



GovHR USA

GovTEMPS USA

Bringing Your Best Self to the
Job Search

Heidi Voorhees, President and Co-Owner, GovHR USA
Presentation for Michigan Municipal Executives, 2020

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Career Planning



LENGTH OF TIME IN A
POSITION



SPOUSE/FAMILY
CONSIDERATIONS



GEOGRAPHIC PREFERENCES



UNEXPECTED
OPPORTUNITIES/OBSTACLES

Networking

1

Always be “interviewing” – professional development seminars, conferences, luncheons, COG meetings.

2

Watch for opportunities to work with Police Chief, elected officials, Chamber members, City Attorney – all are excellent references.

3

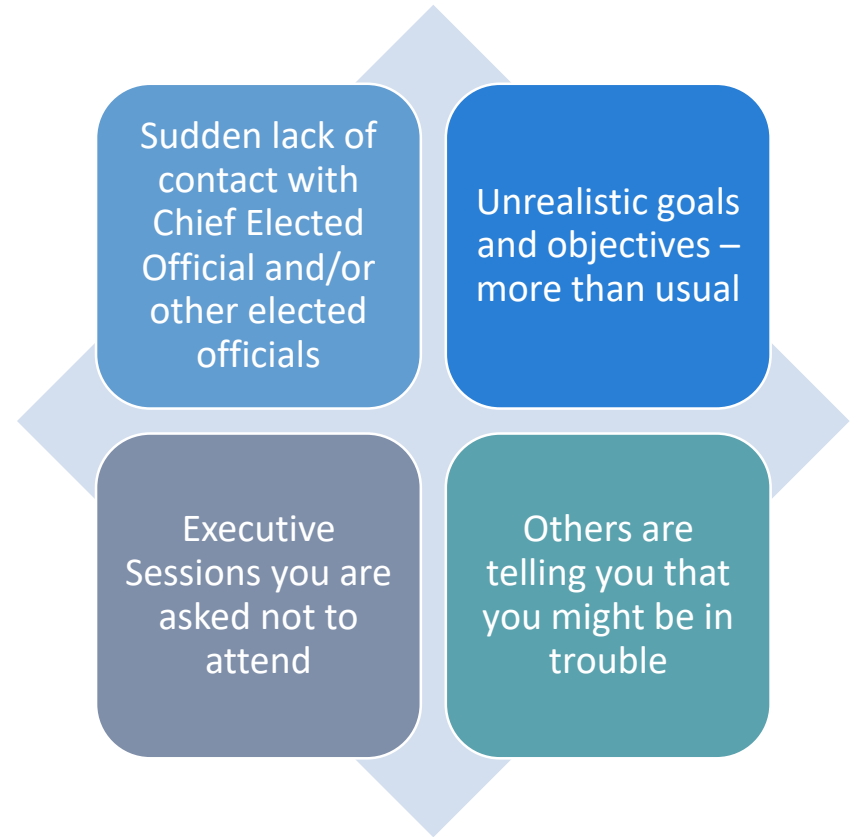
Put your hand up – volunteer for assignments.

4

Dress for the job you aspire to!



Recognize the Signs...



Resume

- Chronological Order
- Quantify!
- Gaps
- Experience
- Presentation, Length and Tone
- Other Activities
- Cover Letter
- Attachments



“You tend to overuse the exclamation point.”

JAMES LANE

Brand Manager



+1 888 777 6666

james.lane@hiration.com

Milwaukee, US

Additional Skills

- Brand Management • Market Research • Advertising • Integrated Marketing • Communication
- Agency Management • Media Planning & Buying • Sales Promotion

SELECTED PROJECTS

E-business, '10

- Conceptualized & set up AN online **brand consulting** service
- Devised custom **branding strategies** for 2 clients
- Secured USD 10k+ revenue

Development of a novel approach for **digital marketing**, '08

- Designed a new approach to execute search engine marketing for small brands

ADDITIONAL INFO.

