

Using employment tools

University of Guelph Graduate Skills Development Conference, March 2021

Transcript:

[Kate Cooper]

A few minutes do you want them to just be cameras off until you're done the presentation part and then invite everyone to come cameras on with questions?

[Nita Chhinzer]

Great, that sounds like a really good idea. So the intent today is I'll spend about 15 or 20 minutes taking you through a quick and dirty of the application environment, recruitment selection, give you some tips and tricks, and then afterwards I want to open it up to kind of questions you might have specific to your careers to your experiences and help you out. Perfect.

[Kate Cooper]

So yeah, we have about 15 people on here so we may as well just get started and then yeah, once it is done, everyone is welcome to click "ask to share audio and video" and we can let you on, or you can also answer questions into the chat as well.

[Nita Chhinzer]

OK. Perfect. So what I would like to do is actually advance right into the topic and get started with the concept of what recruitment actually is. So I want to start with this idea of what we're trying to do here. Ideally I set this up so that I could provide you with some expertise about where and when employers are looking for jobs or considerations are going to impact you with success and tips to help you compete in today's very complex work environment. If you don't mind I'm going to do a quick screenshot.

On the screen for too long from current slide, I can set up the slideshow. Come on there we go. OK good and so essentially here what I'm trying to do is use my HR expertise that comes from a variety of different areas that are also, you know, advisory and Board of Directors and involved with HR professional associations to help you. And I want to build on that.

When we think about the concept of where you are and the concept of employment. It's like if you were being put through a funnel. So I like to use this visual because if you were the red dot there there's lots of people competing for the same job and essentially we think when we send in our resume there's this black hole that it goes into and then at the end there's landing the job. So let me tell you what's going on in that black hole.

Let's get started with recruitment. What's going on today, so what's going on in this wild world of work in Canada and most of my stats, by the way, are from Canada. Companies right now are not reporting high challenges with recruitment. They're saying that actually, they're doing generally fine. They don't have any difficulty, and so this creates an environment when they do have challenges with recruitment, it creates an environment where we have a little bit more power. But when they're not feeling any stress associated with recruitment, that means it's relatively easy for them to go out into the market, find somebody with the skills that they have. So that creates an environment where we are disempowered as the applicant, because there's a big pool of applicants that we're competing with for the same jobs. Employers at this point, also are not just looking just to meet their must need criteria, they're also expanding to

their nice to have criteria, the ideal criteria and evaluating candidates more subjectively based on those nice to have criteria. So we're in this funky world where recruiters and organisations are really not having a problem finding talent right now.

Why? Well, there's a couple of things. Since the pandemic hit voluntary turnover rate, so those people who quit and resign has gone down 44%. This is at record low numbers and essentially people aren't leaving their jobs, they're not vacating their roles, which option is a good reason to go out and recruit and as a result we have less frictional employment. They're not vacating their roles because of the increasing complexity in the environment around us, or because there's fear of job insecurity, or because they think the market is not good right now. But generally, every other year there's been higher levels of voluntary turnover, people quitting and resigning, which opened up more vacancies. That's not happening right now.

We're also having continued uncertainty, and that's putting downward pressure on compensation. So in the past, especially if I go back to 2012 or 2016, I had no problem telling my students that they should be negotiating for more wages. They should be negotiating and trying to get the most competitive job from a salary perspective. According to the Conference Board of Canada organisations on average are looking at doing about a zero percent increase on compensation of their existing employees. Year over year.

The difference is that some of them are actually clawing back, but other organisations, especially unionized ones, are giving about a one or two percent already in the union contract. So overall the number 0. But some organisations are actually decreasing the amount of compensation they're giving their employees. Some forms such as reduction in bonuses, reduction in base pay, shifting them from full time work to part time work, but we're seeing a compression on compensation.

We're also seeing right now, as the economy has been kind of in ebbs and flows of recovery, that gig economy work. That's the non full-time non permanent work and contract work is up. So in this case what that means for us is maybe we should think a little bit about that temporary work or about the leave coverage. For example, if someone's going on mat leave for 18 months we might be able to use that to get into the organization and later on I'll show you the benefits of that.

The question right now on the global landscape about diversity and inclusion, and if that's your area of expertise, this is going to be a high end demand rule. Some are taking active efforts to eliminate unconscious bias and secure better representation, which does mean more, which doesn't mean improvements and how people of the traditionally underprivileged groups, the designated for groups in Canada are reviewed. So let me give you a concept of what the designated for groups in Canada are. There's women, persons with disabilities, visible minorities, and aboriginals or indigenous. So when we think about BIPOC, which is a term that we've heard a lot in the American media, that means black persons of color, black indigenous and persons of color. Well, we're much more inclusive too. We also include women and persons with disability. So those kinds of groups should be coming forward and getting a little less resistance when it comes to the traditional, systemic challenges that they faced because of organizational focus on equity, diversity and inclusion.

The fourth thing that we're seeing is recruitment and selection, largely online. I mean, we're all working remotely to my voice is parched because yesterday I was doing 10 interviews around zoom fatigue, and it's this idea that we're all working internationally. The world we're all working remotely, which does mean that organisations are really quite flexible with the geographic scope of where they're going to find talent. So we have to move to those on line

platforms for recruitment and selection, and that means for you that you're actually not just competing with your local group, you're competing with these broader international groups because geographic scope is no longer a limited factor.

