

Foreword by Richard Bolles, author of
What Color Is Your Parachute?

The
**6 Reasons
You'll Get
the Job**

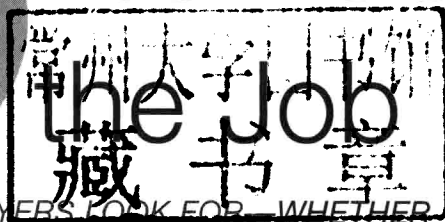
What Employers
Look for—
Whether They
Know It or Not



Debra Angel MacDougall and
Elisabeth Harney Sanders-Park

Debra Angel MacDougall
Elisabeth Harney Sanders-Parks

The 6 Reasons You'll Get



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PRAISE FOR

The 6 Reasons You'll Get the Job

“Once again, Debra and Elisabeth deliver! *No One Is Unemployable* became a Top Ten Career Book of the Year by giving job seekers who face tough barriers genuine hope and effective practicality. *The 6 Reasons You'll Get the Job* is great because it reveals to the rest of us how people really get jobs. Insightful, smart, and fun to read! I rate this book a ‘Buy Now.’”

—Joyce Lain Kennedy, syndicated columnist, Tribune Media Services

“As a former employer, I am impressed with the research and insight that went into this book. I wish I’d had it when I was interviewing and hiring people for my company. The authors have it right! Readers will learn to think like the employers they want to work for. They will gain the confidence and focus needed to present themselves as applicants that employers want to pursue. A lot of employers and a wide variety of job seekers will benefit from this.”

—Rich Van Hattem, cofounder and vice president (retired),
\$5.5 billion company with 30,000 employees

“There’s only one reason to read this book: Debra and Elisabeth tell you exactly what you need to know to get hired.”

—Tory Johnson, CEO, Women For Hire

“Finally, a job search book that teaches people to think like the employer. More people would be getting hired faster if every job seeker in America understood what this book teaches—that they are hired to make the company successful, that it’s not just about their ability but their overall fit for the company, and that they must make the company more than they cost. If you’re already working, this book can help you keep your job and advance your career.”

—Joel Manby, featured on CBS’s *Undercover Boss*,
CEO of Herschend Family Entertainment Corporation

continued . . .

“If you want to change your luck in the job search, read this book! It reveals insightful secrets and strategies to positively position yourself at the head of the pack.” —Susan Whitcomb, author, *Résumé Magic*

“A glut of job search and career books floods the market, but most repeat the same information or lack research-backed authority. Finally, MacDougall and Sanders-Park have brought a fresh, new, authoritative perspective to this saturated world of job search advice—including that on the Internet. Their six reasons model challenges job seekers’ long-held, but ineffective, practices. Giving employers what they really want seems like such an obvious concept, but candidates rarely grasp the employer’s perspective. All that is poised to change with this revolutionary book. It’s a must for the bookshelf of anyone who ever expects to look for a job.”

—Katharine Hansen, PhD, associate publisher and creative director,
Quintessential Careers

“A great new look at an old topic! As always, Deb and Elisabeth give clear, accurate advice. Whether you are white collar or blue, this book offers you lots of great, practical tips.”

—Richard Knowdell, executive director, Career Development Network,
and author, *Building a Career Development Program*

“In today’s highly competitive job market, it’s more important than ever to understand how to position yourself as the perfect match to the hiring company’s needs. In this book, Debra and Elisabeth hit the nail right on the head!” —Craig Karasin, president, CareerSuccessions.com

“Many job seekers are on overdrive in today’s very tough job market. What they need are real-world, creative ideas that can be put into action now. Elisabeth and Debra have written the one book that offers true insight and impact so many of us need—and they have done it all in a style that is easy and breezy to read. Masterful and magical!”

—Jerri Rosen, CEO and founder, Working Wardrobes

“They’re right! You have to think like the employer, and ability alone will not get you hired . . . Luckily, they tell you what will. I’ve seen the principles of this book in action. They work, and they’ll get work for you.”

—David Mills, nationally known trainer and how-to book author

“Practical wisdom, whimsical expression, and realistic and doable strategies on how to job search and be the employee an employer will keep, promote, and delight in having on their team. Debra and Elisabeth know the ‘how-to’ of getting the career you dream of and breaking the ‘just get a job’ mentality.”