Languages: English, Spanish

CO CURRICULAR ACTIVITIES

- **1st position**, inter college debate competition, NYU '09
- **1st position**, national level elocution competition, **Harvard University** '08

Summary of Skills

Marketing Communication

- Drove research on consumer trends using techniques such as the mining of consumer insights, **need gap analysis etc.**
- Created the brand's entire communication plan; **launched the pan US TV campaign** including multiple commercials
- Executed **multiple ATL & BTL marketing** initiatives including Print, Radio, Digital, Events & other channels

Sales - Marketing Integration

- Collaborated with the sales team to implement as well as analyze marketing initiatives through sales analysis etc.
- Engaged regularly with different channels, the sales teams, Regional Managers etc.

Coordination

- Conducted end to end **effective media evaluation** & targeting **maximum ROI** by coordinating with key media providers
- Coordinated with multiple agencies for conducting ATL, BTL implementation as well as other media work

PROFESSIONAL EXPERIENCE

Brand Manager

May '13 - Present

Yellow Comfort FMCG

Milwaukee, US

The Yellow Comfort group is one of America's leading producers of FMCG products including soaps, perfumes, shampoos etc.

Brand Associate

Jun '10 - Apr '13

Stark Tech LLC

New York, US

One of North America's leading manufacturers of computers and mobile devices

EDUCATION

UC Berkeley

Jul '06 - Apr '10

BBA - Marketing

Berkeley, US

Essentials for a Local Government Resume



Community Description



Categories of
Experience/Accomplishments



Illustrate Collaboration and Teamwork

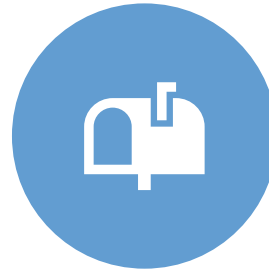


Illustrate Community Engagement

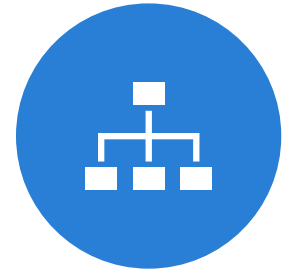


Do not...

Cover Letter



NOT A TRANSMITTAL
LETTER



TIE YOU TO THEM



INCORPORATE
INFORMATION ON
COMMUNITY



ADDRESS RELOCATION
TO A NEW REGION

Quantifying Experience

Instead of: *Coordinated the implementation of an ERP for the township.*

Say this: *Led the team that implemented a \$2 million ERP in all departments including finance, human resources, public safety, public works and community development. Worked closely with department directors to troubleshoot issues and trained 15 employees on the new system.*

Karen Dillon on Interviewing

Prepare more thoroughly than you think is necessary

Develop a real script

Prepare for questions you want to avoid

Make sure you are actually listening

Prepare your own questions in advance

Videotape yourself

Karen Dillon, What You Should and Shouldn't Focus on in a Job Interview, Harvard Business Review 2015

Interview – The Basics

First Impression – Appearance and Timeliness.

Eye Contact and Handshake –Energy

Posture

Anticipate and Prepare for Certain Questions

- Why do you want this job?
- What would your Supervisor say about you?
- Strengths and Weaknesses?
- Tell us about your experience with ...?
- Willingness to relocate?

Interview – More Basics

Answer the questions

- Directly and succinctly
- Provide examples
- Make eye contact
- Ask questions

Ask for the job!

Send a thank you email

STAR Technique

STAR stands for Situation–Task–Action–Result:

S	Situation: An event, project, or challenge faced
T	Task: Your responsibilities and assignments for the situation
A	Action: Steps or Procedure taken to relieve or rectify the situation
R	Result: Results of actions taken

Presence in an Interview

Focus on how you say something – let your sincerity shine through.

If you are protecting yourself from emotional harm or humiliation, you can't be as effective – you will come off wooden or reserved.



Presence -- this?



Or this...



Self Affirmation

“The practice of clarifying your story to yourself, allowing you to trust that who you are will come through naturally in what you say and do.”

Presence, by Amy Cuddy





Top Ten Interview Blunders

18



1. POOR INITIAL
IMPRESSION



2. APPEARANCE
ISSUES



3. DATED LANGUAGE



4. FAILURE TO
ANSWER THE
QUESTIONS



5. LONGWINDED
ANSWERS



Top Ten Interview Blunders

19



6. INABILITY TO
CONVEY YOUR
ACCOMPLISHMENTS



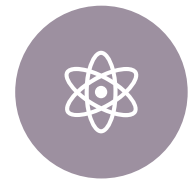
7. FAILURE TO
PREPARE



8. USE OF THE WORD
"RETIRE"



9. FAILURE TO ASK
THOUGHTFUL
QUESTIONS



10. FAILURE TO
EXHIBIT ENERGY

How to Answer the Tough Questions...