And then there's this big focus on internal hiring. Let me tell you what that means. So the focus on internal hiring when we take a look at whether we take people from the organization and bring them into a role when a vacancy comes out, or when there's an opening, or whether we go out to the market and we get someone fresh who not part of our organization. Overall, about 38% of organizations are using internal candidates. So they are saying that whenever vacancies are coming through, about 38% of those are being filled internally and about 2/3 go out. But when we take a look at the type of jobs for you specifically, it might be professional technical jobs and might be management or executive jobs. Maybe it's a technical skills trade.

We're going to see that you know not all jobs are going out in the market. There's a big focus on internal recruitment because we could bring on people we already know. We could promote people from within. We could develop them within our entire organization. So that's why I think it's helpful to get into an organization, even in a temporary capacity, because once you're in, you'll have the opportunity to move and be aware of job postings that the external market doesn't even know about.

The Conference Board of Canada also put on a session around for 2020 to 2023, and this is specific to Canada, so specific in Canada we have growing industries, professional, technical, scientific and I believe a lot of us belong into that. There's info and culture, healthcare and social assistance management and finance and insurance.

So these industries are expected to grow greater than 25%. So the pressures that we're seeing on those industries is the potential labor shortage for those specific industries and in those industries we want to get more people trained and the organisations are looking to grow, so there will be a greater chance, so when you get into an organization they'll actually expand the organization bring to different (...) and use internal hiring to manipulate some of their leadership roles to fill some of their leadership roles in the organization.

Certain industries, unfortunately, are shrinking and what's surprising here is agriculture is shrinking when it comes to the number of jobs. And I know University of Guelph is massive on the agriculture scale. It's the unskilled agriculture that will be shrinking. The skilled agriculture, the people who are responsible for commercialization, innovation for ICT, information communication and technology, the use of artificial intelligence machinery in agriculture is still going to be quite high in demand. Manufacturing, construction is also a shrinking industry.

Lots and lots of options when companies go to find talent. And what we found is that organisations are either relying on those mass boards. Right now, Indeed is a very very very popular board for finding jobs, but so is Linked In. So they're requiring, they're using those mass boards or they're coming to specific groups when they don't have the resources they need, or they don't want to have to go through so many resumes,

and some of those specific things could be your educational institute. It could be your professional and trade association. So in the world of HR, the national association is the Human Resource Professional Association you in your industry probably have a professional association you also are affiliated with. If you go and take a look at their hiring groups, that's the organisations' attempt to try to come into that professional association to try to get that specific skill. So I make it a common practice to go and take a look at what's available, what jobs are of interest what jobs are coming out on that professional board because that's where I can understand what the market is looking at.

For you, you should also be looking at your professional and trade associations, and if you're a part, if you know that your group is highly represented by a union or a special kind of search firm, then you should be going in there to try to find the jobs that are not being advertised to everybody. They're only being advertised to a few people.

However, with the movement towards online learning, and online work, traditional networking is still the number one means to find a job. So traditional networking means your personal and professional network. So that means that if you're thinking about being on the job market, or if you are currently on the job market, you need to let everybody in your personal and professional network know that you in fact are an active job seeker.

So how do you do that? You can go up to some of the people that are graduating, the people who have helped you in the past, so maybe some old professors, maybe colleagues, maybe places that you've done Co-op with and reach out to them and say, hey listen, I'm going to be graduating soon. They've lost their pulse. They don't know when you're graduating and when you coming on the job market. It would be great to get together for a virtual coffee and maybe we can chat. So that's a good way of traditional networking with your professional network.

You should also go to your personal network and your personal network might include your friends, your families, your previous coworkers, people on your soccer team. I have a student who just last year got a job because he was doing soccer and his soccer coach was one of the VPs for Habitat for Humanity and he was graduating from HR and he managed to talk to his soccer coach in the parking lot and just say hey I'm graduating soon and said that's great. We need someone for Habitat for Humanity in HR. And now he's been employed there for a year.

So just having those conversations, stretching out that olive branch a little bit to say listen, I'm on the market, where can I get help? So networking is your number one. Online job boards or your number two and then agencies and recruiters are your number three. So I will walk you through traditional networks and online job boards. For agencies and recruiters, that means that there are some companies, for example IBM, that only hires from specific recruiters and those recruiters, these recruitment firms like Robert Half, like Odgers Berndtson, there's a couple of, you know, for the non scale there might be Manpower, for the accountants it's Account Temps. For those firms they're actually responsible for then filling the vacancies relatively quickly, and the entire job of a recruiter is to have a strong bench strength of people who they know are looking for jobs. So when IBM comes to them and says, hey, listen, they want to hire people in this capacity, they turn around to their bench strength and say, well, I know these 12 potential candidates, so here's 12 potential candidates.

Organisations benefit because they don't have to go out to the market and look for someone and screen out all these people. The individuals benefit because they're being recommended for multiple jobs, and the recruiter personally benefits because they're often paid between 50 to 30% of your salary as a bonus to them directly from the company. So you're welcome to join as many recruitment firms as you're interested in, or agencies as you're interested in, and try to get a job with one of these agencies by being on their bench of people that they know, people they're comfortable recommending.

