

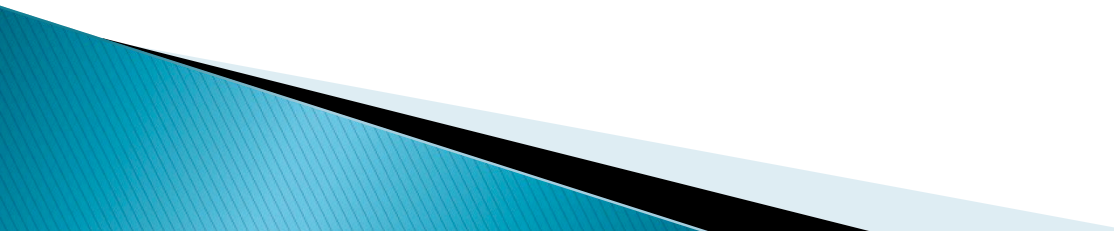
Layoff to Job

Techniques and hints to aid in your
job search

Presented April 7, 2014
St Joseph's People, Eagle, PA

Dan Winand

Job Journey

- ▶ Introduction
 - ▶ Initial Reaction
 - ▶ Personal Triage
 - Finances
 - Fitness
 - Spirituality/Personal Growth
 - Relationships
 - ▶ Job Search
 - Mechanics
 - Marketing Materials
 - Opportunities
 - Interviews
 - ▶ Questions
- 

Introduction



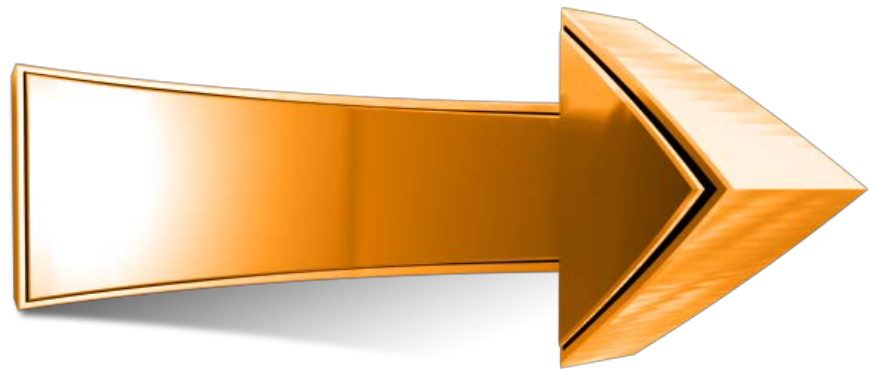
- ▶ Current position – Sr. PM for Tech Ops at Shire Pharmaceuticals in Wayne, PA
- ▶ Previous position – Manager of Engineering for Tengion, Inc. in East Norriton, PA
- ▶ BS Chemical Engineering, MBA Strategic Management
- ▶ Licensed PE state of PA, certified PMP, LSSBB
- ▶ Married, wife Mary, son CJ 19 yrs, daughter Abigail 15

Introduction

- ▶ Furloughed in 2004 for 6.5 months, Laid off 2009 for 9.5 months
- ▶ While in transition
 - 150+ resumes distributed
 - 40+ applications
 - 6 phone screens
 - 6 face-face interview (3 w/Shire)
 - 2 informational interviews

Initial Reaction

- ▶ What Happened? Why me?
- ▶ Five stages of grief – denial, anger, bargaining, depression, acceptance
 - Try to go through quickly
- ▶ Analyze what you miss the most about work
- ▶ Move forward



Personal Triage – Finances

► Offense

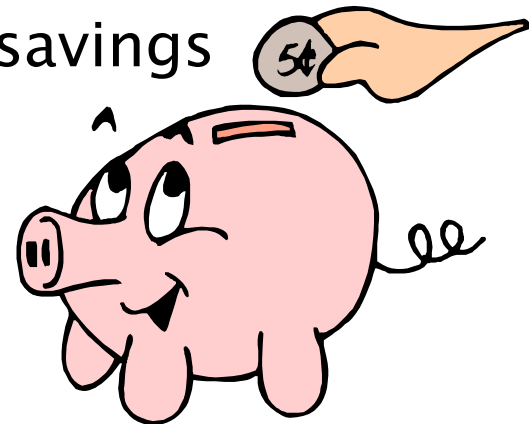
- Unemployment
- Severance
- Spouse
- Side business
- Barter services
- Family/friends
- Other – Market research, etc



Personal Triage – Finances

▶ Defense

- Mortgage – Notify and negotiate
- Healthcare – COBRA
- Credit Cards – Notify
- Food – Coupons, mgr specials, produce
 - Crock pot
- Utilities, Insurance – examine for cost savings



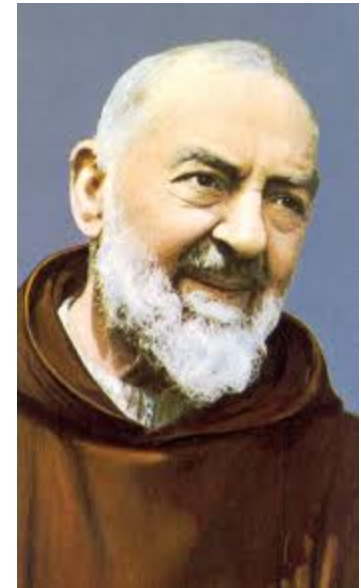
Personal Triage – Fitness/Health

- ▶ Now is the time!
- ▶ Improves mood
- ▶ Cheap – walking, hiking, running, tennis
- ▶ Eat healthy – less
- ▶ End vices – smoking, drinking, caffeine
- ▶ This saves \$\$\$



