

Business Mastery

§4 Navigate Your Way to the Perfect Job

Employment Fundamentals

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Employment Fundamentals

Career Success Secrets

- Traits of Successful Employees

Research Potential Employers

- Informational Interviews

Contact Potential Employers

Polishing Your Interviewing Skills

- Tough Questions



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KEY

Terms

- ❑ **Appreciation**
- ❑ **Communication Skills**
- ❑ **Compensation Package**
- ❑ **Differential Advantage**
- ❑ **Flexibility**
- ❑ **Image**
- ❑ **Informational Interviews**
- ❑ **Integrity**
- ❑ **Loyalty**
- ❑ **Mission Statement**
- ❑ **Positive Attitude**
- ❑ **Professionalism**
- ❑ **Reputation**

KEY

Terms

- ☐ Respect
- ☐ Solution-oriented
- ☐ Target Market
- ☐ Time Management

Career Success Secrets

Companies with positive employee attitudes are more profitable. Employers are also more likely to recognize and reward talented and dedicated employees accordingly.

- It's crucial to research the company and its mission and what you can expect in terms of hours, clients, and salary range
- Keep in mind that sometimes when you're first starting out, finding the ideal employer may not happen right away

Career Success Secrets (cont.)

- Traits of Successful Employees
 - Professionalism
 - Respect
 - Appreciation
 - Solution-Oriented
 - Communication Skills
 - Positive Attitude



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Research Potential Employers

- Once you have determined what type of setting is the best fit for your skills and personality, the next step is to research potential employer
 - If you're still in school, jump-start your career by having a job lined up before you graduate
 - Conduct Informational Interviews



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Potential Employer Checklist

- Company Name
- Address
- Phone
- Fax
- Website
- Email
- Owner/Manager/Director
- Years in Business Years in
- Present Location
- Other Locations
- Types of Wellness Services Offered
- Types of Products Sold
- Number of Practitioners Currently Employed Desired
- Designed Number of Practitioners
- Target Markets
- Mission Statement
- Image and Standing
- Differential Advantage
- Reputation
- Organizational Structure
- Major Competitors
- Type of Employment Status
- Compensation Package
- Job Description
- Unique Skills or Attributes You Can Bring to this Business

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Informational Interview Questions

- What are some attributes of practitioners who have been the most successful in this environment?
- Is there a strong team environment?
- What do you think is the most challenging part of this work environment?
- What do you like best about working here?
- How would you describe communication between management and staff ? Are there regular staff meetings?
- Because so much depends on seniority, how did you endure the slow days in the beginning when you were not scheduled for many treatment sessions?

Informational Interview Questions (cont.)

- What advice do you have for doing the best job possible and developing a career in this type of setting?
- What advice do you have for adjusting to this environment and management (e.g., rules, personalities)?
- How does the hiring process work (e.g., are there several rounds of interviews or just one)?
- **If you're a student, ask:** What do you suggest I do while in school to increase my odds of getting hired by this company?

Contact Potential Employers

- Initial contact may be by phone or you may need to send résumé and cover letter by mail, email, or by personal delivery.
 - When calling about a job opportunity, ask to talk to the manager that makes hiring decisions.
 - If hiring manager is unavailable, make note of person's name and title, and confirm correct spelling before sending résumé
 - If you haven't received a response within 5 days of the potential manager having received your letter, call to follow up. Continue to place follow-up calls weekly.

Polish Your Interviewing Skills

- The key to a successful interview is preparation
 - Practice interviewing with a friend
 - Best communicators are listeners
 - Prepare for tough questions, e.g., “What are your weaknesses?”
 - Take charge of the interview



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Interview Tips

- Dress appropriately, be well groomed.
- Be enthusiastic, confident, polite.
- Bring an appointment book or an electronic calendar.
- Bring 2 copies of the appropriate materials from your Employment Kit.
- Bring a printed sheet with at least 3 references.
- Be on time.
- Be prepared.
- Be well poised, centered, and relaxed.
- Maintain good eye contact.
- Use positive wording and listen carefully.
- Control the interview without monopolizing the conversation.
- Look for closing signals.
- Have a list of unique skills, education, or attributes you can bring to this business.
- Know your strengths and weaknesses and how you plan to compensate for those weaknesses.