Let's talk about networking a little bit. So research shows us that how likely someone is to refer us for a job, so to use networking to say, hey, I know that Mike would be great for this job, depends on our effort, so our effort in terms of communicating well with the referee, and that referee's assessment of whether or not we're a good fit for the organization. So that referee, the person who knows there's a job opening in their organization and is now

incentivized to say, hey, I think Mark would be a great person may be incentivized through bonuses and referral fees. So research shows that 68% of organisations are offering some form of bonus or referral fees to their employees if the person they refer stays on for some time. They're also internally motivated because they like the company, they like you and they want to try to see both parties succeed. So they want to enhance their reputation. They want to show that they're contributing to the organizational good. Once the person knows that there is an availability in the organization and they know that you're interested in the organization, they themselves go through a mental screening like a prescreening, and that's where you want to make sure that you have done things and represented yourself well. (...) working list.

So when you're reaching out to someone you want to stay just as professional as you would if you were in an interview. You would want to still use appropriate language and not be derogatory because even though you might have the right skill set, if they're afraid that you might ruin their reputation because you have a history of getting drunk and being inappropriate, then they will shut down or not actually make the decision to refer you to the organization. So that's what we know is that referees actually make these assessments based on internal and external motivation, and they screen you out. So when you are dealing with someone who's a potential part of your network, you have to remember the reputation that you're putting forth, your skills you're putting forth, and what you're telling them you're capable of doing are things that are actually affecting their pre-screening.

So hence for networking, well, you need to start to join some formal mentoring relationships if you aren't already. A lot of professional associations have formal mentoring going on. You can reach out to some of the people who graduated in the courses ahead of you or in the cohorts ahead of you, and try to get their relationship established with them. You can reach out to the University of Guelph, maybe they've got a mentorship program going on. Another way that you can actually expand your network is to attend webinars and connect with others there. So when I needed to get a hold of someone from a union, I happen to go to a conference and when I was in the conference, I started looking around and I recognize someone who was a union boss. The union was there and I walked over and introduced myself. Now you're meeting in this virtual environment. So see your chat function over there? There's nothing stopping you from going to the chat function and having a quick conversation with somebody saying hey, I'm happy to see you here. Here's, you know. what are you, why are you here and have those sidebar conversations.

I went to the HR Tech conference last month and that was a three day online conference and I did follow up with people who were at the conference and meet them and join them on the LinkedIn environment and share information with them. So how do I make those connections? If I meet somebody, I do go to their LinkedIn profile within 24 hours and I send them a message, not just saying it was nice to meet you, but a very personalized message that might (...) and you were talking about this thing. You were talking about remote work and zoom fatigue. I found this interesting article or I'm featured in this interesting article, or I have some (...) interesting and I thought I would share it with you.

So that's a way that I go to those webinars and conferences and connect with people by showing them how I can help them. And that's a tool that you need to do when you're networking. Don't forget your personal networks. Reach out past employers and that includes people who you did paid work for and unpaid work for. So if you did some assignments in class where you are responsible for dealing with some potential clients, or you had some industry facing memberships that you've been part of, reach out to those people too as part of

your network, I reach out the most through LinkedIn, so I use that platform to try to chat with people. If you have their direct email address, I encourage you to use that too.

Another thing that I tried to do that I recommend you do as well for networking is anytime I join a group, I don't join in a passive role to the best of my ability. So I'm very rarely a member of a group. If I go, when I joined, for example, the 12th District Human Resource Professional Association, I joined them and I went to two or three of their sessions and after the second session I said hey, how can I take on a more important role in this organization? And there were people who were doing coat check and there were people who were, you know, managing some of the speaker engagements. There were people who were coming up with event planning. Recognize me as a familiar face and eventually I got invited to join the board. So you want to start by at least exerting some effort to try to say, How can I help and volunteer? So it's again that goodwill building that goes into networking.

And so don't forget, also remember the perceptions of risk and your level of your social relationships matter. So it's very, there's an Indian word for, a Punjabi word for it, but I don't think anyone is going to understand it. It's a very like selfish way to only reach out to people when you need their help. So that's why I recommend you invest in building these relationships and keep these relationships current and up to date as you're progressing on in your career so that you've got that length of the relationship, the longevity of the relationship and that person gets to know you a little bit more, so they're more likely to let you know when a job becomes available, to write a positive reference for you to identify that they've got an established relationship with you.

One of the things that you need to keep in mind is the average cost and time to fill a vacancy. So when you are graduating you have to keep in mind that professional jobs or technical jobs take on average about two months to fill, and that's from the time that the organization identified (...). Some organisations will post their job for a limited period of time, often two weeks, so that means that even though it might take them a full 60 days to fill that vacancy, the job was only posted for two weeks. So you need to come up with a schedule and treat the job search as an active job search where you were checking on a weekly basis to see what is going on with the job postings. What kind of opportunities are available? You want to regularly check in with LinkedIn so that you know what jobs are available. So this is something for you to keep in mind is that they're only going to be posted for a short amount of time, but if you want to be employed two months down the road, you should be on the market now.

