

Build Your Skills: A Job Hunter's Guide to Success

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KY 3rd District Congressman John Yarmuth

In Conjunction with
KentuckianaWorks



Making Your Resume Top Notch

Juanita F. Sands

Louisville Urban League



Making Your Resume Top Notch

Get Yourself in the Door...
To the Interview



Avoid the Top 10 Resume Mistakes

1. Typos and grammatical errors
2. Lack of specifics
3. Attempting One Size Fits all
4. Highlighting Duties instead of Accomplishments
5. Going on too long or cutting things too short
6. A Bad Objective
7. No Action Verbs
8. Leaving Off Important Information
9. Visually Too Busy
10. Incorrect Contact Information

Choosing the Best Format

- Chronological?
- Functional?
- Combination?
- Technical?
 - Essential to wisely choose your resume format.
 - Find a suitable layout that will help you highlight your strengths and hide/disguise your shortcomings or other resume blemishes.

First Impression

- Does the resume look original and not based on a template?
- Is the resume inviting to read, with clear sections and ample white space?
- Does the design look professional rather than like a simple typing job?
- Is a Qualifications Summary included so the reader immediately knows the applicant's value proposition?
- Is the resume's length and overall appearance appropriate given the career level and objective?

Five Signs Your Resume May be Passé

1. You've forced it to fit onto one page

You've reduced your font size to eight, eliminated margins altogether and left out key information about yourself -- all to conform to that age-old one-page resume rule. Big mistake. After all, would a recent college grad really need the same amount of resume real estate as someone who's been in the workforce for 20 years? Of course not.

Don't get me wrong: Your resume should be concise. Recruiters are busy people -- they don't have time or the patience for long-winded career chronologies. But if your experience warrants two pages, by all means, don't limit yourself to one.

Five Signs Your Resume May be Passé

2. You list an objective

Of course you're looking to gain more experience in the field/sector/type of company to which you're applying. Your interest in the job *implies* that. Do you really need to say it at the very top of your resume? At this point in the selection process, hiring managers are far more interested in what you can do for them than in what they can do for you.

If you want to explain why you're applying for the job, say so in your cover letter. Resume space is far too valuable to waste on information that is both redundant and inconsequential.

Is Your Resume Passé?

3. You don't brand yourself

With the rise of social networking, everyone has become their own brand and you shouldn't be afraid to show companies what you represent. Don't just promote your accomplishments, but promote who you are.

Include your Twitter and blog URLs or your Google profile, so potential employers can learn more about you as a person. [Twtbizcard](#) is a great way to capture all of your 2.0 IDs. Of course, double-check to make sure there isn't [anything you wouldn't want a potential employer to see](#) on your sites.

Is Your Resume Passé?

4. You write “References available upon request” at the bottom

Once again, a waste of valuable space. Do you really need to say so? The hiring manager can only assume that if they ask you for references, you'll provide them. What, are you going to say, no?

Instead, prepare a list of references with contact details and your relationship to each. Hold onto it until you're further along in the selection process -- you don't want to annoy your references with repeated contact by employers who are less than serious about you. Most respectable employers wouldn't bother to contact a reference until they are fully ready to make you an offer.

Is Your Resume Passé?

5. You list every job you've ever had in chronological order

In the olden days, the person with the most experience got the job. Nowadays, the person who's most talented, has the most relevant skill set and has proved to be most valuable to her former employers gets the job.

If you want to be that person, make sure your resume says so. Don't list jobs that are irrelevant to the one you're applying for just to fill up space. Instead, expand on the jobs that are relevant. Focus on measurable achievements in each role as opposed to a play-by-play of your daily responsibilities.

Round out your resume with additional information

If your resume contains the basic information -- work experience, education and skills -- you're off to a good start. But you can take your resume to the next level by adding additional information that supports and reinforces your qualifications.

Additional Information

Honors & Awards

If you include your awards, potential employers will see that previous employers or other organizations valued your accomplishments. The fact that you or your team received formal recognition for your efforts is a good indicator of your skills and work ethic.

How to Include: If you have a list of awards, add them to the Honors & Awards section. If your awards are limited to one or two, “list them under the corresponding job,” says Sally McIntosh, NCRW, owner of Advantage Resumes in St. Louis. Academic honors can be added to the [Education](#) section.

Additional Information

Publications

Career-related articles, books, blog posts, white papers and other publications are good ways of making a resume stand out. “Including a list of published materials shows that you are considered an expert in your field,” Friedler says. “Even self-published content can demonstrate your excellent written communication skills.”

How to Include: Add a list of your published work to the Career Highlights section on your resume. Use the citation format that is most acceptable in your industry.

Additional Information

Testimonials

“Testimonials add credibility and validate the accomplishments, personal traits and areas of expertise highlighted in the resume,” says Judy Friedler, NCRW, principal of resume-writing firm CareerPro International. Testimonials could include excerpts from [performance appraisals](#), snippets from [reference letters](#) and even informal emails complimenting your work performance.

How to Include: Extract the strongest quotes and add to the [Objective](#) section of your resume. “Testimonials can also be placed within the job description for the most relevant position,” McIntosh says.

Additional Information

Speaking Engagements

Employers across many industries value employees who are good verbal communicators. “If you have delivered presentations on a topic that you feel would be valued by the hiring manager, include the highlights on your resume,” Thomas says.

How to Include: Add a list of speaking engagements to your Career Highlights section on your resume. Include the topic, where and when you delivered the presentation and the audience size if you had a large turnout.

Additional Information

Volunteerism

“I am a strong advocate of adding [volunteer activities](#) to your resume -- this demonstrates your dedication to your community and reflects positively on your character,” Friedler says.

How to Include: Volunteer work can be placed in the Career Highlights section on your resume. Include the organization name, location and years of involvement. “Be sure to add any leadership roles you held as well as important accomplishments,” she says. Volunteer roles held during periods of unemployment can be listed within your resume’s [Work Experience](#) section -- just because you weren’t paid doesn’t make the experience any less valuable.

Additional Information

- **Affiliations**

Professional memberships -- especially ones relevant to your career field -- should be added to your resume. “Names of professional organizations can be used as keywords when searching for candidates in resume databases, so be sure that your resume reflects your active memberships,” McIntosh says.

How to Include: Add your affiliations to the Professional Memberships section on your resume.

- Hobbies are tricky because some can be relevant and interesting on a resume, while others might be irrelevant or possibly hurtful to the candidate. “Ask yourself if your hobby will help employers see you in a better light, and if so, consider including it,” Friedler says.

How to Include: Add your hobbies to the Interests & Hobbies section on your resume.

When Is a Formal Objective Required?

- Career changers and entry-level workers should consider incorporating their objectives into their resumes, because their goals may not be clearly defined by their work history alone.
 - If you're targeting a particular position, add a formal objective statement and reference the job opening. The hiring manager will see you took time to customize your resume and that the opportunity is important to you.

Sample Objectives

- *For Career Changers:* Accomplished administrator seeking to leverage extensive background in personnel management, recruitment, employee relations and benefits administration in an entry-level human resources position. Extremely motivated for career change goal and eager to contribute to a company's HR division.
- *Entry-Level Workers:* Dedicated CIS graduate pursuing a helpdesk-support position.
- *When Targeting a Specific Position:* Elementary teacher for ABC School District.

Tips for Writing Your Own Objective Statement

- Focus on how you would benefit the employer, not on how the employer would benefit you. Stay away from objectives that state your working preferences, such as "seeking a team-oriented environment that fosters professional development."

Don't be vague. Steer clear from statements that say nothing substantial about your career goal (e.g., "seeking a challenging position with potential for growth and advancement").

Keep it concise and targeted. Hiring managers often sort through hundreds to thousands of resumes to fill one job opening. Make it easy on them by keeping your objective short and to the point. The best objectives contain a desired job title or target.

If you have more than one career goal, create a different resume version for each objective.