What is your greatest strength?



In what area are you seeking improvement?

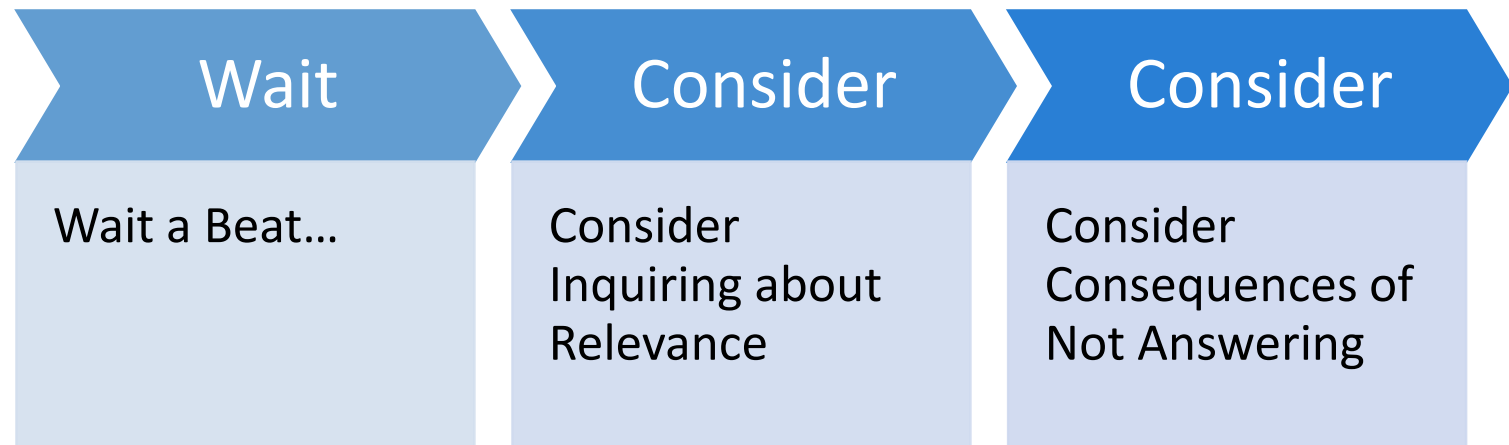


What achievement are you most proud of?



Give us an example of a customer service improvement you initiated.

How to Answer Illegal Questions



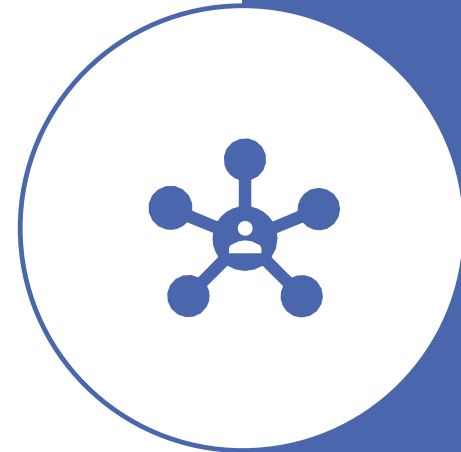


I Was
Qualified –
Why Didn't I
Get the
Job?

- Poor Interview
- Good Interview but Did Not Connect
- Good Interview, Connected, but Others More Qualified

Working with a Recruiter

- ▶ Always remember the recruiter is working for the local government jurisdiction.
- ▶ You are not obligated to discuss your personal family decisions, but you are obligated to seriously consider relocation early in the process.
- ▶ Everything is a part of the interview process.



Negotiating Your Package



Be prepared to state your salary/benefits requirements when you go in for the first interview.



Make recruiter/human resources director aware of any unusual benefit requirements.



Know your “bottom line”.



Take one bite at the “negotiation apple”.

Call me if I can help...



Heidi Voorhees



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