SELLING YOURSELF!
A JOB-SEARCH PRIMER

Dr. Derrick D’Souza
Professor
Dept. of Mgmt., College of Business
The Three Step Process

- **Step-1**: Preparatory Work
- **Step-2**: The Interview
- **Step-3**: The Closure
Step-1: Preparatory Work

- Fact . . . .

  - According to experts at www.job-application-and-interview-advice.com, failing to prepare for a job interview is the most common reason why people fail at interviews.
  - They estimate that 90% of interviewees come to job interviews ill-prepared!

- So let’s begin by talking about preparation!
Step-1: Preparatory Work

- Position that you are applying for . . .
  - Teaching position
  - Clinical position
  - Tenure-track position
  - Others
Step-1: Preparatory Work

- **Internal Analysis**: Assess your skills and abilities:
  - What are my expectations? – Keep it real!
  - *My educational skill-sets*: What are my strengths? Do my achievements, as noted in my vita, provide evidence to support these strengths?
  - *My social skill-sets*: Do I work well in a team setting or am I a loner? Do I prefer a structured or an unstructured environment? Do my skill-sets enhance or impair my ability to function in a classroom and in a research setting?
Step-1: Preparatory Work

- **External Analysis**: Target institutions
  - Do your own research – It takes time. But, it is worth it!
  - Carefully review each job posting to identify opportunities that are in line with your education and experience.
  - Identify required technical / educational skills, certifications and behavioral skills in the job posting.
  - Research the targeted institutions, departments and future peers at the institution
Step-1: Preparatory Work

- **External Analysis**: Target institutions (continued . . )
  - Use UNT Faculty resources to help you select target institutions
  - Talk with others (at or outside UNT) who may have worked for the institution or have been in similar positions at other institutions.
  - Establish a prima facie match between your interests, experience, and abilities; and the job, the department and the institution.
  - Build your “A” list of candidate institutions. This is the group that you will pay special attention during the application process and subsequent activities.
Let us assume that you are invited for an interview.

Now what? . . . .
Step-2: The Interview

- The second big mistake
  - Not selling yourself adequately!

- The cardinal rule in selling
  - Tell them!
  - Tell them again!
  - Tell them that you told them!
Step-2: The Interview

Purpose of an Interview

- Allows you to learn about the position and as importantly, about the organization.
- Provides you and interviewer(s) an opportunity to gauge whether the job is a good fit for all affected parties.
Step-2: The Interview

- Preparing for Interview Questions
  - Technical Skills Questions
  - Behavioral Skills Questions
Step-2: The Interview

- **Technical Skills Questions**
  - Can you leverage your coursework and/or work experiences? How well do they relate to the job?
  - Build an inventory of your theoretical and experiential skill-sets. Identify exciting examples to support each skill-set. Use these examples to your advantage during the interview.
Step-2: The Interview

- **Behavioral Skills Questions**
  - Build an inventory of your behavioral skill-sets. Think of ways you can demonstrate these skills.
  - Formulate behavioral questions you think might be asked during the interview. Practice answering such questions. The exercise can get tough. Stick with it!
  - When answering behavioral questions, be specific. Choose your examples carefully.
  - Practice answering behavioral questions **slowly**.
Step-2: The Interview

Example of Behavioral Questions

- Describe an instance when you were faced with problems or stress at work that tested your limits. What did you do?
- Describe a situation when you had to be quick in coming to an important decision.
- What was the biggest conflict you resolved during your last job? What was the conflict and what steps did you take to solve the problem? What steps did you take to ensure that the situation did not repeat itself?
- What has been your most successful accomplishment? What were the objectives?
- Provide an example of a situation when you felt you were able to build motivation in your co-worker and subordinates.
- Provide an example of a goal you set and how you went about achieving it.
- What is the most unpleasant task you have been asked to do? What was the task and what was your response?
- How do you get along with your co-workers? Sum up your interpersonal and team building skills.
- Think back to a project that you are most proud of. Who worked with you on the project? How was this project special and what was the feedback?
- Describe a common problem you would have faced on a job and how you would go about solving it?

Source: http://www.careerstrategy.org/interview/behavioral.php
Step-2: The Interview

- Commonly available instruments to help you through the process of self-assessment:
  - Myers-Briggs Type Indicator (MBTI)
  - Minnesota Multiphasic Personality Inventory-2 (MMPI-2)
  - The "Big Five" Model
Step-2: The Interview

**Your Own Questions**

- Prepare a set of questions for the interviewer(s).
  - It demonstrates your interest in the position and your level of professionalism
- The unspoken questions: Body language, dress code, table manners, collegiality and empathy.
Step-2: The Interview

Prior to the Interview

- Collect as much information as you can about the interview “event” (sometimes it could last a day, or more)
- Arrive at least 5 minutes early.
- Dress appropriately. If unsure, default to business attire.
Step-2: The Interview

- During the Interview
  - Tell them!
  - And then . . . . Tell them Again!
Step-2: The Interview

- During the Interview (continued . . .)
  - Be positive and stay relaxed.
  - Be specific with your responses and with your examples.
  - Take your time responding to questions (very difficult to execute in a stressful environment!). Ask for clarification if needed. It can buy you time and helps you focus your response.
  - Refer to your notes if needed. You are not expected to remember everything!
  - Be prepared to say, “I don’t know, but . . .”
  - Take notes, just as your interviewers will.
  - Show them how excited you are about the prospect of working for them.
  - Ask for the job.
Step-3: The Closure

Tell them that you told them!

- Prepare a template of your “thank-you” note before you arrive at the interview.
- After the interview, quickly flesh-out a thank-you note using the template and send it to all individuals with who you interacted during the interview.
- Learn from this experience and prepare to move on to the next interview!
Good Luck!

Thank You for Your Time!