Six steps to create a winning Career Summary

1. Conduct Research on Your Ideal Job

- The more closely you can target your profile to the employer's needs, the better your results will be. Start by [searching jobs](#) for your ideal position. Compare the ads and write a list of common job requirements and preferred qualifications.

2. Assess Your Credentials

- Based on your research, how do you measure up? How would you help potential employers meet their goals? Besides the qualifications described, do you offer any added bonus? If you are lacking in one area, do you make up for it with other credentials?
- If you are having a hard time assessing your skills, get help. Ask your colleagues, instructors and supervisors what they see as your key qualifications. Review your performance evaluations. What do others say about the quality of your work? Then write a list of your top five marketable credentials.

Six steps to create a winning Career Summary

3. Relay the Value You Bring to the Table

- The next step is to weave your top credentials into your summary. Keep in mind that the summary helps the hiring manager determine if you should be called for an interview. Include a synopsis of your career achievements to show that your dedication to results is transferable to your next employer. Explain how you would help solve their problems. Ask yourself, "How will the employer benefit from hiring me?"

4. Add a Headline

- A headline on a resume hooks your readers and compels them to continue reading. A headline should include your job target as well as the main benefit of hiring you.

Six steps to create a winning Career Summary

5. Focus on Your Goal

- The most effective summaries are targeted on one career goal. If you have more than one possible objective, consider drafting different versions. Fill your summary with keywords related to your career field. Your profile can also be supplemented with a bulleted "Key Skills" section, which provides an easy-to-read listing of your core capabilities.

6. Proofread, Refine and Perfect

- First impressions are lasting impressions. Is your summary persuasive and free of errors? Is your tone appropriate for your career field? Avoid empty, generalized statements such as "excellent communication skills."

Resources

- www.monster.com
- www.kix.com
- KentuckianaWorks One Stop Career Centers
- Louisville Urban League

Acknowledgements

- Kim Isaacs, Monster Resume Expert
- Peter Vogt, Monster Senior Contributing Writer

The logo features the word "Signature" in a large, elegant, blue cursive script. Below it, the word "HealthCARE" is written in a smaller, blue, sans-serif font. The background is a light blue gradient with a large, faint, stylized letter 'S' behind the text.

Signature
HealthCARE

Care Redefined



The Vision

To radically change the landscape of long term care forever.

The Mission

Our family-based organization will revolutionize the Long Term Care industry through a culture of resident-centered healthcare services, personalized spirituality, real quality of life initiatives and stakeholder education and empowerment, to earn the trust of every resident, family and community we serve.

Care Redefined



CENTER FOR EXCELLENCE



Integritas™



Signature
CapStone Series



Dove Coalition



INTERACTIVE
HEALTH
NETWORK

SHC Revolution

Changing the Landscape of LTC Forever



Learning Congress

reflectNUs



COMPASSION FUND



Advocacy
Center

SHC Snapshot

- **Operates 70 Skilled Nursing Facilities in the Southeast**
- **Employs approximately 10,850 persons in seven states**
- **Projected revenues \$600 million; #12 Largest Skilled Nursing Company in U.S.**
- **Corporate Headquarters in Palm Beach Gardens, Florida, moving to Louisville, Kentucky in July, 2010**
- **Launched nine start-up ventures since 2007**

The Changing World

How many companies will you work for on average in your lifetime?

5

**How many job titles will you have on average
in your lifetime?**

6

**How many times will you relocate on average
for a job?**

3

2 Social Phenomenons

“Mansession”
– The Great Recession

“Work is the New Neighborhood”

- **Social community changes:**
 - **Social activities**
 - **Personal priorities**
 - **Relationships**
 - **Lifestyle choices**



Helpful Hints

- **Re-evaluate personal/professional goals**
- **What industries will be successful in the future?**
- **Flexibility**
- **Find your passion**
- **Consider further education**

SHC Has Created a New Workplace

- Sustainability models – continuity, enhanced outcomes, longevity, personal empowerment, new opportunities, employee engagement, spirituality and need of healthcare industry
- Change agent's role – collaborative, adaptive, cross-departmental training, flexibility, increased knowledge, innovation, self-reflection and actualization
- Dual domain roles – creating alternative career options, improved competencies, macro versus micro, purposeful, promotes networking and enhanced communication

**That's why the SHC culture looks
like this...**

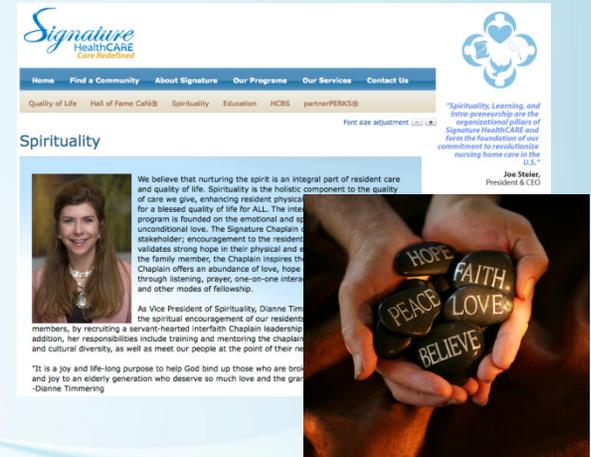
Revolution Foundation Three Core Pillars

INTRA-PRENEURSHIP

LEARNING

SPIRITUALITY

- Education focus creates Learning Organization
- Culture of Interfaith Spirituality
- Innovation through Intra-preneurship



SHC's New Home Office Hires

125 jobs

- 50% Finance
- 20% Executive/Administrative
- 30% Support Roles

170 jobs

Goal to expand headquarters employment within the next two years

Current Employment Opportunities

Healthcare Administration

Accounting/Finance

Billing/Collections

Human Resources

Legal

Clinical

Therapy

Dietary

Administrative Assistants

**Here are the stakeholder lenses you need wear
and understand...**



Signature Employment Attributes

Compassion

Flexibility

Positive Attitude

Growth

Tenacity



**For further information about
Signature HealthCARE**

Visit...

www.signaturehealthcarellc.com

**For Information About Career
Opportunities**

Visit...

www.yourkentuckysignaturecareer.com

Louisville Resources Available to You!

KentuckianaWorks
Louisville Urban League





KENTUCKIANA *WORKS*

Michael B. Gritton
Executive Director



**Louisville
Urban League**

*Empowering People.
Changing Lives.*

**Ben Richmond
President & CEO**

Employer Spotlight:

Fort Knox
Kroger
Geek Squad





Fort Knox & A Growing Region

Transformation brings civilian job opportunities
and spurs economic development



2005 BRAC Action

- Armor Center & School moves to Georgia.
- Ft. Knox becomes home to the Army's Human Resource Center of Excellence
- Several "go-to-war" units relocate to Ft. Knox
- Region-wide impact
 - Approximately 5,000 new permanent positions
 - Estimated 2,500 "spin-off" jobs



Fort Knox Forward

- Significant increase in “white-collar” knowledge based positions
- Driven by IT-centric organizations
- Notable organizations include:
 - US Army Accessions Command
 - US Army Cadet Command
 - US Army Human Resources Command



Mission

The U.S. Army Human Resources Command's mission is to execute the **full spectrum** of human resources programs, services, and systems to develop leaders, support the **readiness** of units and sustain the **well-being** of our Soldiers, our veterans, and their families.