Interview Tips (cont.)

- Be prepared to discuss each item on your résumé or job application.
- Have at least 3 questions that you can ask the interviewer.
- Prepare a response to the inevitable interview question, “Tell me about yourself.”
- Know what sets you apart from the other candidates.
- Avoid discussing salary and benefits in the first interview.
- Thank the interviewer when done.
- Send a thank-you card to everyone with whom you’ve spoken



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Common Questions Employers Ask

Work History

- Of all your jobs, which one was the most rewarding and why?
- Of all your jobs, which one was the least helpful to you and why?
- What will your references say about you?
- What accomplishments bring you the most pride?
- What do you like best and least about your profession?

School History

- Why did you choose this field?
- How did you pick the school you attended?
- What were your favorite courses? Why?



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Common Questions Employers Ask (cont.)

Ability & Personality

- What would make you successful in this job?
- How do you cope when work is very demanding?
- What experiences have you had dealing with the public?
- How would you describe your personality using 10 words or less?
- What 3 words would your friends/colleagues use to describe you?
- How do you motivate yourself?
- What was the most difficult situation you've ever been in?
- Has there ever been a time when you changed your schedule to accommodate work?
What was the situation? How did you respond when asked?
- What are the situations when you won't bend or give in?
- Do you have a goal-setting system to determine and complete priorities?

Common Questions Employers Ask (cont.)

Manageability

- How do managers get you to do your best work?
- What would a perfect relationship between manager and employee look like?
- Describe the best and worst managers you ever had. How can a manager reward you for doing a good job?

Communication

- What was the most difficult communication situation you've dealt with?
- How do you deal with people when there is a disagreement?
- Have you ever had a time when you turned an unhappy customer into a happy one?
- What type of people do you get along with best?
- How do you work with people you don't like?

Common Questions Employers Ask (cont.)

Communication (cont.)

- Describe a time when you had to make an immediate decision that you may not have had the authority to make. Why and how did you make the decision?
- What kinds of decisions do you not like to make?

Team Building

- What is your strategy in working with a group to accomplish a goal?
- What are some of the things coworkers do that irritate you?

Job Suitability

- What is the most important thing you do in your job?
- What do you think a typical day would be like here?
- Describe your perfect job. What does success mean to you?

Common Questions Employers Ask (cont.)

Job Suitability (cont.)

- What types of clients do you like to work with?
- In what area could you expect to make the biggest impact?
- Why should I consider you for the job?

Future

- How will this job help you reach your personal and professional goals?
- How long do you plan on staying with this company?
- What are your plans for future education?



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Highlights

First impressions work both ways: as a prospective employee's point of view, you get to see the manner in which the current employees behave. As the prospective employer, you can gain a sense of the job seeker's attitude with how they conduct themselves in their interview.

To make wise employment choices, learn about the advantages and disadvantages of different work environments such as spas, resorts, cruise ships, fitness centers, hospitals, clinics, and group practice work.

Highlights *(cont.)*

Jumpstart your career by exploring career options and launching your job search before your graduate. This demonstrates initiative, a quality valued by employers.

Thoroughly research potential employers before any interview.

Schedule informational interviews with several practitioners who are working in settings that appeal to you. It's a great way to network and learn more about the challenges and rewards of each setting.

Highlights *(cont.)*

Role-play with a friend how you plan to answer common interview questions. Prepare and rehearse a brief summary of your background and unique qualities.

The keys to an effective interview are simple: prepare thoroughly, listen carefully, and communicate clearly your unique qualifications for the job.

Know what you're worth in the job market. Read industry trade journals and explore online research to realistically assess the value of your skills and experience.

Highlights *(cont.)*

Create the best chance of a promising career path by aiming to land a job with an employer that values happy employees and a positive work environment.

Learn and practice what all highly successful employees know—that respect, appreciation, a solutions-oriented mindset, top notch communication skills, and a positive attitude are the keys to a rewarding career.

Highlights (*cont.*)

To help you decide which areas of your background would be significant to highlight during your interview, be sure to ask the interviewer early on (if he hasn't already mentioned) what the particular skill set is that he is looking for in the position.