

**STAND OUT IN THE CROWD!
SHOW VALUE TO POTENTIAL
EMPLOYERS.**

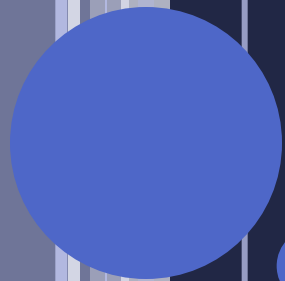
Cheryl Clark Bonner

LEARNING GOALS

By attending this session, you will:

- Understand the difference between applying for a job and meeting the real needs of employers
- How to articulate value and communicate transferable skills
- Effective tools for resume writing, social media (LinkedIn) to convey value
- Applying the “purple squirrel principle”





PURPLE SQUIRRELS

And other rare things!



THE PURPLE SQUIRREL PRINCIPLE



DEFINING FACTORS

Exact match for the specific skills and qualifications that the employer is seeking:

- Exact education
- Exact experience
- Exact job history
- Exact prerequisites

Purple Squirrels are so rare because not only are they qualified, but they also improve efficiency in the company. The hiring manager believes this perfect employee could hit the ground running and take care of the responsibilities and duties expected of them with little training and great accuracy.



FIGHTING THE PURPLE MYTH

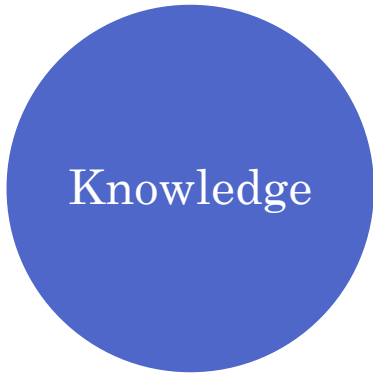
Wanted:

**Bi-lingual Brain Surgeons for
\$10/Hour**

"One employer told me that 25,000 people had applied for a reasonably standard engineering job in their company, and that the hiring systems indicated that none met the requirements."

Peter Cappelli





BUT IT IS MORE THAN THAT!

- What is your attitude?
- Are you focused?
- Where is your passion?
- What are your goals?
- Are you likable?
- Do you bring something extra?
- Can you meet them where they are or where they want to be?



REFRAME THE PAST



QUOTES ON GOALS

How do you go from where you are to where you want to be? I think you have to have an enthusiasm for life. You have to have a dream, a goal and you have to be willing to work for it.

Jim Valvano



QUOTES ON GOALS

Most of us serve our ideals by fits and starts. The person who makes a success of living is one who sees his goal steadily and aims for it unswervingly. That's dedication!

Cecil B. DeMille





WHAT KEEPS THEM AWAKE?

Understanding the problems they need to solve.

IDENTIFY YOUR VALUE PROPOSITION

- Who cares about your value?
- How will/can you deliver on that value?
- What differentiates you from your competition, and what immediate impact can you have?
- Why should someone hire you?



WHO CARES?

You are solution in search of a problem.

- Who has the problem?
- How have they defined it?
- Where are they looking for answers?



COMPANY SWOT

- Strengths
- Weaknesses
- Opportunities
- Threats





ARTICULATING VALUE

How do others know what you can do?

WHAT IS YOUR VALUE?



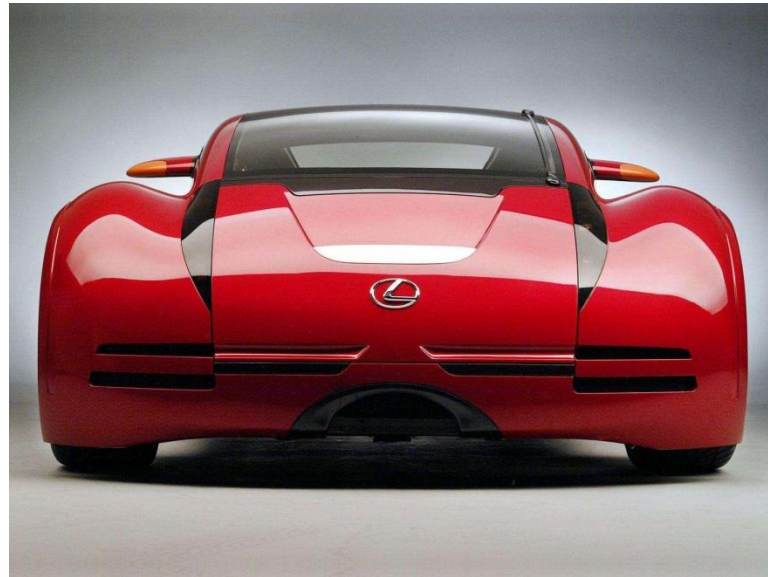
PERSONAL SWOT

- Strengths
- Weaknesses
- Opportunities
- Threats



YOUR CAR SENDS A MESSAGE

- Challenge
- Action
- Results



RETHINKING YOUR ELEVATOR PITCH

Answer these questions:

- Who are you?
- What are you great at and passionate about?
- How do your strengths bring value to a potential employer?