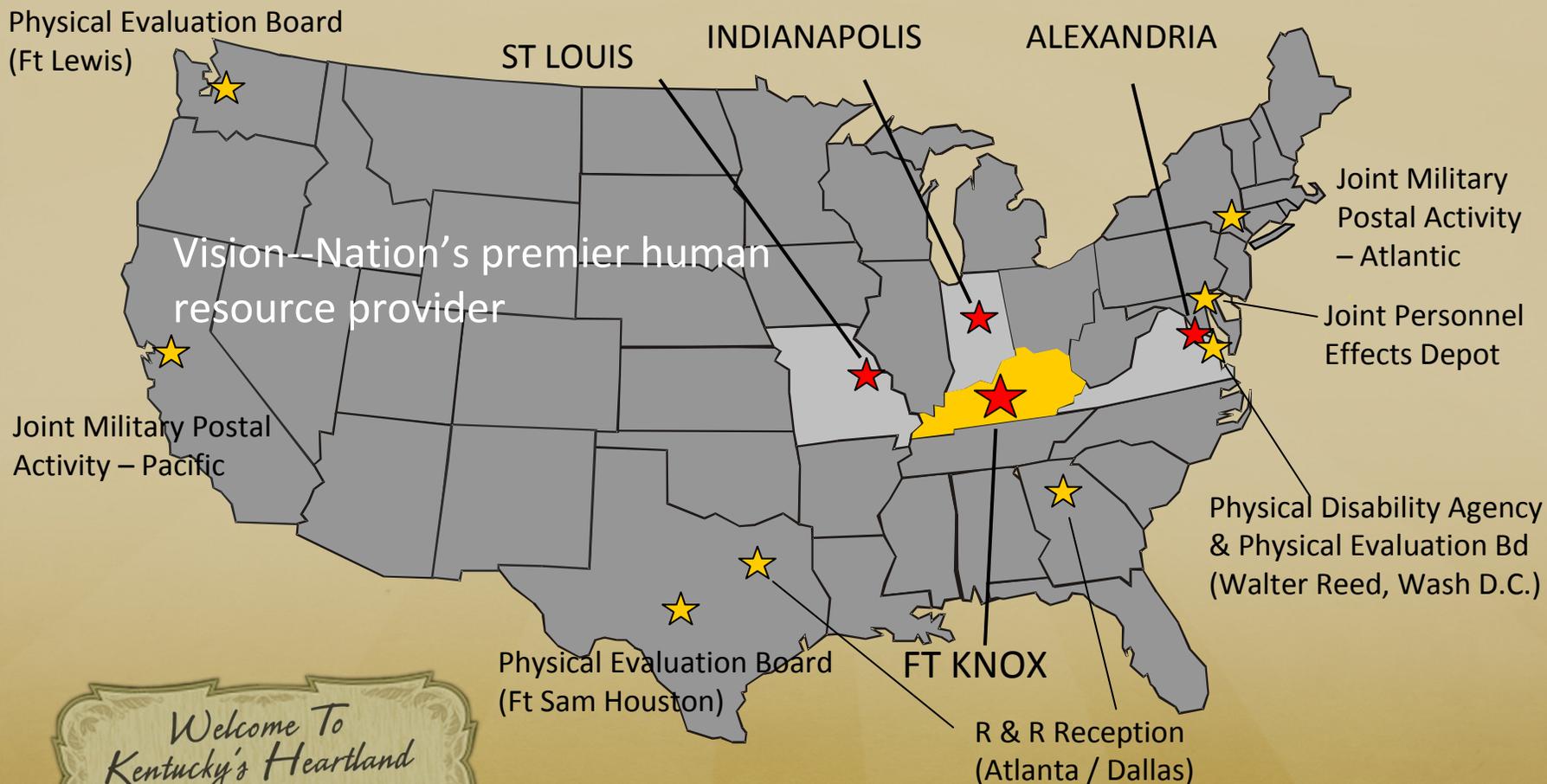
You

Can you envision your skills, experience and educational achievements supporting the HRC mission?

HRC



Human Resources Command



Welcome To
Kentucky's Heartland
presented by: **ONE KNOX**

Human Resource Center of Excellence LTG Timothy J. Maude Complex



*Welcome To
Kentucky's Heartland*
presented by: **ONE KNOX**

Nearly 900,000 square feet
OPEN for business

Our Challenge

- HRC TDA Authorizations ~ 3,000
- 30% of Authorizations are Military (AC and RC)

About 2,100
Dept. of the
Army Civilian
Positions



HRC Today



September 10...HRC less
those who say "no"



*Who will fill our empty
workstations...will you
consider applying?*



Numerous Career Opportunities

Anticipate the largest # of vacancies in 4 specific occupations:

HR Specialist = Army 0201, Personnel Management

HR Assistant = Army 0203, Personnel Clerical & Assistant

General Clerical and Administrative = Army 0301, Misc Admin & Prog

IT Specialist = Army 2210, Information Technology



Your Challenge

- We're not "private sector"
 - Patience
 - Perseverance
- RESUMIX
 - Cumbersome
 - Rigid
- CPOL (Civilian Personnel On Line)
 - Entry point
 - Not intuitive
 - Relatively inflexible



*...by the way,
there are
resources to
overcome these
two bullets...*



Resources for Army Job Seekers

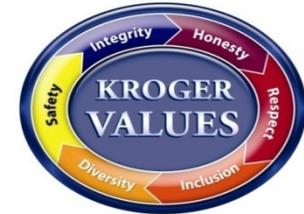
- CPOL.ARMY.MIL
- OneKnox.com/jobs
- Facebook (search One Knox)
- Federal Hiring Symposiums (2nd Fridays)
- Army 101 & Army HR 102
- Area One Stops & College Career Centers
- kix.com--Kentucky Indiana eXchange





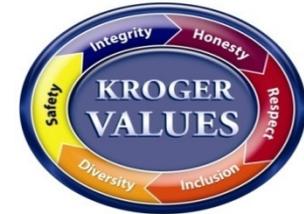
Career Opportunities

Jobs Offered



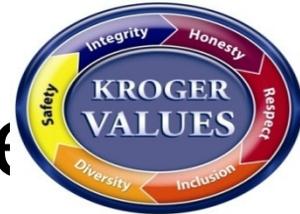
- Management Trainee (entry level)
- Manufacturing
- Store Clerk
- Administrative Management
- Administrative Support
- Associate Manager / In-Store ASP

Type of Candidate



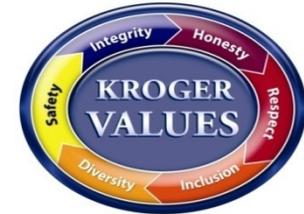
- Management Trainee –
 1. College Degree or 3-5 years of commensurate experience
 2. Ability to:
 - Build Strategic Working Relationships
 - Clearly communicate information and ideas
 - Understand and practice Kroger Values
 - Manage Time effectively
 - Identify and understand issues, problems, and opportunities.
 - Identify and correct unsafe working/shopping conditions
 - Achieve a satisfactory level of technical and professional skill
 - Make decisions that are best for the company
 - Making customers and their needs a primary focus
 - Ability to coach and develop others

Type of Candidate



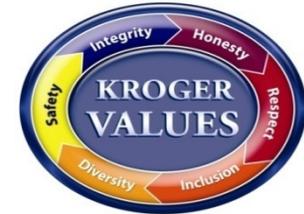
- Associate Manager –
 1. Possess a high school diploma or equivalency
 2. Have a working knowledge of Microsoft Office
 3. Have general administrative experience
 4. Have the ability to multi task and prioritize
 5. Strong organizational and people skills
 6. Understand and practice Kroger Values

Type of Candidate



- Store Clerk –
 1. Available to work evenings, weekends, and holiday
 2. Ability to work with the public
 3. Friendly, engaging, smile, and thank
 4. Understand and practice Kroger Values

Top 5 Skills



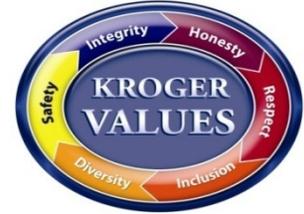
1. Customer Focus / Customer Engagement
2. Highly Organized and proficient with multi-tasking
3. Proven Successful Leadership
4. Strong Communication Skills
5. High Initiative

We Want Our Customers to Say:

“Our People Are Great”



Career Opportunities



THANK YOU!