Let's talk a little bit about LinkedIn advice. So a lot of the HR executives and hiring professionals that I spend my time chatting with give me very good insight and some of that insight is that when they get a resume or when they have someone of interest, the first thing that they do is actually go and look at the LinkedIn profile. So an important fact that I want you to do is actually go and take a look at your own LinkedIn profile. Have you filled in all of your sections of your profile? Do you have your education? Is it clear when you are graduating or when you might be available for jobs? Show you behind the scenes what we see as recruiters.

So if I'm looking for someone in this field of electrical engineering, there's a behind the scenes recruiter site called LinkedIn Talent Insights and LinkedIn Talent Insights gives me the opportunity to put in electrical engineer as my job and say I'm looking for someone. What I could do here, so off to the far left it would be the title electrical engineer. I could also find this skill. So I could say I need someone who is automation and SCADA or something along that way. And maybe I could even put in Europe, it doesn't matter. Once I've put in those search functions on the left, the information on the right frame pops up and that tells me that overall

there are 64,000 people on LinkedIn who are electrical engineers or in some capacity or another have worked as an electrical engineer.

Now of these, they've been working on average for four years, and they're not really that active. I mean, they're not posting that much less than 5% of them are actively posting.

Off to the right, I circled in black for you is hiring demand. Low. This talent is easy to hire. That tells me that there are more people who are looking for jobs than employers who are looking for electrical engineers. When I turn to the right, these professionals are, I can actually see, you know, I'm not going to look through 64,000 people. I can actually see that 2000 are open to new opportunities and 1000 have company connections with my company and 5000 are open to contract work. So on your LinkedIn profile, there's a section where you can actually identify if you're open to new opportunities. You could make that hidden so that your existing employer is not aware of that, or you can make that publicly known, but there's actually like just a click mark on your profile section where you would identify that you're open to new opportunities.

If I'm a recruiter, I would come in here and I'd be looking for an electrical engineer with those skills, so you should have those skills on your LinkedIn profile on your history because those will help you screen up through the system and then you should have that you're open to new opportunities as well, because now I'm not going to 64,000. I'm going to get those 2000 and from those 2000 I'm going to narrow it down more. How might I narrow it down more? Well, let's suppose that I was trying to find someone who was a retail salesperson. I could put in industry stuff. I can ask for people who are in industry. I could put an employment type seniority level, and I can also put in the kinds of skills that the person needs for the job so that's sales, customer service, retail, etc.

I can also put in the range of relevant experience that I'm looking for because I don't want to look at 30,000 jobs, 30,000 potential applicants. I want to look at potentially targeting 15 people to apply for my job. Where do these right candidate criteria come from? If you've been on LinkedIn and sometimes you have the opportunity to recommend other people, recommend them for their leadership skills, their presentation skills, their retail or interpersonal skills, and that all collectively amalgamates behind the scenes into an algorithm that identifies what kinds of jobs that they're best suited for.

So you want to be able to at least identify the core skills that you have. You want to start recommending people based on the skills you think they have and the general rule of thumb is, if someone writes your recommendation, then you write one back for them on LinkedIn. So then you should be looking to them and filling in that as well, they should be coming back to you as well and giving you some recommendations that way.

So hence for LinkedIn, fill in as many aspects of your profile as you can. You also want to join your associated groups, so these groups might be your professional associations. It should be alumni groups. It should be groups that are industry specific because those groups then have job postings and they engage in search SEO, search engine optimization. You want to look at the job ads of the jobs that you're interested in and find those keywords that you think employers will be searching for. In my field it might be an HR professional designation.

For some of you it might be a health and nutrition designation or a dietitian designation. You want to try to find those and you definitely want to identify that you are open to opportunities. Now, sensitive to the time I'm going to jump over highlighting your education relatively quickly.

Just don't assume that the audience knows who you are. Write everything out for them. They don't know what HROB 2290 is, what management 6300 is. Don't say you excelled in management 6300 of unit 1200. Say you excelled in statistical analysis including SPSS, and SEM and maybe even you want to write out SEM means structural equation modeling, longitudinal data analysis. Maybe you ran an experiment. Maybe you volunteered with a group. Don't use acronyms, try to make it as clear as possible for an outsider to understand how you're advertising yourself on both your resume and your profile, your LinkedIn profile.

I want to quickly move to selection because I know many of you don't have any history with applicant tracking systems. So gone are the days where you would give a two page resume and someone would look at. Most of the time things are going into these digital systems where we're going and we're filling in cells or our resumes being read and stripped and put into these digital systems. And it's a database, and in that database me as a user, I have the right to go into that database and look up keywords.

I can look up people who have five years worth of experience. I can look up people who have some volunteerism with them. I can look up people who have strong quantitative skills and I can look up people and then identify through this applicant tracking system instead of the whole pool. It just kind of pulls up like a magnet people who have those skills based on the keywords that I put in. So that's why it's super important that your keywords match what's on the job description, because that's what the company is looking for. So then it goes into the system. I can pull up those 10 or 15 people that I'll be interviewing or moving on to the next phase. Everyone else by default, should get a rejection. So the ideal state here is that you get pulled up to the top. And how do you get pulled up? You use the words that are representative of what's going on in your industry. What are the things that differentiate you for those jobs? So I want you to take a look at the job ads that are available. Look at the terms, the conditions, what they're saying are the minimum qualifications. If it says a minimum five years worth of experience, no harm in tailoring your resume that day to say, OK for this job I'm going to say a minimum of five years worth of experience. If this one's asking for SCADA, you would identify SCADA so that you do get pulled up into the pile and remember the default is if you don't get pulled into the pile, everyone else gets rejected. People rarely go looking through this haystack for a needle they're not going to try to find a gem in there. They just discard those and continue on assuming the system works well.