Reach for your STARS:

- Situation
- Task
- Activity
- Result



SHOWING VALUE

- **Do** show what you are trying to get across.
- **Do** make your materials understandable for a wide audience.
- **Do** provide quantitative and qualitative results of your work.
- **Do** demonstrate for a potential employer how you can help them do business in a smarter way.
- **Do** include awards, honors and recognition.
- **Don't** tell an employer what your value is – show it with examples.
- **Don't** assume your reader knows your industry or your job.
- **Don't** lie or exaggerate numbers or statements.
- **Don't** make overconfident claims.
- **Don't** hide things you ought to be proud of, and don't make your reader dig for the information.





SHOWING YOUR VALUE

LinkedIn and Social Media

SHOWING YOUR VALUE ON LINKEDIN

- Photo
- Personalization
- Pitch
- Presentations and other media
- Passion



YOUR SUMMARY STATEMENT

- When thinking about the work I do, what words do my clients/peers/managers consistently use to describe my work?
- How would I describe what I do to someone completely unfamiliar with my field?
- What do I want to be professionally known for?
- What can people expect me to bring to the table?
- What do I love most about what I do?



LINKEDIN FOR THE UNEMPLOYED

- Use a job title that matches your goal.
 - Business to Business Sales Representative Pursing International Corporate Account Opportunities
- Keep your headline updated
- Note your goals not your current status
- Ask for endorsements for skills you want to showcase

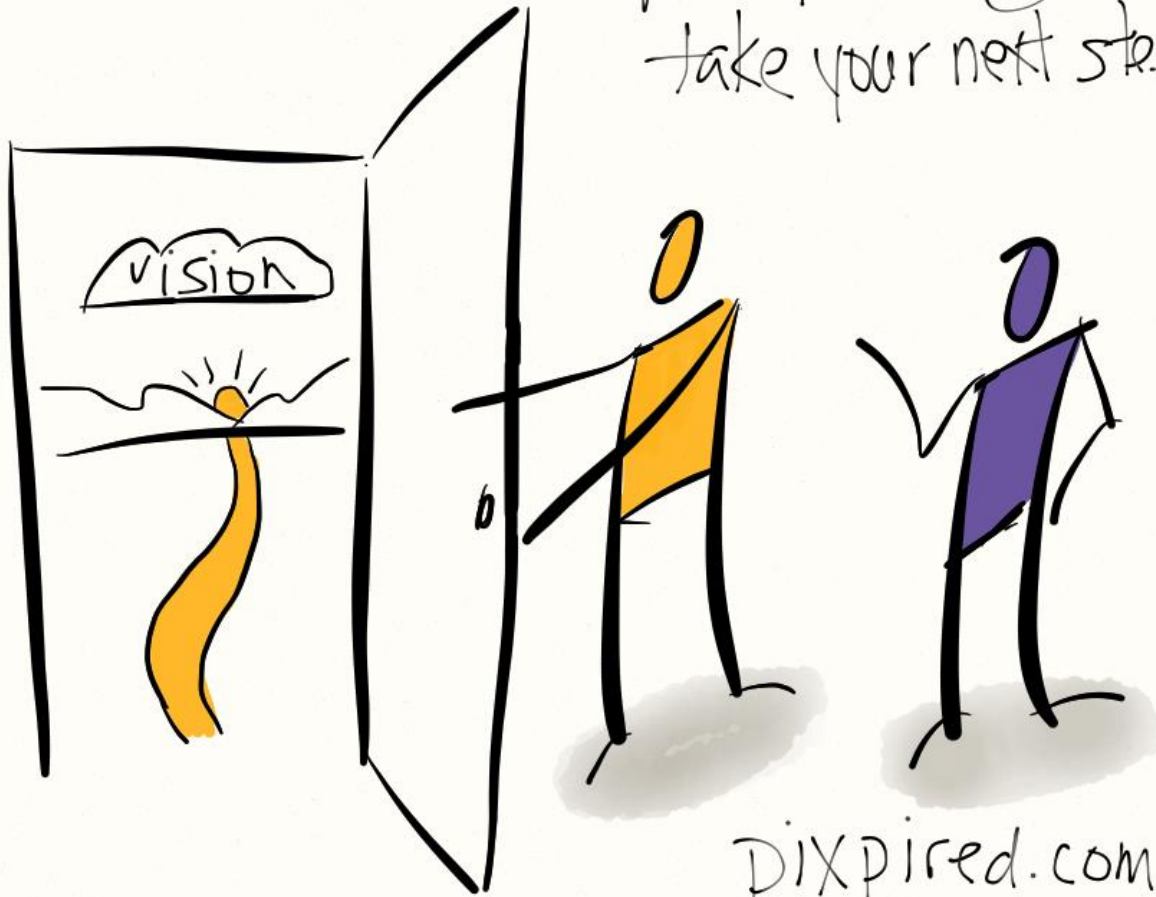


BECOMING MORE PURPLE

- Are you known in your field?
- Documented accomplishments
- Learn something new
- Get certified
- Blog
- Develop your soft skills
- What else?



Are you ready to
take your next step?



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QUESTIONS?

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