

Win the Interview Win the Job

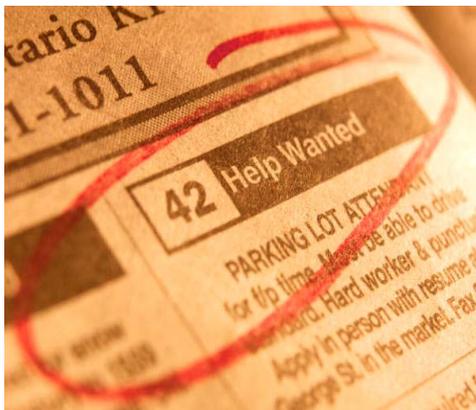
By Rob Salisbury



The difference between baby-boomers and the X and Y generations has never been more diverse for these three generations seeking employment and career opportunity.

Job Seeking Survival

An extreme conceptual example is the *Survivor* television program first conceived by Bob Geldof's Planet 24 television company in 1997. It initially failed to attract the major broadcasters in Britain and the United States, however, was eventually successful under a license contract by Swedish television.



Branded as *Expedition Robinson* which alluded to Robinson Crusoe, the main character of the famous novel first published in 1719 by Daniel Defoe and one of the most read novels by young and old alike.

Expedition Robinson was a significant hit in Sweden with estimates half of Sweden's nine million population watched the final episode.

The USA initial series in 2000 was a huge ratings success story with later versions attracting smaller but still substantial audiences. By 2002, spin-off series ran in Britain and Australia.

While *Survivor* staged its competition on far away islands and deserts around the world, these shows in many ways modernised employer thinking in relation to hiring.

Employers are more willing now than ever before in considering the intuitive and competitive aspects of applicants over less qualified, unskilled and creative in first round interviews.



First impressions do count

The race is on for talented people with the ability to take companies forward in their future. Employers are willing to pay for raw talent that emerges if they like what they see and hear.

At the very least, when answering an advertisement regarding a position, new job seekers need to do something unique to set them apart from the candidate pack.

Consideration of investing the time and money into grooming and etiquette surrounding the position before, during and after a search campaign commences.

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Interview first, position second

Research from employment companies, executive search firms and university job counselling centres suggest most people find defining their identity and work history in one page difficult.

Equally, it is important not to bury the application request with 10 pages of information regarding hobbies, family or former employment if not relevant.

Remember, the major objective is to inform, educate and bring to mind the major reasons and points why you are the best person to interview for the position.

Few people are hired over the phone. In most cases, it will take one interview, if not two or three before an initial job offer is made. The more significant the role to an organisation, the longer the interview process will take.

Interviewing can involve panels of people with the hiring decision often spread across several layers of a company's infrastructure.

Last impressions also count

The television show *The Apprentice*, with New York



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property magnate Donald Trump has shown that if first impressions matter, lasting impressions last even longer.

While some contestants went quickly, others remained for a long time. The results were clear that with initiative, a positive personality and teamwork, an “apprentice applicant” was likely to last longer than one being difficult and arrogant.

Catching big bears has always proven to be easier with honey. In spite of buzzing bees in the air, successful bears will put up with a few stings to get at the sweet taste of honey.

If you are wanting to catch a large employer, be prepared to put in the hard yards and endure some of the most difficult and trying times along the way.

However, the honey at the end of this enduring process should prove to be a worthwhile goal to pursue and catch a bear.



About the writer

Rob Salisbury B.Sci. CSP achieved early success as a Fortune 500 top achieving sales professional. He became a Tom Hopkins' Certified Sales Trainer in 1988 and served two terms as 2001-2003 President of the NSW National Speakers Association of Australia.

He is **not** a known celebrity, entertainer or sports star, however, his clients know him for helping them achieve results. To them, he is a trusted partner and strategic business asset .

His international experience spans seven countries with 350 Australasian firms in sales and marketing projects. He has been based in Sydney since 1997 and been a lecturer at the University of Wollongong and TAFE Colleges helping graduating students in gaining employment since 2001.



“Fresh ideas and breath make an impact and lasting impression”