

Tying it all Together



A 3-Dimensional Approach to Your Job Search

Welcome

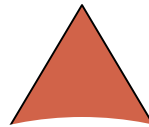


- Introduction
- My TMAY
- What we will be discussing in this seminar
- Communicating your value
- Your communication tools
 - TMAY
 - Cover Letter
 - Résumé

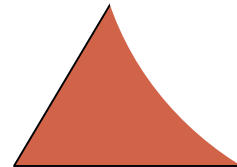
Communicating Your Value



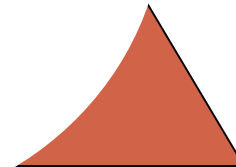
TMAY



Values
Skills
Enthusiasm



Résumé



Cover Letters

Communicating Your Value



TMAY

- 30-second overview that will introduce you as a Positive and Interesting person
- Provides a biography with accomplishments
 - Demonstrates Passion and Enthusiasm
 - Provides a look to the future

TMAY



- Prepare your TMAY starting with an outline:
 - Name, first and last
 - Born in....City, State
 - Attended college, military, went directly into the workforce
 - Recent, *relevant job history*, accomplishments
 - Passions, enthusiastic about
 - Forward looking statement

TMAY



- Recent, *relevant* job history
 - “My most recent position was with..... doing.....*tasks and accomplishments*”
 - *Remember you will be hired for your values, skills and problem solving abilities*

TMAY



- Passions, enthusiastic about.....
- “I really enjoy, love, have a passion for.....and am excited about.....”
- *Remember...technical skills being equal, those that get hired are hired because they are enthusiastic and passionate about their careers*

TMAY



- **Forward Looking Statement**
 - I am looking to secure a position in an organization the wants to:
 - ✦ Move to the next level
 - ✦ Reduce their turnover
 - ✦ Increase their customer satisfaction

Cover Letters



- Purpose of the Cover Letter
 - Explain the purpose of the letter
 - Introduce yourself
 - Demonstrate values, skills, accomplishments and enthusiasm
 - Set-up next steps

Cover Letter



- Salutation
 - Dear Mr. Smith:
 - Dear Ms. Smith:
 - To Whom it May Concern:

Cover Letter



Introduction

- As a successful Marketing/Business Development professional who is well versed in all aspects of Workers' Compensation, particularly managing catastrophic injuries, I am taking the liberty of forwarding you my credentials with respect to my career search. I am seeking a position as a **Marketing Director** or **Director of Business Development** or **Operations Manager** for a Workers' Compensation division of a major insurer.

Cover Letter



- I am experienced in:
 - Developing innovative products and services,
 - Consultative sales,
 - Managing all facets of Workers' Compensation and
 - Catastrophic injury claims

Cover Letter



- Twenty-plus years managing Worker's Compensation has enabled my successes and I feel I can offer bottom line positive results to an organization. My skills would provide value to organizations that may need assistance in the following areas:
 - New business development,
 - Establishing long-term vendor relationships and
 - Process improvement, quality assurance

Cover Letter



- Next steps
 - I will take the liberty of phoning you on Tuesday, May, 15th to discuss scheduling a meeting.
 - Sincerely,

Résumé



- Purpose
 - Present your skills, talents abilities in a structured, chronological format.
 - Communicate your value to hiring managers
 - Demonstrate your problem solving abilities in the form of accomplishments

Résumé



- Résumé format is not important, generally, however it must:
- Communicate your value in 3-8 seconds
- Be consistent with your TMAY, Cover Letter
- Easy to read format, font size generally 11 or 12 point Times New Roman
- Font style, paper stock should be the same as used in the Cover Letter

How to communicate in 3 dimensions



- Write out your TMAY
- Write a Cover Letter for a real job
- Print the job description
- Review your résumé
- Ask the following questions,
 - Does my TMAY strongly communicate my value by matching the job description?
 - Does my Cover Letter clearly state how my skills and abilities can add value to the company based on the job description?

Do you communicate in 3 dimensions?



- **Questions Continued**
 - ✦ **Does my résumé communicate my value through documented accomplishments and address the job requirements and job responsibilities?**

Tying the 3 Tools Together



- A great cover letter will make a great TMAY with slight modifications
- A great cover letter will communicate your value by demonstrating that you can solve the problems described in the job description and requirements
- A great résumé will, in a 3-8 second scan, demonstrate your potential value and sell your value when read

Trouble Signs



- Your TMAY discusses things not relevant to your search and sounds like a laundry list of unrelated items. Is not forwarding looking.
- Your cover letter does not communicate how your skills, talents and accomplishments can benefit the hiring company. Irrelevant points are made that make the communication noisy.
- Your résumé is not line with your TMAY, Cover Letter and the job requirements and description.

General Rules



- More is not better on your communications, you can create noise by including things not relevant to the job thinking that it will make you more valuable to the hiring company.
- Be more specific in your cover letter than you are in your TMAP and more specific in your résumé than your cover letter.
- The 3 dimensional communication should build so when you are ready for your interview you can focus on details.

Questions



- Thank you for your time.
- Good luck in your search
- If you are not getting interviews you need to review your methods and tools of communicating your value.
 - This presentation available on Jobing.com and www.mycareerstartshere.com
- Feel free to contact me via email for a free résumé and cover letter assessment.
 - Russ@mycareerstartshere.com