I'm going to jump over that.

Concept of the world of Indeed. So for Indeed what I have here is an actual medical assistant full time job that was available and what you'll see is the first day that the job is available, we can actually see that about 130 people clicked on it because it comes out in the middle of the day. The second day, which was October 20th, a lot more people reviewed it and then the numbers went down. So generally, organisations are finding that in the first one, two or three days is where they get the most number of applicants, and after that point their numbers go down significantly. So what this means for you is that you need to be quite active with Indeed to try to find jobs as they become available, and it's ideal for you to consider applying early in the process, being in the early applicant pool. However, if you notice that a job has been available for some time and it's still not filled, that means as we look further along this that the number of applicants has probably dropped significantly.

I went to an information seminar at an HR conference with Indeed, and they actually said that 98% of their personnel, the people who were reviewing the files, sorry, the people who were applicants don't look past the first three pages. So on your first three pages of results, when you put in your search function, I'm looking for a job as an educational assistant. I might get

the first page, I'll scroll through that. The second page I'll scroll through that. The third page I'll scroll through that. 98% of the applicants don't scroll past that third page. So if you keep scrolling past and you see their job's been open for a while, they're probably not getting any applicants in that specific period, so it might be a good idea to apply to them because it means that, you know, your competition is a little bit less and they haven't been able to fill it with the people who have come through.

What else does this mean for you? So you want to apply early in the mornings or on weekdays because by Monday morning the list is very long. It includes all of the Friday after work Saturday and Sunday group. And also when you apply in the morning, there's an opportunity to assess it in the afternoon as opposed to when you apply in the afternoon, those don't get assessed generally till the following morning, and there's a greater pool of candidates.

Day one also generally has the largest head of candidates, so you want to dig past those results. If you're looking for a very specific kind of job. Another important thing for you is when you go to LinkedIn, I have, you know, 550 people applying for this job this job specifically, I had 73 applicants to review. I put in screener questions. Screener questions happen after you've applied to come in things like are you legally eligible to work in Canada? Do you have a criminal record that I need to know about? Do you have, how many years of work experience do you have?

Well, I'm trying to screen out from this pool of 73 candidates who I would be looking at. And in this case I can tell right off the bat, candidate two and three actually meet my preferred questions. That doesn't mean the candidate one, four and five don't. It just means that they didn't bother, it could mean they didn't bother to answer the questions. But I'm in a rush. I'm a recruiter. I don't wanna look through 73 of these. I'm going to first go to the people who actually answered those preferred questions. Those screening questions. So after you submit something on Indeed, there will be a page that opens up that may have additional questions that the reviewer or that the organization is asking you. The recruiter is asking you, and in that case I highly recommend that you go ahead and you answer all of those questions because then you will come out on this page on their end to show that you meet their requirements and that helps bring you up because they're just trying to really pull people out of the pile. So answer the additional questions that are used for screening.

What we do know as well as moving more to video based interviews and research during the covid pandemic time has shown us from interviewer (...). But technical issues, setting issues and verbal and nonverbal communication issues really do create a disruption in the communication cycle.

So interview words are identifying that they are reacting to technical issues, audio disruptions, video disruptions and synchronization. So if you run into technical issues during an interview, your actual rating by interviewers statistically will go down because of that technical disruption. They find it breaks up the conversation and then they have a hard time rebuilding that rapport. For this setting, it comes down to your lighting in your background as well as your camera angle and your dress code. Given that you're students and I'm a professor, I'm dressed casually, but you still want to dress up for your video interviews. Come up with a black blank background or digital background. You probably don't want your bowflex in the back, but you also want to make sure your lighting is good, so I actually have a light that I keep here so when I am on more formal meetings, the lighting is good and I feel more aware that the person can see my reactions. They can see when I'm smiling and when I'm nodding along. And that's where that nonverbal communication comes in.

So traditionally, if we were in an interview and we looked at the window for a minute and just kind of reset our gaze, that was not perceived negatively by interviewers. But now interviewers are perceiving that to be condescending and demeaning. The other thing that they're saying is that the angle matters. You want to be high to eye with your camera. You don't want to be looking down because research shows when we're taking a look at if interviewers perceive that to be condescending or not, they actually do in a statistically significant way, perceive that to be more condescending. So the same applicant giving an interview with a downward angle versus one who's doing an eye to eye angle. The downward angle gets a lower score than someone who's on an eye to eye angle. So use that to try to help you when it comes to the environment.