Geek Squad City



Career Opportunities

- Logistics
 - Shipping
 - Receiving
 - Inventory
- Technical
 - Laptop Repair
 - Laptop Diagnostics
 - TV Repair
 - Data Recovery
- Operations
 - Parts Distribution
 - Various Support Roles

Desired Skill Sets

- Positive Personal Style
 - Even though the service we provide is technology related, human interaction is what sets us apart from the rest
- Complex problem solving
- Attention to detail
- Customer Focus
- Thrives on teamwork



Go ahead. Use us.™

Top Careers for 2010 and Beyond

Kix.com

Barbara Nygaard



Workforce Innovation in Regional Economic Development

Employer Survey and Tools for Job Seekers

ERISS Corporation

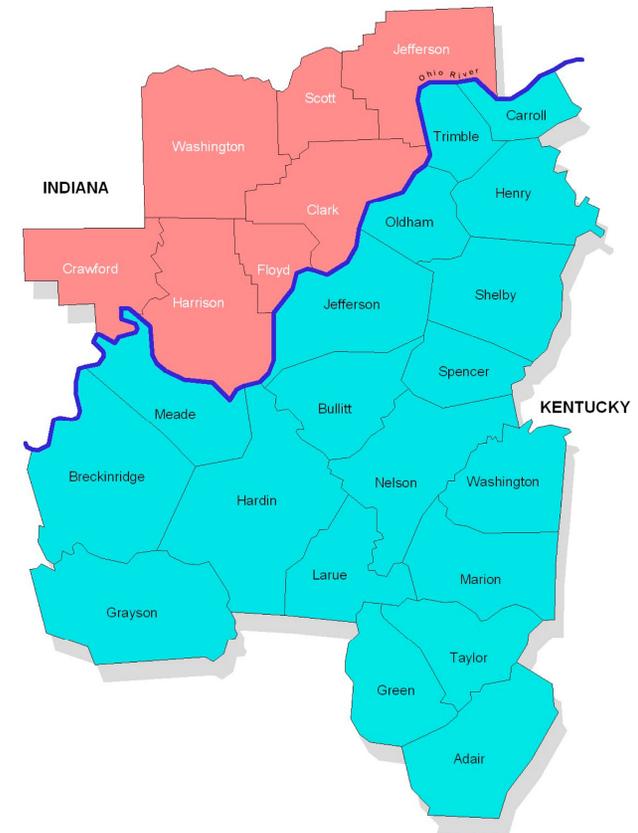


Talent Driving Regional Prosperity

Background



- Employer Survey Conducted to Determine Regional Employer Needs.
- Attempted contact with more than 23,000 Employers.



Purpose



To gather key information from local businesses regarding Industry and Occupational key factors such as:

- projected growth
- hiring plans
- occupational demand
- turnover
- salary information