Personal Triage –Spirituality/ Personal Growth

- ▶ Enlist others
- ▶ Pray for others
- ▶ Pray for the right outcome/decision
- ▶ Padre Pio



Personal Triage – Spirituality/ Personal Growth

- ▶ Books that aided my journey
- ▶ “The Secret Code of Success” Noah St John
 - Afformations
- ▶ “The Secret” and “The Answer”
 - Visualization
- ▶ “The Power of Intention” Dr. Wayne Dyer
 - “Power versus Force” David Hawkins
- ▶ Success
 - “How to Think and Grow Rich” – Napoleon Hill
 - “The Science of Getting Rich” – Wallace Wattles
 - Gratitude



Personal Triage – Relationships

- ▶ Take time to renew
 - Spouse/Partner
 - Contact those who you have lost touch



Job Search

- ▶ Mechanics
- ▶ Marketing Materials
- ▶ Opportunities
- ▶ Interviews
- ▶ Culmination



Job Search – Mechanics

- ▶ Attack search as a project
- ▶ Time
 - Quality vs Quantity
- ▶ Consistency
- ▶ Get a buddy
- ▶ Watch for distractions
- ▶ Beware of screen hypnosys



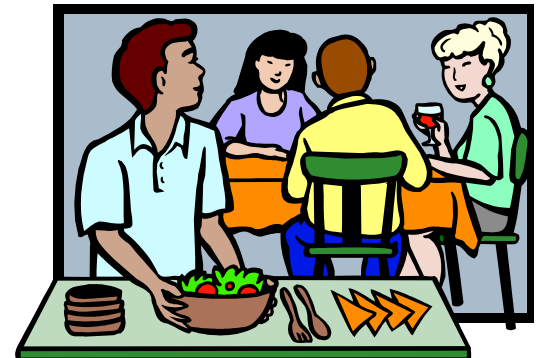
Job Search – Marketing Materials

- ▶ Elevator Speech
 - 30 seconds
 - Tailored to audience
 - Natural
- ▶ Marketing Sheet
- ▶ Bio
- ▶ Target Company List
- ▶ Resume



Job Search – Opportunities – best chance

- ▶ Networking – Key to finding next position
 - Friends and family
 - Former co-workers
 - Industry groups
 - Volunteer at trade events
 - Support groups
 - HR Professionals
 - Books
 - “Never Eat Alone” – Keith Ferrazzi
 - “The Start-up of You” –
 - Reid Hoffman



Job Search – Opportunities – best chance

▶ Linked In

- Maintain a professional presence – Not Facebook
- Get recommendations
- Can elaborate on experience
- Join groups
- Use to find contacts at interviewing companies
- 2nd & 3rd contacts
- Update regularly to stay present
- Watch for contact leeches



Job Search – Opportunities – less chance

- ▶ Job boards
- ▶ Company web sites
- ▶ Alumni websites
- ▶ Drive-bys



Interview – Phone Interview

- ▶ Watch energy level – do something physical beforehand
- ▶ Dress appropriately
- ▶ Stand
- ▶ HR – Usually lower level, follows checklist, non technical
- ▶ Hiring Manager – Be prepared
 - Check LinkedIn for connections
 - Have resume available, know it
 - Keep notes handy



Interview – In Person

► Before Interview

- Have connections contact hiring manager
- Fill in knowledge gaps – YouTube, webinars
- Find interesting industry article
- Find common interests
- Prep for hard questions
 - What have you been doing?
 - Tell me about yourself?
- Have examples of work ethic and learning



Interview – In Person



- ▶ First 90 seconds
 - Firm handshake
 - Scan room for photos, awards, tchotchkes
 - Try to engage in conversation to build relationship
- ▶ During Day of Interviews
 - Maintain energy
 - Treat everyone you meet with respect
 - Do not let your guard down
- ▶ Post Interview
 - Write thank you notes
 - Have connections send notes to hiring manager



Interview

- ▶ What to do if rejected
 - Thank everyone for your consideration
 - Ask for feedback – tough to get these days
 - Ask to be considered for future positions
 - Ask to stay in contact



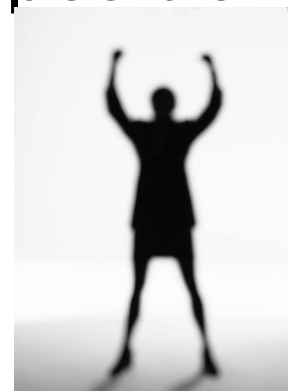
Shire

- ▶ Saw position on website in August 2009
- ▶ Contacted former colleague who is VP at Shire to deliver resume to hiring manager
- ▶ Applied through ATS
- ▶ Interviewed – one of 300 who applied for job
- ▶ Rejected but told to keep looking for future opportunities
- ▶ Applied for second position in January 2010
- ▶ Had VP talk to hiring manager
- ▶ Told during interview that mgr level position would be posted in the future
- ▶ Rejected again but told to keep looking



Shire

- ▶ Applied for third position
- ▶ Hiring manager had no presence on Linked In
- ▶ Was able to find someone who had hiring managers welcome announcement
- ▶ Found common colleagues – had them send notes
- ▶ Brief interview
- ▶ Partial rejection – had to create new position
- ▶ Received offer



Questions



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- ▶ Linked In
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