I'm going to end with my resume blunders. So on your resume, if you do get pulled up in that applicant tracking system and it has now torn apart your resume, if you've got one single blunder, then out of 150 HR executives, 47% of them said that they would rule you out as a candidate. So make sure that resume of yours says the word soldier, if you were a soldier and not soldier, that it uses the right words to express the right meaning and that you don't have any blunders, any typos or date issues, or any errors on your resume, because 47% of the time, even if you get screened up, then you get kicked out of the pile because you've not demonstrated yourself as professionally as they think you should have.

So with that I'm actually going to stop my screen share. It's not because I'm done the content, but because I wanted to address student questions. So Kate, I see that you're on mute and you're away, but I'd love an opportunity to chat with the students and see what they're feeling.

[Kate Cooper]

OK, if anyone does questions, you're welcome to request to have access to video. There's one here I'm going to give access to now and then we do have a question in the chat while we're doing that from Sarah and Francis. They're wondering about using social media like Twitter in the job search. Is that something that you can recommend?

[Nita Chhinzer]

Yes, so I do recommend that you take a look at Twitter, but not just in the job search. You think about your own Twitter handle and what you're communicating. Because we know that recruiters are evaluating your LinkedIn profile, the Twitter profile. They're actually organisations like, so that, like higher view, that specialize in looking up your social profile and giving you a rating. So don't hesitate to go to Twitter. And if there's a job ad there that looks interesting, follow up with that job ad. But also Google search yourself and see what comes up and when you do search yourself up, then you might be surprised at what you find.

Maybe I can take a minute here to just go over that online presence real quick. because I do have a study there. So I'm not going to do this. I won't make it big. So in a survey of over 1150 hiring managers, 25% did use the Internet to find information about you and 10% look to social networking sites, including Twitter. So Twitter was part of that. What do I do here? OK, yeah, Twitter was part of that. Now why did they reject candidates? When they were looking at you, here's what they found. 31% of candidates lied about their qualifications. So they'll look to see if you say that you're still in class although you're technically graduating, they'll look to see that you're consistent. 26% of candidates showed poor communication skills. So if you are writing to about an organization, you're writing with something you want to still articulate yourself very clearly, right?

You don't want to represent the organization or yourself in a negative light, and that's where they found 19% of candidates actually badmouth previous employers. So this is a survey of 11,050, sorry 1150 HR executives. 19% of candidates badmouth previous employers. Go through. We know the cancel culture exists. We recruiters are part of that too. They're looking at the cancel culture. Are you fairly representing yourself? Are you saying anything that might be controversial, might be derogatory, might be inappropriate? Are you posting information about drinking, or you know, one of my interesting clients actually came to me because they wanted to fire someone before they even started because that person was writing about blazing on the weekend and they didn't know what blazing was and I had to identify for them that meant like just going through, you know, the use of recreational marijuana, and they're like, OK it's fine if they do, but why are they posting about it? This is inappropriate. I don't want them in my organization.

So they are looking at your Twitter profile, but they're also looking at whether you're posting provocative or inappropriate pictures. And those are not just pictures of yourself, but pictures of other things. So I know of an organization that thought it was inappropriate that somebody posted a picture of a dog with a bikini on and they thought that that was quite inappropriate, and then they were talking to me about whether or not that crossed the border of being provocative or not. So I really think we should be a little bit more aware of our own social presence as well, but if someone comes to you via Twitter, no harm in following up with them.

[Kate Cooper]

In follow up with that, Nita if you don't have Twitter, are you inherently ranked lower than other applicants?

[Nita Chhinzer]

No, so in my common conversations with HR executives, which you can clearly see, I have quite frequently. In those conversations, Twitter is not the dividing factor, If you have it or you don't have it, it's considered, you know one of many options. If you don't have LinkedIn though, then they will consider that more negatively. And they will say, well, no, I'm not interested in this person if they can't even profile themselves on the professional website. So LinkedIn is one of those challenges.

Did we lose Kate? OK. See I'll pick up some questions there. I'm just going to the chat function. Hi, Bria. It's nice to see you again. I read recently if you're completely qualified for your role you apply for you aimed too low, In your opinion, how important is it to meet all the qualifications of a job description prior to applying within reason, of course. So I think in some industries such as the low growth industries, they are not just looking at the basic requirements, are also looking at significantly increasing those requirements. But earlier I brought up a slide about the industries that were in growth and that was professional and technical industry. IT industries at the edge. The artificial intelligence industry. And those industries where there is in fact a labor shortage, you should apply even if you don't meet their minimum requirements. Because the organization might say it's great for us to bring on someone who has five years worth of experience in this space, but they're actually not getting the candidates who have five years worth of experience in this space, because there aren't that many candidates to pick from. So I always encourage my students and my colleagues to apply for jobs even if they don't meet the minimums.

Hi Kate do you want to go on mute until you settle in? Yeah, so in those high growth industries the employers will actually have to bend their minimum requirement, and they're

more likely to reach out to someone who didn't even meet the minimum requirements because there's a massive labor shortage.

Kate, can you go ahead? So, sorry I can hear Kate quite loudly now. I just want to bring you back to those industries that were in high growth. I'm going back to my slide, So that's professional, technical, scientific, info and culture, healthcare and social assistance management and finance and insurance. So for those industries, the high growth industries, apply even if you don't meet the minimums.