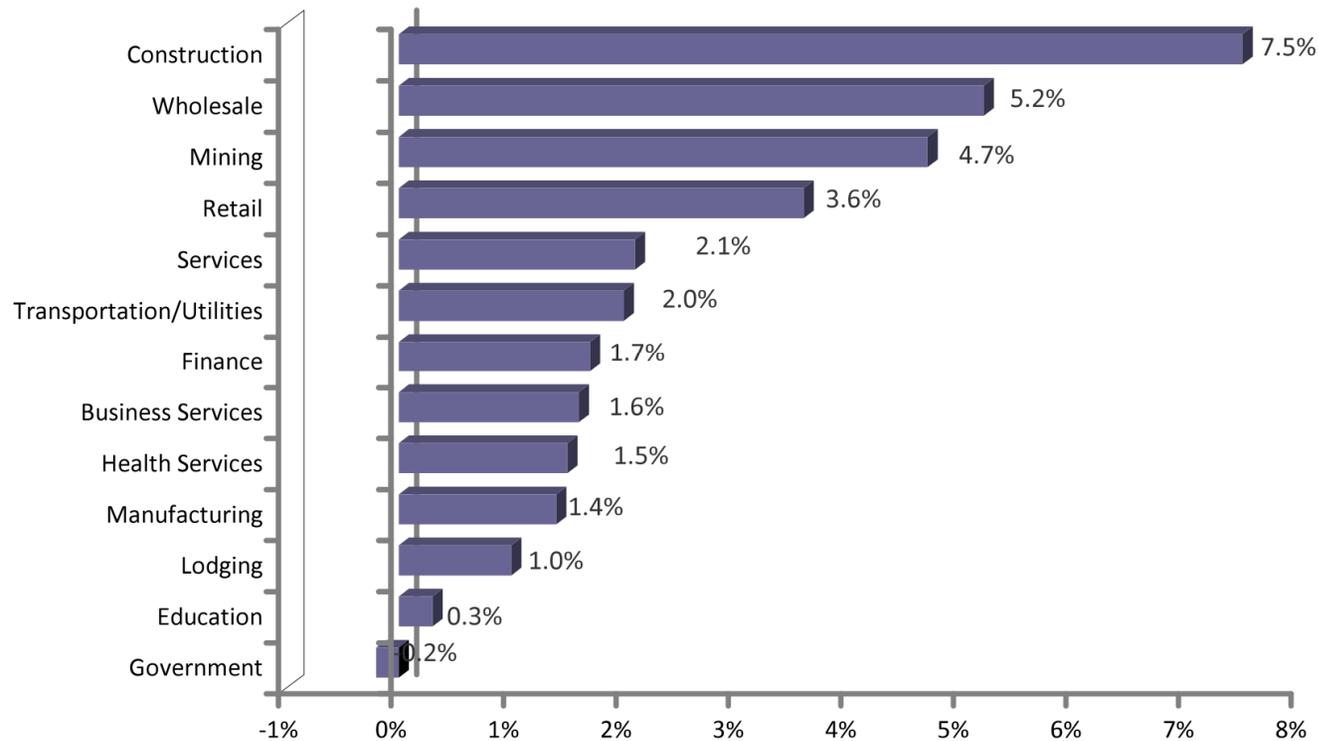
Industry Information

GROWTH



Industry Information

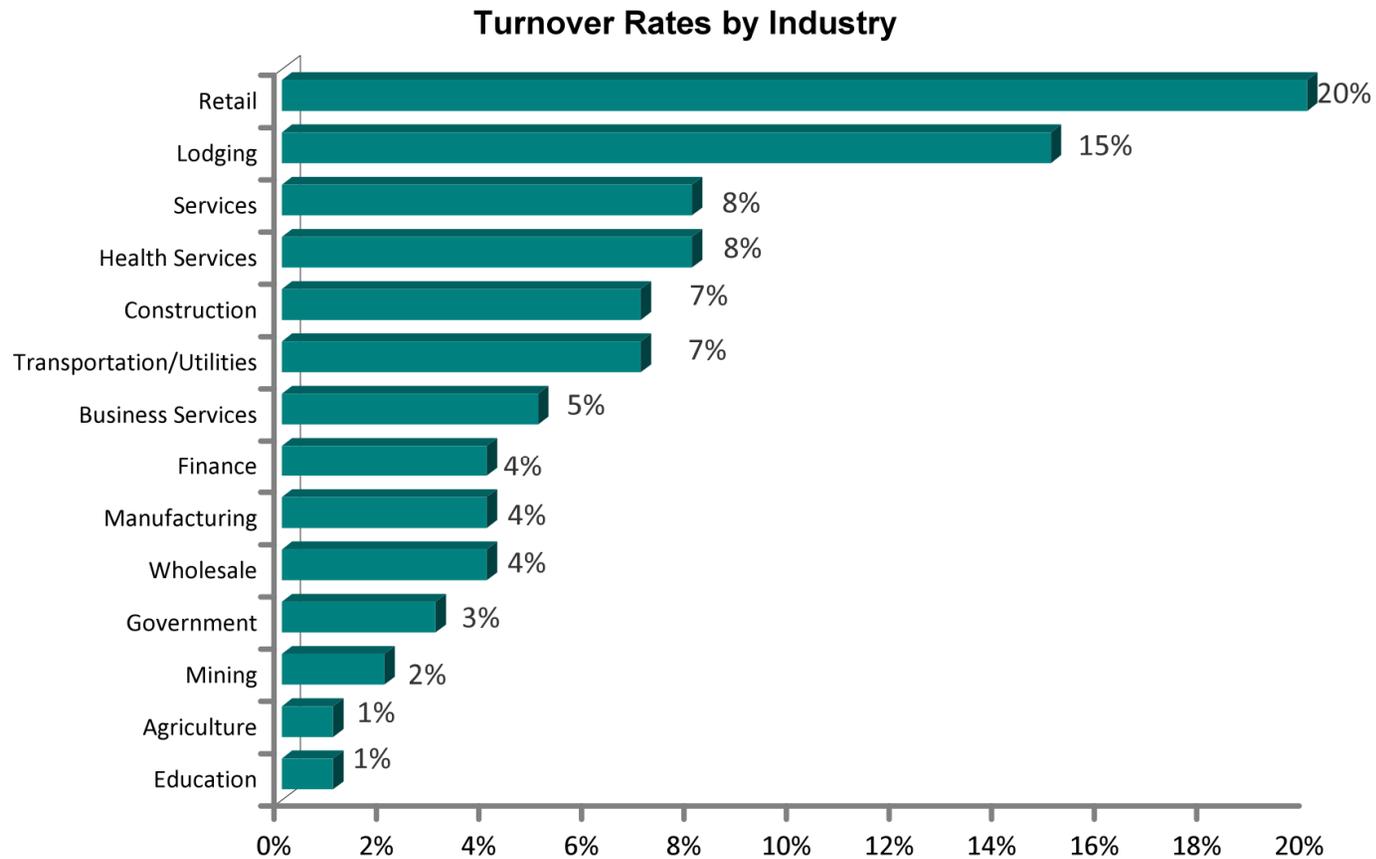
1-Year Projected Relative Growth by Industry



