



## Re-Boot Your Job Search Process



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12:00pm – 1:00pm PST



**Dana Manciagli**  
Global Career Expert  
Private Coach  
(ex-Microsoft!)

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## What are your Job Search Obstacles?

- 1 Weak Excuses**   
*I can't, I don't, I won't, It's hard, I am missing skills, I will never...*
- 2 Mistakes During the Process**   
Sloppy, messy, unprepared, entitled, big egos, poor writing, not listening...

**3 ...PLUS It's a New ERA of Job Search**

<input checked="" type="checkbox"/> More Competitive	<input checked="" type="checkbox"/> Less Tolerance for Errors
<input checked="" type="checkbox"/> Technology-Based	<input checked="" type="checkbox"/> New Skills Needed

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## Your Microsoft Alumni Network

<http://www.microsoftalumni.com>



Our mission is to facilitate real connections between intelligent, enthusiastic people and important work.

Being a Microsoft alum has its benefits

- Save money
- Get the inside scoop
- Engage in philanthropy
- Find your next job

Molly von Mitschke-Collande  
Microsoft Alumni Network  
Communications  
mollyvmc@microsoftalumni.com

## Why I'm Passionate About Sharing Job Search Insights



**Solopreneur: Started my own business**



AS FEATURED IN:



DanaManciagli.com

## Use Your Network Resource

### NEW Career Success Center




[www.microsoftalumni.com/careers](http://www.microsoftalumni.com/careers)



built just for YOU!

## Here's the Problem

- 1 You Are...**
  - Frustrated
  - Desperate
  - Lost
  - Nervous
  - Unconfident
  - Eager
- 2 The Hiring Manager is...**
  - Serious
  - Stressed
  - "The Buyer"

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## Help the Hiring Manager Find You



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## Get Your Head Together

1. Are you Mentally Ready and Committed?

- Full time or part time search?
- Ready to compete?
- Shake the frustration
- Hiring Managers want to hire happy and focused people



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## Top 6 Job Search Excuses

1. There are no jobs out there.
2. I have no network/connections.
3. I don't have time.
4. No responses to my resume.
5. I'm depressed, frustrated.
6. I don't know how to start

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## Set Your Goal

1. Have a Job Goal, Write Your Goal Down

Must be precise and focused  
What job are you looking for?  
Make choices: Pick 1-2  
"Help Me Help You"



*Without a Job Goal, It will Show*

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## Change Your Game!

### Introducing a Disciplined Process



1. Set Your Goal
2. Prepare
3. Apply & Interview

Use Your Tools

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## Your Goal - Be Very Clear

Write out Your Job Search Goals...  
Then Communicate them!



- ✓ What Functions?
- ✓ Which Industries?
- ✓ What Cities?
- ✓ Companies in Your Industries and Cities

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### Exercise - Your Goal

**Write out Your Job Search Goals...**

No More than 3 Each:

- ✓ What Functions? \_\_\_\_\_
- ✓ Which Industries? \_\_\_\_\_
- ✓ What Cities? \_\_\_\_\_
- ✓ Companies in Your Industries and Cities \_\_\_\_\_

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### Exercise - Share Your Goal


*"I'm looking for a sales position in Chicago with a large corporation in the medical or manufacturing industry."*





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### Goal-Setting - Practice

**"So, what are you looking for?"**

 I'm flexible; I can do a lot of things. Well, my background is in this and that...

 I'm looking for an exciting position that leverages my background in finance and where I can work with people...



 I'm looking for an entry-level civil engineering position in Charlotte with a large engineering consulting firm.

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### Change Your Game

**Follow a Disciplined Process**



1. Set Your Goal
2. Prepare ←
3. Apply & Interview

Use Your Tools

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# Why Are Your Goals Your Best Kept Secret?

