

10 KEY  
JOB-SEARCH  
CONCEPTS

#1. Many job-seekers do not know how to answer the interview question, "Tell me about yourself."

Instead of responding with a targeted sales pitch focused on one or two key accomplishments relevant to the job opening, many job-seekers either ramble on about themselves or ask the recruiter what s/he would like to know.

What job-seekers need to do is convince the recruiter how they'll bring value to the organization.

#2 Job-hunting success is directly related to understanding and articulating accomplishments.

Every person has accomplishments, but the key task is identifying them.

#3. Many job-seekers do not have a strong inventory of past accomplishments -- or feel they have no real accomplishments beyond "doing their job."

The key to identifying accomplishments is asking, "how did I make a difference?" Another way is asking "what am I proud of?"

While increasing sales or saving money are great accomplishments, you may find your accomplishments in such things as work performances, such as zero errors, perfect attendance, trustworthiness, and the like.

## #4. Understanding the three components of a great accomplishment.

Each accomplishment you identify should include a beginning, middle, and end.

- ❖ The beginning addresses what you did (such as creating a new filing system).
- ❖ The middle sets up the end.
- ❖ The end focuses on the end result/benefit.  
"Created a filing system resulting in 300 hours saved per week." And if you can't quantify,  
"Created a filing system that resulted in more efficient and timely delivery of files."

#5. Developing an Accomplishments Worksheet provides multiple benefits for job-seekers.

Developing a list of all your accomplishments serves as the basis for a stronger resume and better interview responses.

The Accomplishments Worksheet can become another tool in winning the job -- as a key tool that more fully depicts the job-seeker as a complete package in a manner that a resume is not designed to do.

#6. Once developed, using accomplishment stories to develop an accomplishments-based resume.

We know from the thousands of resumes that resumes must focus on accomplishments, not just job duties and responsibilities.

Employers want to see results.

#7. Knowing past accomplishments is also important for networking events/opportunities.

Beyond job-hunting and resumes, having a firm grasp of your accomplishments -- and having accomplishment stories -- provides you with key content to use in networking and other business settings.



#8. Job-seekers must learn to successfully navigate employer applicant tracking systems (resume-filtering software).

Most online job applications now go directly into a database -- and no human eyes see those applications until they are filtered and sorted by keywords the employer uses in an attempt to find the most qualified candidates.

#9. A Short-Form Resume is a job-seeker tool designed to help break through the clutter of all the other online applications.

A possible solution for beating applicant filtering software is the a Short-Form Resume -- a streamlined version of a traditional resume focused on key accomplishments and keywords tied to the specific job opportunity.

#10. The power of keywords will help your online application gain traction.

Knowing the industry's jargon -- and your specific job and accomplishments keywords -- is essential to all forms of your resume, but are especially important with online applications.