Industry Information

TURNOVER

Industry Information

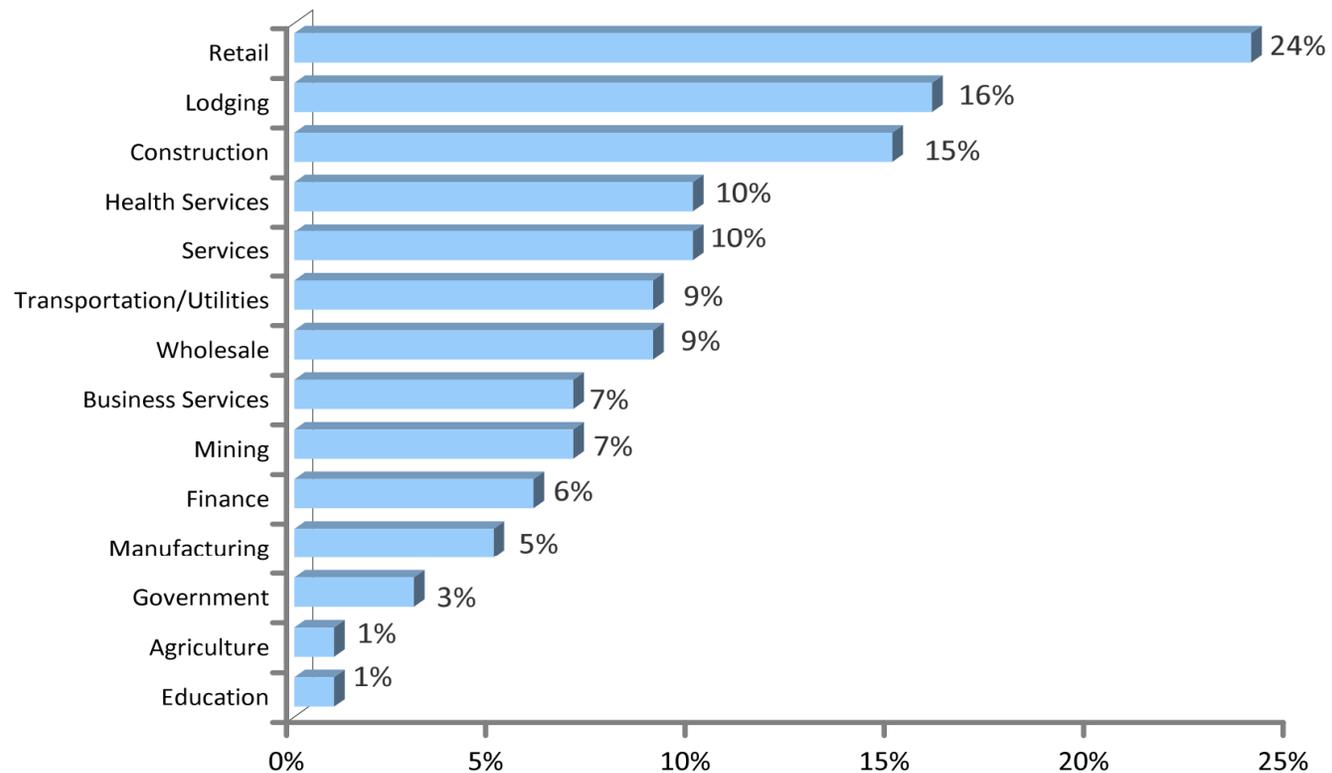


Industry Information

DEMAND

Industry Information

Occupational Demand by Industry



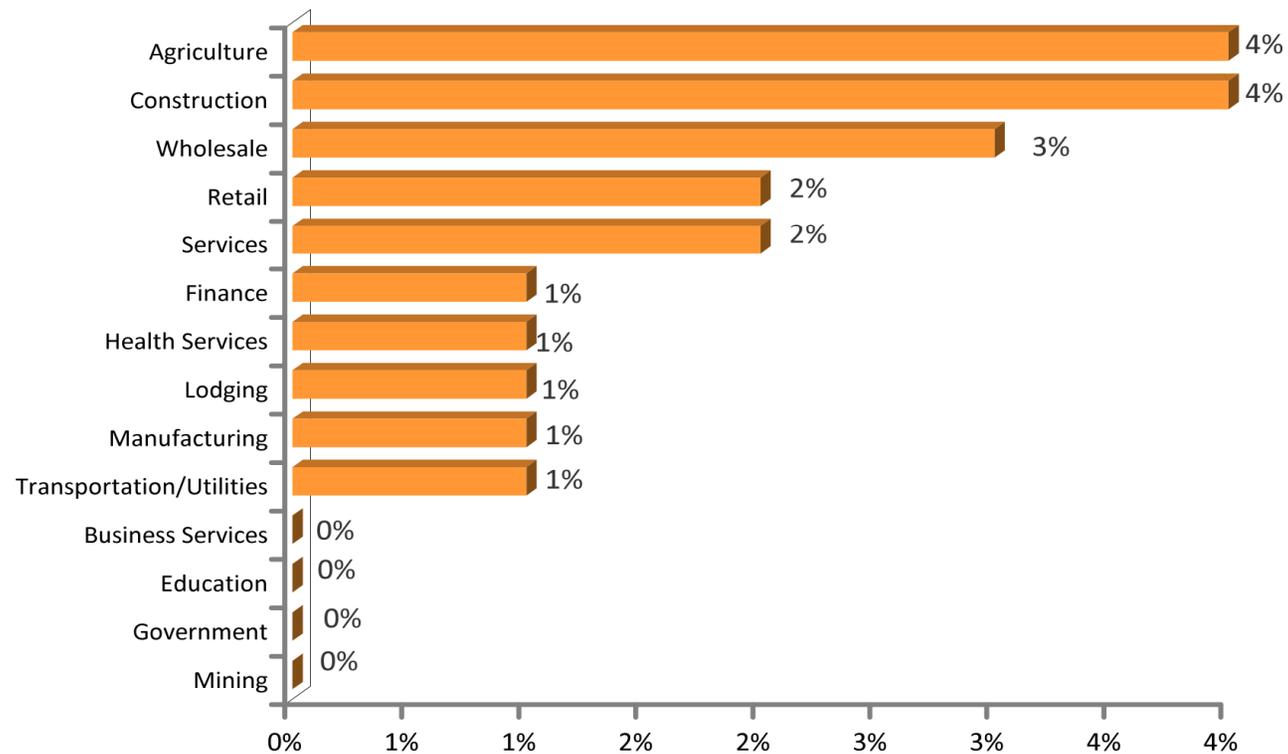
Industry Information

OPENINGS



Industry Information

Current Openings by Industry



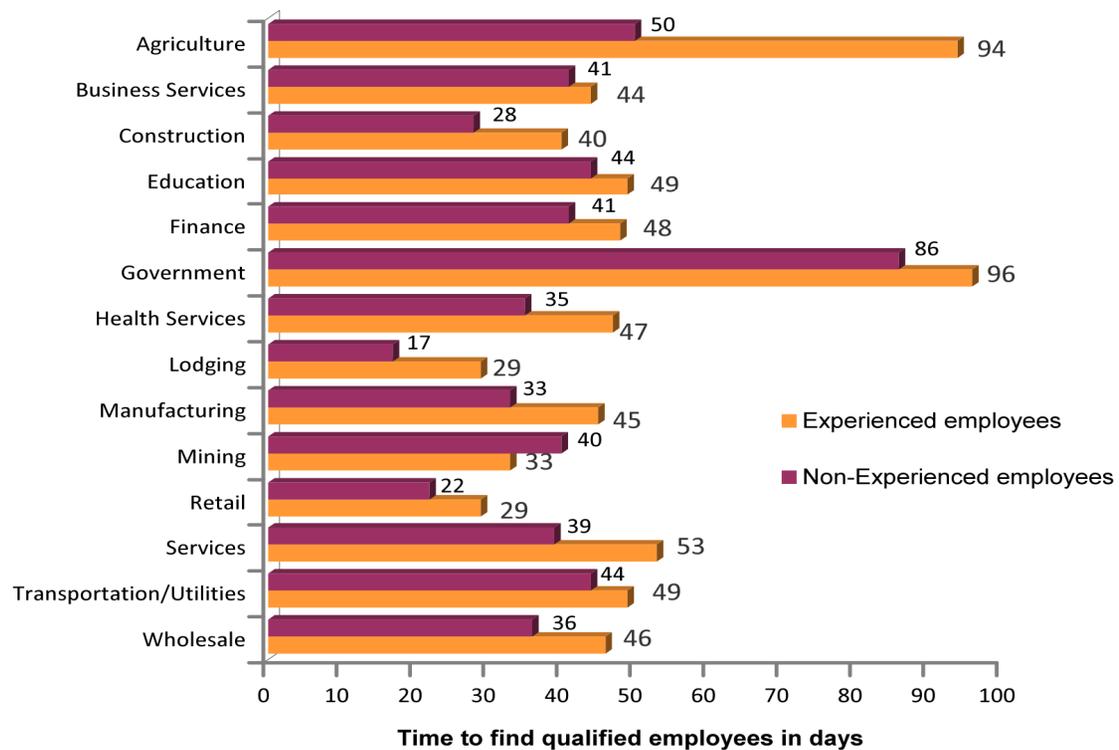
Industry Information

**DIFFICULTY
FINDING
EMPLOYEES**



Industry Information

Difficulty Finding Employees by Industry

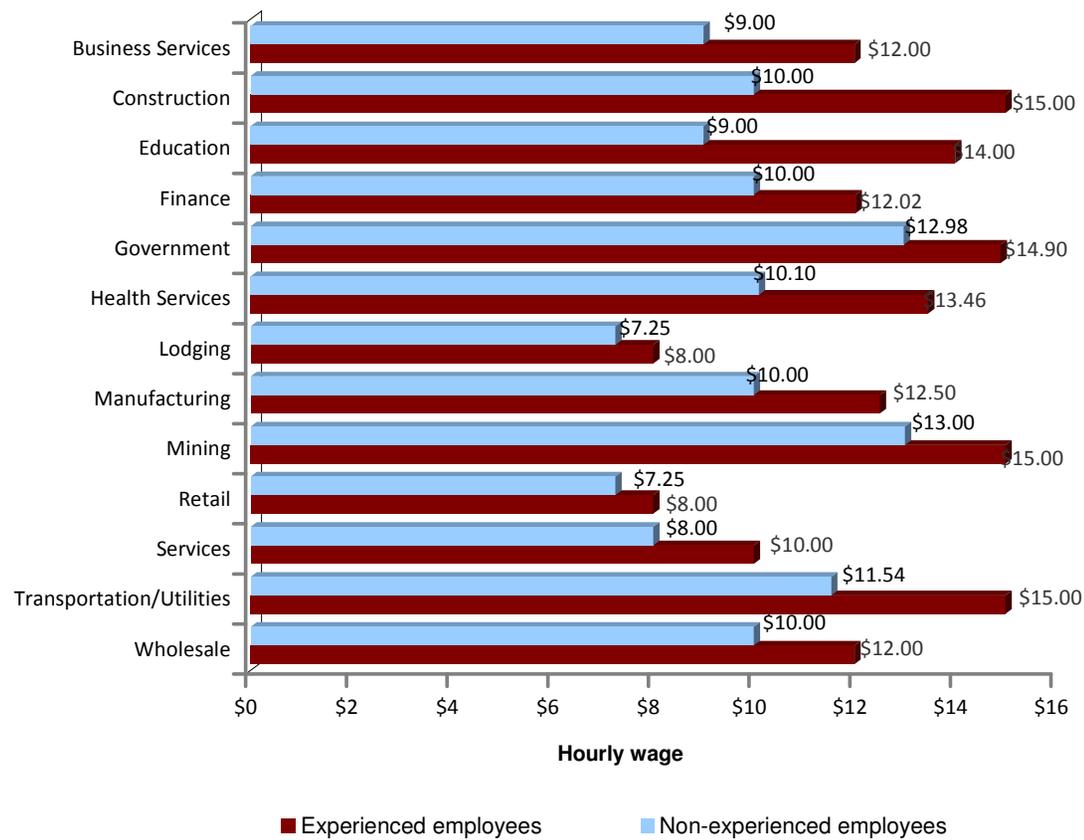


Industry Information

MEDIAN WAGES

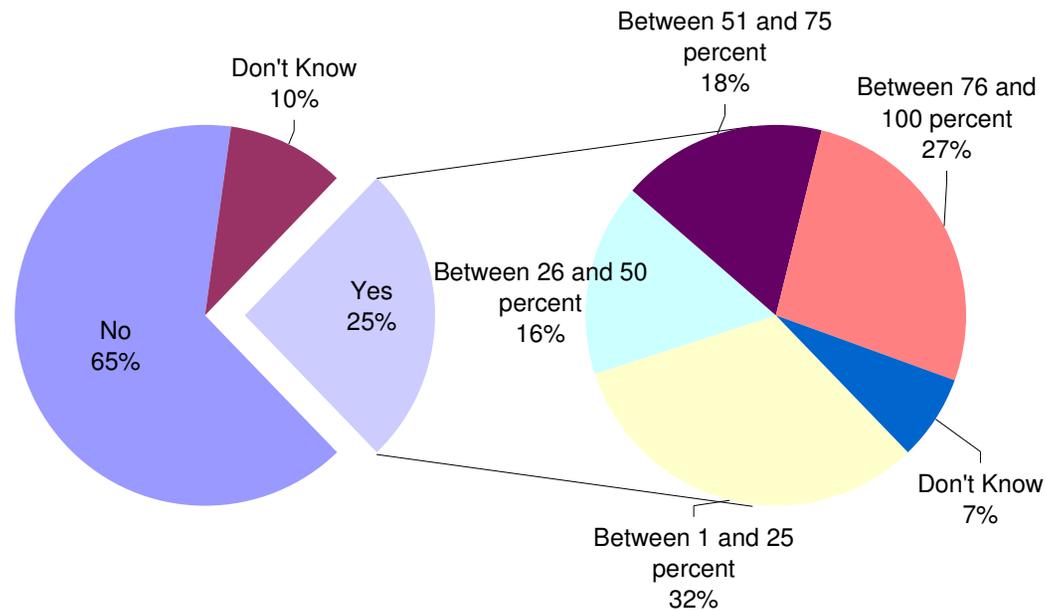
Industry Information

Median Hourly Wages by Industry



EDUCATION OF FUTURE WORKFORCE

Will your future workforce include more positions where a Bachelor's Degree is required or preferred? If 'YES,' what percentage of your future workforce would you say that would be?



