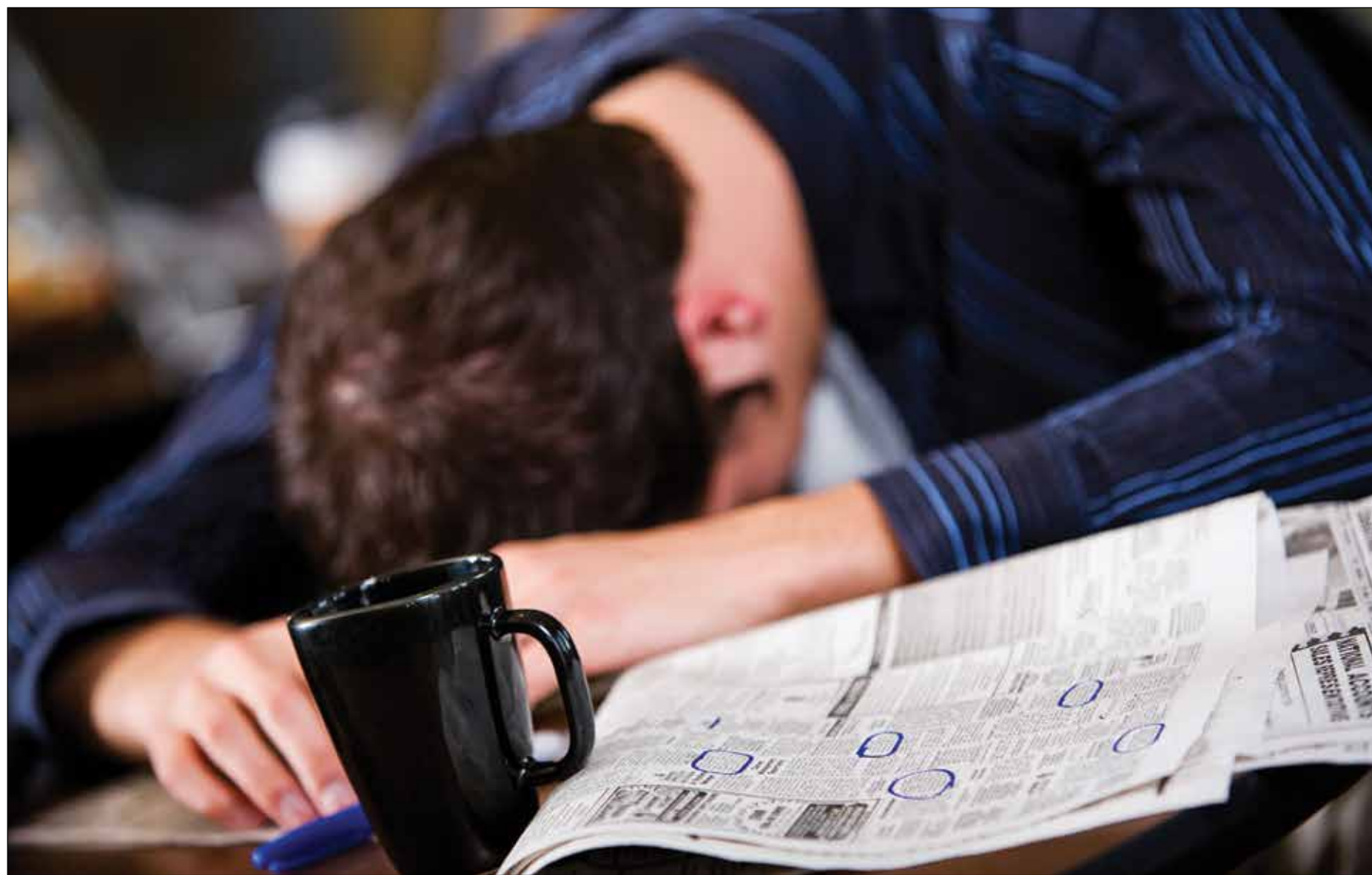
While stress can be both beneficial and detrimental to your employment situation, it's important to keep it in perspective so it doesn't hamper your career prospects.

Another reason to keep your stress in check is your health. Extreme stress can have major consequences that can affect the immune, cardiovascular, neuroendocrine and central nervous systems, according to the American Psychological Association.

The association also reports that untreated chronic stress can result in serious health conditions including anxiety, insomnia, muscle pain, high blood pressure and a weakened immune system. Additionally, research has linked stress to the development of major illnesses, such as heart disease, depression and obesity. All the more reason to manage your stress during your job search. Much more than your career is at stake.

There are many ways you can curb your stress as you focus on the excitement associated with your job hunt. Here are a few:

Find time for your hobby. Between submitting your resume for open jobs, don't forget to enjoy the things that



© FOTOLIA

make you unique. Play the drums? Hit the skins to take your mind off the job search and relieve some stress in the process. Like to garden? Take a stroll through your outdoor oasis to reconnect to the peaceful respite of nature.

These types of hobbies are great for removing you from the stress of job hunting and allowing your mind to focus elsewhere, if only for a short period of time.

Exercise. Working out regularly is instrumental to better

health and a less stressful life. Take 20 minutes from your job search today and head out on a rigorous walk. Rent an audiobook from your local library and slip into another world for a spell.

Are you a member at your

local gym? Join a class to supplement your regular workout sessions. The extra cardio you can pick up through spinning, aerobics or basketball can help keep your body fit and your mind sharp during this stressful time.