So that's what I would recommend. Does that address your question? I hope it does. OK, so no we are not ranked lower if you don't have Twitter. Vijay is asked to be recommended in LinkedIn matters. Yes. So when it comes to the concept of being recommended on LinkedIn, you should in fact be recommending people and asking people to recommend you. So what you can do here, a common practice in a socially acceptable way is to send out a message saying I would like to ask to be recommended. When I finish up a project with a colleague, I might reach out to them and ask to be recommended. If I get an email from a student who says I really enjoyed your course, I might reach out to them and say, you know what, what would be great if you just put that on LinkedIn profile, or I might click the ask to be recommended section. Alternatively, I can actually go out and recommend you, so maybe I write something for Vijay. And I say I actually secretly want the recommendation, but I write for Vijay that media was an excellent employer, an excellent partner, he took initiative on the work projects that we worked on and we worked together for this amount of time. And then he sees that I recommended him. Ask also informally asked him to recommend you. So using the ask for recommendation button is excellent. Try to get a new recommendation every three to six months so it also looks like you're not stagnant. So if you take a look at your LinkedIn profile and you haven't had a recommendation in the last three to six months, then go and ask the supervisor, a coworker, someone you did research with, someone who did a group project within a class, somebody who you maybe did some volunteer with for a recommendation.

It's also a little bit taboo, but it's not completely illegal to prep some of that recommendation for people. So if there's someone I might go in and ask them, can you recommend me just so you know, we worked together on this project in this capacity at this time. So I'm making it super easy for them to make that recommendation for me. So I'm not just saying blindly recommend me. I'm saying recommend this project at this time in this capacity. So I hope that answers your question Vijay.

Shaquille is asking what you recommend for people applying for jobs where your education and degree may not intuitively connect, however, your transferability of skills fits very well. So there's two primary types of resumes. One is a chronological resume, and that means that you go over your jobs that you actually had in priority sequence. That's the one 80 to 90% of us know. Then there's the other kind of resume that's a competency based resume. Maybe you have competencies in your numerical skills. Maybe you have competencies in your leadership skills. What are your competencies and where do you have those is a better approach, I think, to just generally the concept of career management.

So you need to think about your career as a building of competencies. And education is part of that competency for you, but it is not the only thing. Let me take you right now to my website and what you'll see here is, so I have, you know I update whenever I'm generally in the news or something, I'll put information there. But when you click on my profile, where is my profile here? The about..., I take the competency based approach. So I actually identify here that I am a recognized expert or leader in HR and then I give three examples or four

examples of. Then I see I'm an evidence informed decision maker with outstanding numeracy skills. (...) evidence here.

Then I say I'm an influential contributor to the leadership discipline, and I walked them through where here. Then I say I'm a change champion and I walk them through here. So a good thing you can do in your about section is actually just maybe highlight what those core competencies are and where you collected those, not just in your education but outside of your education, that can highlight for you where that transferability exists.

The other challenge I think, Shaquille that you're going to face is that your education and degree is not intuitively connected, but it is in a way that you need to now explain. So rather than saying the fact that you've done some research projects on agriculture and the hazelnut crisis that Ferrero Roche is facing, you could talk about that in terms of framing it in regards to you helped with like a global supply chain issue. Because although the micro task you did was help Ferrero with their hazelnut crisis, what you actually did on a much broader level was you helped with like a supply chain issue when supply was lower than demand. So when there was a greater demand for a product than supply and what you might have done in that, you know, sourced out competitive alternatives, presented information to the change champion, solicited feedback and lobbied with government groups, whatever it was. So it's your job to then highlight where what you did become something that's transferable to that workplace environment.

So I do recommend that you almost, like take it up a level. I hope that helps Shaquille. If you have any additional examples that you want to talk about, you can reach out to me. Any other questions or concerns?

[Kate Cooper]

I'm sorry for abandoning you there, Nita, my computer crashed.

[Nita Chhinzer]

You know it happens. It happens. When you came back there was a lot of noise as well, so we're a little bit concerned about if you are OK.

[Kate Cooper]

I'm OK. There's also construction going on in my house today so.

[Nita Chhinzer]

Fun times. OK, so LinkedIn profile critical. Indeed, try to go the first few days and try to check that out quite regularly. So you need to be an active job seeker. You want to also really really focus in on your network and that includes your academic network, but it's not exclusively your academic network. I have gone to conferences like an HR conference where the person sitting at the table with me said I'm actually looking for somebody to join my organization. And that night they met four people. And then the next morning I woke up and I sent them, left a message saying, hey, listen, I've got another person who I think might be good for your organization. And she responded, saying no, I'm just picking out of those four. They were the ones who showed up. They're the ones who are at the right place at the right time. So, it's unfortunate that we're all stuck at home, but you for this virtual conference like you're doing today, which is very helpful and follow up via LinkedIn.

Sarah is asking a question about if you have ever used Glassdoor or other job sharing platforms? That's fine once you do get an opportunity to consider, like once the job offer has

been extended and you have some time to review it. I don't believe in shutting a door that's not already closed for me. So I don't look at employers specifically and say, well, because some random stranger gave them a negative rating and I don't know how legitimate that is or not, that that's not a good fit for me, so I know what an organization might be a good fit for Kate might not be a good fit for me, might not be a good fit for Sarah. So I have to think about my own personal fit, but what I often do is I will ask for an opportunity to talk to somebody at the organization, even informally, or reach out to someone on LinkedIn and try to make that coffee chat before I join the organization, because it gives me an idea as to what people are actually doing.