ONLINE AT KIX.COM

The screenshot displays the KIX website interface. At the top, there is a navigation bar with links for 'SEARCH KIX JOBS', 'MY KIX CAREER', 'LEARNING EXCHANGE', 'EMPLOYERS', and 'Kenny Rambo - Logout'. Below this is a secondary navigation bar with links for 'My kix Career', 'Profile', 'Resumes', 'Saved Searches', 'Saved Jobs', and 'Skills Analysis'. The main header features the KIX logo and the tagline 'The Kentucky Indiana Exchange Careers, Connections and Innovation.' Below the header is a secondary navigation bar with links for 'HOME', 'COMMUNICATE', 'SHARE', 'NETWORK', 'SUBGROUPS', 'RESOURCES...', 'MANAGER', 'MY SETTINGS', and 'HELP'. The main content area includes a search bar, a 'Profile Completeness' section for Kenny Rambo (100% complete), and a 'FEATURED BLOG POST' titled 'Interns to Provide Upcoming Blog Series' by Kenny Rambo. A large image of four people is featured with the text 'Join the conversation kix connects the region and it's people together' and a 'read more...' link.

ONLINE AT KIX.COM

KIX The Kentucky Indiana Exchange
by the Numbers

● HELP
● SIGN IN

Find an Occupation Search

Home

Occupations

- Find an Occupation
- Best Paying
- Fastest Growing
- Most In Demand
- Highest Turnover
- Hit Parade
- Wizard
- All Occupations
- Saved Lists

Industry

- Industry Growth
- Industry Demand
- Largest Companies
- Find A Company
- Industry Comparisons
- Industry Links

Community Directory

Survey Details

Download the
WIRED65 2010 LMI
Survey Report here

Sponsors

- WIRED65 Talent
Driving Regional
Prosperity

Kentucky Indiana eXchange

Economic Development Portal

Economic and Workforce Developers- Kix.com provides you with valuable labor market intelligence from the most comprehensive employer survey ever conducted in this region. The data, collected in 2010, provides unique and powerful value, including current regional salary ranges for occupations, jobs that are easiest/most difficult to fill, skills that are difficult to recruit, hiring outlooks and much more. This data has any number of uses, such as providing reliable statistics to prospects about the available workforce and supply/demand information. This information can help you become more proactive in showcasing the region and with the site's ability to match job seekers with employer needs, kix.com is a valuable resource for helping to meet the hiring requirements of these same business prospects.

ONLINE AT KIX.COM

The screenshot displays the KIX website interface. At the top left is the KIX logo with a lightbulb icon and the text "The Kentucky Indiana Exchange by the Numbers". To the right are links for "HELP" and "SIGN IN". A search bar at the top contains the text "Find an Occupation" and a "Search" button. Below this is a navigation menu with "Home" and "Occupations" highlighted. The "Find An Occupation" section includes a search box labeled "ENTER JOB TITLE" and a "Search" button. A checkbox for "Military Occupation?" is also present. Below the search box, there is a paragraph explaining the Military Occupational Crosswalk. The left sidebar contains a "Find an Occupation" section with various filters like "Best Paying", "Fastest Growing", etc., and an "Industry" section with links to "Community Directory" and "Survey Details". At the bottom, there is a footer with navigation links and copyright information.

KIX The Kentucky Indiana Exchange
by the Numbers

● HELP
● SIGN IN

Find an Occupation Search

Home
Occupations

Find An Occupation

Find an Occupation

Best Paying
Fastest Growing
Most In Demand
Highest Turnover
Hit Parade
Wizard
All Occupations
Saved Lists

Industry
Community Directory
Survey Details

Download the
WIRED65 2010 LMI
Survey Report here

Sponsors
WIRED65 Talent
Driving Regional
Prosperity
WIRED65 Co-Sponsors

ENTER JOB TITLE

Type Job Title Key Words Search

Military Occupation?

The Military Occupational Crosswalk has been created to assist you in learning more about how your Military experience transfers to new opportunities. You may also type in a keywords related to Military occupations, then check the "Military Occupation?" box before clicking Search to display private sector occupations related to Military experience.

about the survey | about USWorks for Professionals | privacy | recommended settings | questions, comments & suggestions

Survey Design, Data Collection, Web Design & Programming by ERISS Corp. Workforce Intelligence Online™
Copyright © 2010 ERISS Corp. Confidential and Proprietary Version: 2.0



ONLINE AT KIX.COM

SEARCH KIX JOBS | **MY KIX CAREER** | **LEARNING EXCHANGE** | **EMPLOYERS** | **Kenny Rambo - Logout**

[My kix Career](#) | [Profile](#) | [Resumes](#) | [Saved Search](#) | [Applies](#) | [Saved Jobs](#) | [Skills Analysis](#)

kix The Kentucky Indiana Exchange
Careers, Connections and Innovation.

STEPS

- 1 Start
- 2 Work History
- 3 Education
- 4 Skills**
- 5 Career Choices

SKILLS

Instructions: Your training, education and work history indicate that you may have attained the following skills. As you review each Skill Set, place a check mark next to each skill you feel you have attained. To proceed to the next set of skills, click on the "Next Skill Set" button at the bottom of the page.

When you have finished reviewing ALL OF your skill SETS, click the "Done" button at the bottom of the page to continue.

1 Common Skills 2 Math Skills 3 Computer Skills 4 Communication Skills 5 Management Skills 6 Job Specific Skills

SKILLS - Common

<input type="checkbox"/>	Check All
<input checked="" type="checkbox"/>	Adhere To Regulations
<input checked="" type="checkbox"/>	Adhere To Safety Procedures
<input type="checkbox"/>	Apply Quality Assurance Techniques
<input checked="" type="checkbox"/>	Apply Time Management Techniques
<input checked="" type="checkbox"/>	Balance Cash And Receipts
<input type="checkbox"/>	Clean Work Areas
<input checked="" type="checkbox"/>	Complete Purchase Requisitions
<input checked="" type="checkbox"/>	Deliver Messages And Packages
<input checked="" type="checkbox"/>	Deliver Products And Services
<input type="checkbox"/>	Disburse Checks To Satisfy Accounts Payable
<input checked="" type="checkbox"/>	Drive Motorcycle Or Motor Scooter
<input checked="" type="checkbox"/>	Enter Time Sheet Information
<input checked="" type="checkbox"/>	Follow Written Instructions
<input type="checkbox"/>	Keep A Telephone Log

Disclaimer

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ABOUT ERISS

ERISS® Corporation is an award-winning company and a national leader in employer outreach, employer surveys and workforce technology since 1992. We have conducted both large-scale survey and outreach projects of state and regional areas, as well as targeted industry sector surveys, surveying over 2,000,000 employers in the last ten years. ERISS's projects capture employer-specific information such as brand awareness, knowledge of service offerings, services needed, satisfaction rankings, current and forecasted hiring, planned layoffs, barriers to growth and preferences towards hiring special populations.