DanaManciagli.com

### Prepare to Find Jobs

**Excuse #1: There are no jobs**



**CUT THE CRAP:**

- You ALL have job resources
- State Your Goal to Your Network
- Track, log and save all activity and research

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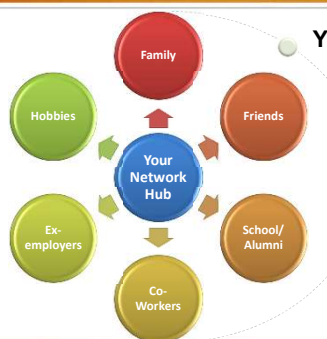
## The BEST Job Search Resource



**Bizjournals.com**

- ✓ Business Trends, Challenges, Opportunities
- ✓ Company Growth, Shrinkage, Lists by Industry
- ✓ People Moving Roles
- ✓ Networking Events, Face-to-Face and Webinars
- ✓ Educational Programs

## Excuse : But...I don't have a Network”



**You ALL have a network**

**Map it out as part of your planning process**

**Label your contacts**


DanaManciagli.com





**Bizjournals.com**

## Prepare Your Process



**Excuse: I don't have time to Job Search**


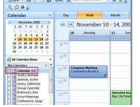

**THE CRAP:**

What is more important?

Is it in your Calendar?

Get Organized Now

**Don't Do it if Not Committed**

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## Exercise - Where Will You Search?



**My Job Opportunity Resources:**

- 1 Your U.S. City's Business Journal
- 2 Company-specific sites
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_
- 6 \_\_\_\_\_

Go to: <http://www.danamanciagli.com/resources-2-2/>

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## My Job Search Schedule

Frequency	Preparation	Action	Follow Up
Weekly			
Monthly			
Quarterly			
Annually			

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## Use Your Technology




2.

**Excuse: I am Not Organized**

CUT THE CRAP!:

**Persistence Pays Off**

If you're not organized, it will show



**Job Tracker** <Your Name>  
Updated As Of <Today's Date>

Job Opportunity #	Status	Company	Company Website - General	Job Title, Dept
1				
2				
3				
4				

The Other Candidate *IS* Organized

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## Either You're In or OUT

Are you *REALLY* Committed?


Do You *REALLY* Want a Job?

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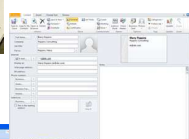
## This is 2016 - Use Your PC or Mac




**Immediate Thank-You Notes or E-Mails**



**Code Names in Contacts**



**Book Follow-Up in Outlook Calendar - Project-Manager Your Program!**



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## Cut the Crap, Get a Job

Use Your Process to Win a Job



1.

Your Goal is Set



2.

You are Prepared



3. **Apply & Interview**

FINISH LINE

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## Cut the Crap Job Tracker

<Your Name> **CTC® Job Tracker** "Cut the Crap, Get a Job!"

Updated As Of <Today's Date>

Job Opportunity #	Status	Company Information	Job Title, Department	Job Tracking & Dates	Name of Job Applicant and Contact	Date of Application and Interview	My Follow Up	Other Information
1								
2								
3								
4								
5								

- Job Opportunity #
- Status
- Company Information
- Job Specifications

- My Follow Up
- Dates
- Next Steps
- Other Info

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## Apply & Follow Up

3. **Excuse: I've been applying with no results**

Change Everything.

APPLICATIONS

*RESUME*

Cover Letter

*Follow-Up*

**Networking**

**INTERVIEWS**

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## Application Do's and Don'ts

**Do...**

- Always attach a Cover Letter
- Proofread 3 times
- Ask for the Job - Show Passion
- Tell them why you're great for THEM

**Don't...**

- R.A.A. - Random Acts of Applying
- Send a Resume alone
- Expect your resume to tell a story - it doesn't

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## Job Description (JD) Profile One Page, Two Columns

PAGE 2: Job Description Profile (JD Profile)

A.      B.

Job Title, #:	Your Name:
<b>Job Specifications from Job Description (JD)</b>	<b>Your Relevant Qualifications, Experience</b>
1.	1.
2.	2.
3.	3.
4.	4.
etc.	

One Word or pdf file

Your Cover Letter as Page 1

Your JD Profile as Page 2

Your Resume as Page 3

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## Cover Letters are Hurting You

“On the basis of my experience and of the impactful job done at <company name> (I have truly excellent references in LinkedIn from partners, manager and co-workers), I started looking for my next challenge and wanted to reach out in case you may feel that Microsoft may leverage my experience and skills in one of its many endeavours.”

STOP the “I, I, I, Me, Me, Me, My, My, My”

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## Job Search Interview Rules

Network **Meetings**, “Informationals”, Phone Connections, Job Fairs, Interviews

Always...

- Be brief, concise, clear
- Listen, Take Notes
- Bring hand-outs, notes
- Smile, Be Engaged
- Follow Up - Thank You

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Instead: Candidate Packet

Your Cover Letter

An entirely new way to apply to every job - to be RELEVANT and STAND OUT...