One of my favorite conversations to ask is so how many dinners do you have with your family? And that's not something that people are generally prepared for, but it's something that's important for me. So I ask how many dinners with your family and then they think about it and then they give me something that is meaningful for me. So when you're having those conversations, think about what's meaningful for you. You know, how many of these projects are high volume or are quick turn around times, or you know, what mental health support does your organization offer? How much do you get in training and development to improve yourself every year? Those kinds of questions are great questions.

I want to come back to Vijay here. So I hope that answered your questions, Sarah. I do think Glassdoor is meaningful to, I don't know. I actually don't use it. I think that what is something that you totally dislike is something different than what might work for me. So I gotta find my fit. So I suggest you just find your fit.

Let's go to Vijay. So far I've taken up my education, certifications, training, work experience. Does this streamlining have impact once I graduate and teach? So the importance with education, certifications, training and work experience is all of that amalgamates together into who you are from a career planning perspective. And I know Grad Pathways has got some really great services available that can actually review how all of those amalgamate together and put you in a position to best advertise those. But I think Vijay for you and for others is really to think about what that job requires. So I had mentioned it earlier, but you have to tailor your resume and highlight those parts of you that are the levers you need for that specific job. So there might be three jobs I'm applying for and this job requires these three key aspects. This job requires two of those plus one other thing I've done. You're a whole person. You can't put all of you on five pages or six pages. You have to demonstrate those sides of you that actually align the best with the job ad.

So I do recommend that rather than trying to come up with a common approach, you think about what that organization is asking for from that job and what parts of you you want to shine, and focus in on those. So take a much more modular approach with your competencies, is that each organization is going to ask for different components focusing on those.

Yes, it is 100% OK to reach out to the HR manager, but it's also even better to reach out to the department manager. So the HR manager is often activated when a vacancy becomes available, or when the HR manager then says that I have a job that I need filled. Then I can't, I don't have anyone I recommend internally and in process I want to follow, I'm going to go to HR. But if you, if you work directly with some if you can connect directly with someone in the department and a business unit manager in that group, those are the ones who know before HR that there's an actual need in that department. So I recommend you know, I've reached out to organisations and I've reached out and said hey, I'm interested in finding someone in HR in your organization and then eventually two or three steps later I meet somebody. So I

think it's better. I'm an HR person, so I need these jumpers and you're not. If you're a marketing person, go find someone in the marketing department. If you're a project manager, go find a project manager. They know at the ground level when the jobs come up.

LinkedIn endorsements do mean something to recruiters. The endorsements mean that others are willing to put their necks and their reputations out to come up with a publicly known acceptance of who you are. So I'm willing to put my neck out to say that, that Kate is fantastic with organizational skills, and I'm willing to put my name on that in a public forum. So that actually does have a good impact on people, just so you know, Sarah. How much longer do we have, Kate? Do I have time to answer Francis' question?

[Kate Cooper]

This question can be the last one, and then we'll wrap up.

[Nita Chhinzer]

Good, so I'm curious to know what aspects of an applicant hiring managers look for when people didn't, OK. If five people meet the requirements of the job, then the next thing they look for is organizational fit. And when it comes to organizational fit, they're trying to make an assessment as to whether you fit the culture and the norms of the workplace. So, for example, the much, much, much more subjective, but it's this idea about what already have this combination of skills. How would you fit the culture of the organization and of the team. So they're looking at the level of positivity that you bring into the workplace. If you're demonstrating initiative, and if you were trying to demonstrate that you actually have the skills, I actually have a slide for you based on some research of mine that was like award-winning research, so I'm desperately trying to find it before time comes up. Here we go. I'm going to do a slide share.

Awesome, so what are they looking for? Among equally educated applicants, what are employers looking for? This was awarded that I published in 2019, so it's still relatively new in education and training journal. They're looking for professional maturity, so they're looking for organization and planning, dependability, and your response to supervision. So that means they're looking for opportunities where you say you did something and it didn't work out the way that you wanted it to, but you adapted to that situation.

So you want to show on your resume and in your interviews where you've taken initiative, that you were in fact dependable and what skills you have. Missing an interview or coming in late for an interview or not knowing the organization doesn't demonstrate that professional maturity. So looking for soft skills and problem solving like your written communication. So the fact that you followed up with the thank you letter after you had the interview or your (...) I'm going to probably communication and someone else, and they're looking for continuous learning, which I think all of you are kind of adept at here, but they're looking for people who are able to improve themselves. So those are the things that you need to highlight amongst equally qualified candidates to make it (...) I hope that helps, Francis.

[Kate Cooper]

Those were great questions. Thank you, Nita so much for sharing your expertise with us today. Thank you everyone for joining us and for your awesome questions. I invite you now to go back to the sessions tab where you can join us for grad and postdoc professional skills presentations, where you'll be able to hear from your peers and pick up on a lot of great things that they've learned about during their time in grad school and how they're articulating that in their job search. So please join us there. Thanks everyone.

[Nita Chhinzer]

Thank you.

[End of Transcript]