



HOW TO GET NOTICED AND HIRED
BY DECISION MAKERS!

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C O N S U L T I N G

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Learning Objectives Today

- Understand how to differentiate yourself from other candidates in a positive way
- Learn how an interview with a Hiring Manager will be different than your interview with HR
- Discuss how to put on your “do I want to work for you” hat

*"You're on your own, and you know what you know.
And you are the one who'll decide where you'll go."*

-Author: Dr. Seuss

Preparation is Key

- Know who in your current network (LinkedIn or other network systems) is connected to the company/organization you are interviewing with.
- Inform those individuals of your situation and if appropriate, ask for their support.
- Research the company/organization using their website (specifically their Press Room), other industry websites, periodicals, former and current employees, etc.
- Research the company/organization's industry and formulate some thoughts about trends, products/services, and their competitors.
- Research the Hiring Manager you are meeting with. Know something about their employment history, affiliations, etc.
- If this is a final interview, consider preparing a brief document (Word or PowerPoint) to demonstrate three things: 1.) your knowledge and understanding of the company/organization, department and the role 2.) your ability to analyze, synthesize and communicate information in an articulate manner 3.) your passion and commitment to take on the challenge of the role.

Day of the Interview

- Arrive 5-10 minutes ahead of time and check in prepared to have a good exchange of information. Shake hands, engage and SMILE!!!
- You are interviewing the company/organization as well, so have a list of questions that you need answered in order to make a well informed decision about whether this is a match for you. (don't ask questions about compensation during an interview with a Hiring Manager unless you have been coached to do so by HR/Recruiter)
- Most interviews start with the same question: "Tell me about yourself?" Be prepared with a brief (90 second) overview of what you've been doing and where, something you are known for or are most proud of and what you are looking to do next. (Elevator Speech)
- You will probably face basic questions about strengths, weaknesses, etc., in earlier round interviews, but be prepared to answer these questions again with a Hiring Manager, just in case.
- Most Hiring Managers are going to focus on past performance as an indicator of future success. Be prepared to answer questions that are situational:
 - ✓ Describe a specific situation where you had to resolve a conflict? What was the outcome? What did you learn during the process?
 - ✓ What if you had to make a difficult personnel decision? How would you arrive at a decision and how would you carry out your decision?
- Bring extra copies of the resume you submitted for this position.

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- If you are applying for a role where you have work samples that are relevant to demonstrating your abilities, bring a small selection. You may not get the opportunity to share them, but you might, so come prepared.
- Take notes. As a Hiring Manager, I get a little anxious when I'm interviewing someone that doesn't feel it's necessary to take notes. You don't want to be reliant on a bunch of papers, but have a note pad with you. I suggest a small "pad-folio" to keep your resume, work samples and note pad.
- Give your business card to each person you meet or interview with and ask for theirs in return for thank you notes later.
- The Hiring Manager should set context for the interview and establish how you will spend your time together. If that doesn't happen, ask! You want it to be a two way conversation and to be able to ask your important questions.
- When it's your turn, be aware of any time constraints! Prioritize your questions and ask the most important ones first. Share your work samples if you feel it's relevant at this time. Your last questions should be a wrap-up question or two (in your own words):
 - ✓ What are the next steps in the interview process and what is the timing of starting someone in the role?
 - ✓ Is there anything else that you'd like to know about me that would help you with your selection?

Follow-up

- Write a “thank you” card or email as soon as you are able.
- Make the “thank you” as relevant to the interaction as possible. Refer to your notes for any specifics that might help to strengthen a connection with the Hiring Manager.
- Offer any follow-up details in the “thank you” that didn’t come up during the interview, but that you think might be relevant.
- If you have been working with HR/Recruiter at the company, call them to share your thoughts about the interview and gain any feedback they have received from the Hiring Manager.
- In the event that you do not progress further in the process to an offer, take a rejection letter/call as one more opportunity to make a good impression. As a Hiring Manager, I want to know that I made a good impression and that if my selection of another candidate doesn’t work out, that you are still a viable choice. As a Hiring Manager, I’m always looking for talent, so while I might not have a position for you today, tomorrow is another story.

"Nothing changes until something changes."

- Author: Unknown

Other things to think about...

- Get plenty of rest the night before and give yourself extra time the day of the interview. No matter how experienced at interviewing you are, you will be nervous, so be kind and considerate to yourself. Relax! It will show in the interview.
- If the interview with the Hiring Manager is the first in-person interview you're having at the company/organization, do a little drive-by so that you know exactly where you're going the day of the interview.
- Get gas the night before if needed. The last thing you need is to spill on your professional attire and smell of gasoline – not the fragrance (brand image) you want to put forth.
- On the note of attire and appearance. Be sensitive about aftershave, perfume or lotions. Many people have fragrance allergies.
- Of course, wear your most professional attire, but be aware of the company culture to match that as well.
- Bring a small bottled water with you or accept an offer of water, but don't bring or accept coffee...you don't need any additional stimuli today 😊
- "You have one chance to make a first impression." Think about what you want the Hiring Manager to read from your dress, smile, passion and enthusiasm. Things like eye contact, body language, tone of voice and inflection are all part of the package.
- If you have a profile on LinkedIn, Facebook, Twitter, MySpace, etc., be sure to manage the "brand" image that you want the Hiring Manager to see – employers are looking everywhere for clues to what we've done and who we are. Be consistent.

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- During the entire interview process, especially with the Hiring Manager, you want to be relevant, but you also want to be authentic! Be yourself...that's always good enough!
- Have fun! There's nothing to panic about. The more prepared you are, the more comfortable you will be and the easier it will be to relax and be yourself.
- By the time you are meeting with a Hiring Manager, they know you can do the job and you will do the job, now they want to know if you're a "fit". You can prepare, but there's no magic to that, so be yourself and remember, you want the company/organization to be a good 'fit' for you too!!

If you are interested in one-on-one coaching, please feel free to contact me about services and rates.

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Tracy Anello has been providing leadership to Fortune 500 companies since 1986 focusing on Talent Management, Leadership Development, Sales Coaching, Marketing Operations, and Executive Presentation Skills. In late 2008, Tracy opened her own consulting company – Tracy Anello LLC., with a primary focus on small to mid-sized businesses and individuals in the areas of Executive Coaching, Leadership Development and Career Coaching. Tracy currently does projects with Right Management and the Milwaukee Debate League, among others. Tracy is on the Board of Directors of two local non-profit organizations - ABCD: After Breast Cancer Diagnosis – an organization aimed at providing personalized one-to-one mentoring for people affected by breast cancer and The School Factory a.k.a., Bucketworks – whose goal is to provide support and space for thinkers, makers, painters, and all kinds of creative types – It’s a “health club for the brain.” Tracy is a graduate of Alverno College where she received her Bachelor of Arts in Business Management. Tracy is currently working towards a Masters Degree in Non-Profit Management with an emphasis in Rhetorical Leadership at UW-Milwaukee.