—Shirley Shackleford, national director of adult development,
Here’s Life Inner City

“The degree gets college grads in the hunt . . . but *The 6 Reasons You’ll Get the Job* gets them the prize! I’d hand college students this gem with their diploma.”

—Rich Feller, PhD, professor and University Distinguished
Teaching Scholar, Colorado State University

Dedicated to the thousands of job seekers and employment professionals who have proven that these techniques work, and to those of you looking for work—may the tools and hope you find here help you find a job and keep you employed for as long as you choose.

Acknowledgments

We are incredibly passionate about the work we do, and we are thankful for the support we have gotten over the years from partners around the world and for their help in bringing this book to life. Thank you . . . to the employers and industry experts we have worked with and learned from over the years, and to those who invested their time in reviewing our manuscript: Gill Tulloch, Rodney Halstead, David Cowie, Keith Winters, Gordon MacDougall, Brian Sanders-Park, Gretchen Maswadeh, Dale Susan Brown, Denise Bissonnette, and Jennifer Repo. To the Margret McBride Literary Agency and our agent, Donna Degutis, who believed in us and this project from the beginning, and to the Prentice Hall Press publishing team and our extremely talented editor, Maria Gagliano, for her extraordinary guidance in making this book a reality. To our mentor, Richard Bolles, for his faithful guidance over the years, and to our husbands and families for their unwavering support. To God for His love, His grace, and the opportunity to serve people in such a powerful and meaningful way.

Foreword

I am always on the lookout for interesting people who then decide to write a book.

Because, generally speaking, if they are interesting, their book will be, too.

I found one of these interesting people in the person of Deb Angel, who is one of the two authors of this book. When I met her, she was leading a seminar at a careers conference that I have attended routinely for many years, mostly because they invited me back to be the keynote speaker year in and year out. At the conference, I'd prowl the halls long before and long after it was my turn to speak. All kinds of job-hunting seminars would be going on, and I would drop in on one, listen for a while, then go see if something more interesting was happening in another room, farther down the hall.

What was I looking for? Well, I've already said it: interesting

people. But, more than that: new ideas. Interesting, innovative, and helpful new ideas.

I had a peculiar handicap in this search: I was an author myself, and in fact, my book was the first bestseller in the field of job hunting or career changing, thus kindling publishers' interest and sparking their search for other titles that they could publish in this field. By the time I blundered into Deb's seminar, my book, revised annually, had already sold millions of copies around the world, and there were now literally thousands of career books out there, when there had only been twelve when I first began. Over the years my ideas had been copied by so many authors, many of whom didn't even know where the ideas came from, that the careers editor at the *San Francisco Chronicle* once wrote: "If Dick's ideas were removed from the thousands of careers books that are out there, we would be left with a very small library indeed."

Well, this summation is all very nice for my ego, but that's not why I'm telling you this. I want you to understand that when I was eavesdropping on one job-hunting seminar after another, looking for new ideas, I was handicapped because I kept hearing what were primarily my own ideas, in one form or another, again and again. But then, one wonderful day, I dropped in on Deb Angel's seminar. And I was astonished! I heard one new idea after another, from Deb and her teaching partner, Elisabeth Harney. I started scribbling like mad, jotting down one new helpful idea after another. It was the most rewarding day I ever spent at that particular conference.

So, I had found my "interesting person." Naturally I talked with her and later had lunches with her and Elisabeth, then I befriended them and tried to learn as much as I possibly could from both of them. They had written a book. I devoured it.

When I heard these interesting people were writing a new book, I begged to write the foreword. And here it is. I can't tell

you strongly enough how highly I think of Deb and Elisabeth. Or how much I think you will profit from reading any book, and most particularly this one, written by these interesting women. If you're out of work, or working with those who are, or if you are interested in the so-called forgotten marginal people who most job-hunting counselors and the media never talk about, then you simply must read this book.

Incidentally, I do know that Deb married a careers man, brilliant and famous in his own right in Scotland, and so her legal last name isn't Angel anymore; it's MacDougall. (I was, after all, at Gordon and Deb's wedding at St. Andrews in Scotland.) But I still like to think of her as Deb Angel. After you've read what she and Elisabeth have written, and most especially if you've been "hangin' on the ropes" and these ideas rescue you, you may think of her as an angel, too.

Dick Bolles
April 8, 2010

Introduction

Do you want to know the real reason employers aren't hiring you? They won't tell you, but they tell us. For more than twenty years, through bad economic times and good, we've been helping people get good jobs. Along the way, we've been asking employers why they do and don't hire people. Because they don't have to worry about hurting someone's feelings or getting sued, they can be brutally honest with us. And we're here to be honest with you.