...in the next Webinar from the Microsoft Alumni Network

Your Resume as Page 3

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## Job Search Interview Errors



Cut the Crap and Never...

- Be unprepared
- Be late or sloppy
- Be negative
- Be unclear, vague, “squishy”
- Call from cars or airports
- Be informal: no “hiya, let’s do coffee!”

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## This is Your "Best Day"

**Clue: When in Doubt,  
Err on the Formal Side**

Prepare   Dress   Write   Speak   Follow-Up

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## Follow Up Do's and Don'ts



**Do...**

- ✓ Thank everyone, repeatedly
- ✓ Track all meetings in your tool
- ✓ Offer to help them
- ✓ 3 & 6 month follow-up

**Don't...**

- ✗ Disappear
- ✗ Be casual, no typos
- ✗ Give out your contact's name



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## Job Application: Cut the Crap Clue

Clue:

It's NOT About You

(It's ALL About the  
Hiring Manager!)

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## Now Where Are You?

Use Your Process to *Win* a Job!



- Your Goal is Set
- You are Prepared
- You are getting interviews from applications



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**Hi Dana,**

***Can you spare a break in one of your days soon so I can buy you a cup of coffee or lunch to see if you can help me strategize my approach to working at Microsoft?***

***I would really appreciate it. Real Estate is dead and I really need an incom.***

***Sincerely,  
<name and phone>***

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## Social Media Do's and Don'ts


**Do...**

- ...Use social media to research, ask for help and connections.
- ...Know where hiring managers are: 89% LinkedIn, 26% Facebook, 15% Twitter
- ...Have a complete LinkedIn profile
- ...Nurture conversations via phone and face-to-face, when appropriate

**Don't...**

- ...get casual or vague
- ...have typos, grammatical errors

Hi Dana,  
I was hoping to connect with you to chat. Can you give me a call when you have a free moment please.  
Cheers, Jerry



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### Exercise - Your Presence

	Action
<b>LinkedIn</b> <i>#1: Is your profile at 100%?</i>	<input type="checkbox"/> Start with LinkedIn's "Jobs" tab at the top and <b>take tutorials</b> on all that LinkedIn has to offer. Then, you'll be better prepared to make connections and research.
	<input type="checkbox"/> Find at least 3 <b>Groups</b> that tie to your career goal or networking plan. Join groups within your industry; there are also college alumni groups. First, get caught up on recent discussions. Then, participate and ask for help.
<b>Twitter</b>	<input type="checkbox"/> Open an account, search for topics to follow based on your job goal, companies, and industries. <input type="checkbox"/> Follow target companies and network with contacts who can help you lead to your dream job.
<b>Facebook</b>	<input type="checkbox"/> Clean up your images and posts <input type="checkbox"/> Take a tutorial how to job search using Facebook <input type="checkbox"/> Use the job search applications. <input type="checkbox"/> Cast your net wider on Facebook's BranchOut, an application on Facebook that is similar to LinkedIn.

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### Your Homework

- ✓ **Commit** to starting a new Job Search Plan, blocking the time in your calendar, building search tools.
- ✓ **Use new resources** for your job prospects and networking. Go here: <http://DanaManciagli.com>
- ✓ **Use the Microsoft Alumni Network for tons of help!** Brand new Career Success Center at <http://MicrosoftAlumni.com>
- ✓ **Start Over.** Change Your Approach to Win

## YOU CAN DO THIS!

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### So Many Online Resources

- How to Write Resumes
- Cover Letter Samples
- Job Postings
- How to Interview
- How to Follow Up
- ...and more - You Just Need to Research!

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## Dana Manciagli

CUT THE CRAP, GET A JOB

## Thank You!

**Thank the Microsoft Alumni Network!**

**and**

**Connect with me everywhere!**

[DanaManciagli.com](http://DanaManciagli.com)  
[Dana@DanaManciagli.com](mailto:Dana@DanaManciagli.com)  
*Newsletter sign-up for offers!*

@DanaManciagli

DanaManciagliCareerCoach

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### Summary: Be the Best with Every Step

- Fix your Head
- Set a Goal
- Tool Enablement

- Make Contacts
- Track Progress
- Research TONS
- Prepare

- Better Applications: The New Candidate Packet
- Stronger Interviews
- Persistence, Follow Up
- Thank You Notes

- Make Contacts
- Track Progress
- Research TONS
- Prepare

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