For more information visit www.eriss.com or contact Barbara Nyegaard, CEO at bjn@eriss.com



Green Jobs of the Future

Michael Livisi

General Electric





American Renewal at Appliance Park

American Renewal Vision

“GE wants to help lead American growth renewal, We are investing more in technology than at any time in our history. We are rebuilding manufacturing capability. We are selling our products in every corner of the world. We are one of the country’s biggest exporters, with \$18 billion in export-related revenue. We are financing small and medium-sized companies and working with them to grow their businesses.”

Jeff Immelt, Chairman and CEO of General Electric



What is Lean?

The relentless pursuit of the perfect process through **waste elimination**.

“All we are doing is looking at a **time line** from the moment the **customer** gives us an order to the point when we collect the cash. And we are reducing that time line by removing the non-value added **wastes.**”

Taiichi Ohno
Founder, TPS



Lean's Positive Impact on American Renewal

Investing in our factories



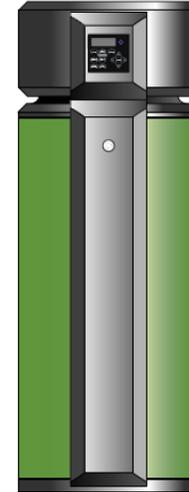
- New dishwasher Lean line
- \$2MM cost savings
- All new lines Lean designed

Investing in our people



- 1000 workers trained
- No employee laid off
- In-source 800+ jobs by 2012
- 20 new hourly Lean specialists

Investing in our future



- \$200MM investment in new products
- Hybrid water Heater (2011)
- HA Washer and Dryer (2012)

Probationary Period Evaluation Form

Competency definition	(E) Exceeds; (M) Meets; (U) Unsatisfactory; (N) Not observed;					
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Adaptable/Flexible ability to perform effectively in new/off-standard conditions.						
Cooperative responds favorably to work direction & supervision.						
Neat/Orderly maintains clean work station.						
Inclusive/Respects Diversity respects others without prejudice.						
Initiative does more than minimum requirements of job.						
Interpersonal works effectively with co-workers/management.						
Physical/Manual Ability has the skill & coordination to perform the essential job functions (i.e. lifting).						
Quality Focused is focused on high quality & standards of work/product(s) produced.						
Responsible/Accountable accepts responsibility for actions.						
Safety Awareness demonstrates a regard for rules/conditions affecting safety.						
Waste Conscious is cost conscious; doesn't contribute to waste/scrap.						

Attendance	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Total Absences						
Total Tardies						
Employment Recommendation check all applicable boxes						
Continue Employment						
HR Counseling						
Discontinue Employment						
Evaluating BTL						

**It's Not What
You Know- It's
Who
You Know!**

**Melissa Cline-Douthitt
Fran White**



NETWORKING 101

*It's not what you know...it's
who you know*



What is it?

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- Networking is using your contacts to generate other contacts.
- It offers another avenue to reach employers.
- It allows you to present yourself and your networking objective in a personal way.

Putting yourself out there, you are more likely to get something back in return.

Think about it: everybody you know, everyone that you meet, also know about 250 people. So every time you cultivate a relationship with one new person, you have actually expanded your personal inventory by 250 people - every single time.” -- Bob Burg, Author and Speaker

Networking Facts

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- As many as **80%** of job openings are filled by networking
- Anyone you want to meet is only **4-5** people away from you
- Most people one meets have at least **250** contacts
- A referral generates **80%** more results than a cold call



Steps to networking

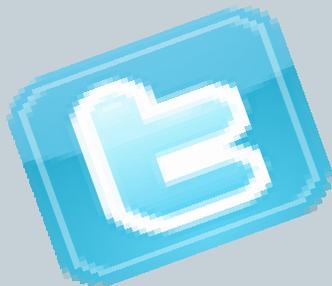
106

1. Develop a list of contacts (family, friends, neighbors and then expand)
2. Contact the people on your list to let them know you are in the job market and what you are seeking
3. Talk to co-workers and colleagues in your field
4. Brainstorm strategies to meet new people and expand your network
5. Continue to be active in your networking and relationship building.

Opportunities to network

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- Meetings, Job Fairs
- Conferences
- Alumni groups / activities
- Professional Organizations
- Social events and social networks
 - Facebook, Twitter, LinkedIn
- Volunteer work, hobby groups



Social Networking

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- Social media, including sites like Twitter, LinkedIn, and Facebook, can help you find a job and connect with people who can assist you with growing your career.
 - You can even create a free blog or website that can serve as an online portfolio or your qualifications and work experience.
- **Remember:** It works both ways. Social media, when used the wrong way, can backfire and jeopardize a job offer or even your current job.

How to use social networking

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DO'S

- Create an online profile highlighting your relevant qualifications, work experience, etc.
- Seek out contacts and ask for their assistance – contacts, job openings, etc.



DON'TS

- Don't announce interviews, raises or new jobs.
- Don't badmouth your current or previous employer or co workers.
- Be cautious about mentioning your job search if you are still employed.

Social networking examples

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- **LinkedIn:** Over 65 million professionals use LinkedIn to post their qualifications, experience, and desired career fields to connect with other professionals at www.linkedin.com
- **Facebook:** Most popular social networking site. Used for both personal and professional purposes. Businesses do post opportunities on Facebook and a lot of corporations can be “followed” on this site at www.facebook.com
- **Twitter:** Twitter lets you write and read messages of up to 140 characters, or the very length of this sentence, including all punctuation and spaces. Recently, many businesses have started to use Twitter at www.twitter.com

Informational Interview

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An Informational Interview is a meeting in which a job seeker asks for advice rather than employment.

How to prepare

- Use your time wisely....be prepared
- Familiarize yourself with the organization's structure, products and services as well as how this person's job fits into the organization.
- Have your list of questions prepared.
- Take a clean, error free copy of your resume – ask for their input or advice.

Professional Organizations

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EXAMPLES

- Non profit – www.cnpe.org (Center for Non Profit Excellence)
- Louisville Society for Human Resource Management www.lshrm.org
- Young Professionals Association of Louisville www.ypal.com

METHODS TO LOCATION ORGANIZATIONS

- Read “Business First,” the business section of the newspaper, and/or other local publications.
- Search company websites and the yellow pages.
- Look at Greater Louisville Inc.’s member directory

Volunteer Opportunities

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- A great way to engage with your community as well as help others.
- Also a way to fill out your resume, build your network — and even land full-time employment.
- TIPS: The key is to find the right combination: a cause you can support that offers a role that fits your skills and exposure to decision makers who can help you achieve your professional ambitions.

Local Volunteer Resources

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- Center for Non-Profit Excellent: Website with all of the non-profits in Louisville at www.cnpe.org.
- Louisville Metro United Way as opportunities at www.metrounitedway.org.
- Volunteer Match is a national volunteer site where you can search for local community service at www.volunteermatch.org.
- Louisville Metro Government also has many opportunities at <http://www.louisvilleky.gov/volunteer.htm>.



Other Ways to Network

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- Have a networking party – invite a group of contacts you think would be congenial with each other. No presentation – but leave them with a positive impression.
- Use technology - Design a website (or blog) about yourself and promote it to all of your contacts. Some examples include Google sites and www.wordpress.com
- Write a clever e-mail about your professional self and send it to everyone in your contact list and ask them to send to 5 friends.
- Send a congratulations note to a successful person in their industry – someone you just read about in newspaper, magazine). Ask if they have advice.
- Use a MingleStick – latest craze...visit website at www.minglestick.com –be the first to have one – share your contact information using this device – “mingle” with other minglestick users.

Your Personal Commercial

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Your 30-60 second personal commercial, or elevator speech, is a script that allows you to **introduce yourself** to the person you are contacting and let them know **what you are seeking.**

WHAT TO INCLUDE:

- Your name
- Who referred you/How you got their name
- Your goals and experience (brief)
- What you are hoping to learn about from them

Remember to follow up , follow up, follow up ----persistence pays