So, what's holding you back? You might be surprised to discover that it's not just the economy, or your personal barriers. Every day thousands of people start new jobs, and you only need one! In fact, during the worst part of the recent recession, 4.3 million Americans were hired in a single month.¹ And for every barrier you have, there is someone who has faced it, overcome it, and is working today. If they can do it, we know you can,

too! Choose a positive mind-set from the start, because what you believe matters. As Henry Ford said, “Whether you think you can or can’t, you’re usually right.”

Over the years we’ve discovered two key things that hold our clients back. The first is not realizing that talent alone rarely gets you hired. Usually the candidates on the final short list all have the ability to do the job, so the deciding factor is something more. That “more” can be found in the six areas employers scrutinize, consciously or subconsciously, when deciding who to hire and who to screen out. If you view them from the employer’s perspective, everything that is holding you back and every strength that will get you hired can be found in these six areas: presentation, ability, dependability, motivation, attitude, and network. Each area sounds familiar enough, but as we explain them you may be surprised at how employers judge them. The second thing that holds people back is the fear of doing things differently from everyone else. The rational side of our brain says we need to job search the way everyone else does—look for advertisements in the Open Job Market and submit dozens of résumés or applications each day. Yet experience shows that it doesn’t work. Chances are, that’s not how you landed your last job and it doesn’t seem to be working for you now. Perhaps it’s time to try something new. The fastest way to get a job is to stand out from the crowd, rather than follow it. That’s where we come in.

This book will challenge many of your beliefs about job searching. It will teach you how to step into the employers’ shoes, so you can discover and remove all the reasons you’re getting screened out, and prove you are the ideal candidate for *their* job. It will teach you how to find side doors that lead directly to decision makers, while your competition is still waiting in the lobby. And, before we’re done, we’ll even show you how to get hired for a job you’ve never been paid to do. In these pages, you’ll meet many of

the people we have helped—from professionals, to skilled laborers, to first-time job seekers—and see how they got hired. Their goals and barriers may be similar to yours or very different, but what led to their success can get you hired, too. As you read their stories, look past any differences to the techniques and concepts being taught. As we share the insider information we've gained over twenty years, notice how it renews your confidence so you can face your fears and execute a job search that turns the reasons you're not getting hired into the six reasons you'll get the job.

Contents

Foreword by Richard Bolles, author of <i>What Color Is Your Parachute?</i>	xiii
Introduction	xvii



PART 1

The Real Reasons You're Not Getting Hired 1

1. Thinking Like Everyone Else Can Keep
You Unemployed 5
2. The Hiring Process Through the
Employer's Eyes 14
3. PADMAN: The 6 Reasons You're Hired
or Screened Out 22
4. It Takes More Than Ability to Get Hired 45



PART 2

How to Prove You Are the Best Candidate

53

- 5. Stand Out from the Crowd by Giving Facts 57
- 6. Stand Out from the Crowd by Demonstration 78
- 7. Stand Out from the Crowd by Offering Credible References 85
- 8. Stand Out from the Crowd by Telling Stories 95
- 9. A New Take on Transferable Skills 103
- 10. Proving You're the Person They Need 119



PART 3

How to Avoid Being Screened Out

125

- 11. Solution Tool 1: Learn a New Skill 129
- 12. Solution Tool 2: Access a Resource 137
- 13. Solution Tool 3: Change Your Job Target 144
- 14. Solution Tool 4: Adjust Your Outlook 152
- 15. Solution Tool 5: Adjust the Employer's Perception of You 159

16. Solution Tool 6: Craft a Good Answer 167
17. Overcoming Your Barriers 189



PART 4

- Creating an Effective Job
Search Strategy 195

18. Tipping the Scales in Your Favor 197
19. Choosing the Strategy That's Best for You 205

APPENDIX

- Sample Solutions
for Common Barriers 215

Downsized: Move Forward or Move On 215

Recent Graduate: I'm a Wise Investment 217

Exiting Military: I Have a Lot to Offer, Sir! 220

Economic Immigrant: Working for a Better Life 222

Disability: Please Judge Me on My Ability 224

*Criminal Conviction: If You Take
the Risk, You Won't Be Sorry* 226

Sample PADMAN Plan 232

Notes 235

Index 241