

What EMPLOYERS Want



Let's face it. Finding a new job can be tough, especially now. A sluggish market like this requires a fresh energetic approach. Job seekers are almost always driven by personal need and the desire to advance. The smart ones will focus instead on the employer's problems. Truth is, most hiring managers have their hands full. They need solvers.

Companies today face unprecedented challenges. Many have an urgent need to stabilize financial performance and calm the nerves of stakeholders. And if that task isn't daunting enough, there is equal pressure on companies to attract and retain profitable customers. Employers need people who will help address these priorities. If you want to compete in today's crowded job market you'll need to prove that you are part of the solution. With a little preparation, you can present yourself as an ideal candidate. Here's how.

Get smart

COMPANIES WILL HIRE

THE BEST TALENT because they can. Remember, their goal is to add competence with every hire. They have a serious need for speed too. New employees must be prepared to study hard and learn fast.

Think about that before your first meeting. Take the time to research industry trends. Know the competition. Sharpen your content expertise. Show that you have the insight and ability to move the company forward.

Contribute to profitability

EVERYONE IS EXPECTED TO INCREASE REVENUE OR

DECREASE COST no matter what their job or position in the company. If you have prior work experience, you can speak with confidence about driving performance. The best examples are those you can quantify in actual dollars. But there are lots of other ways to showcase your impact on the company's bottom line. Perhaps you have learned to protect revenue with superior customer service. Maybe you know how to cut cost by eliminating waste or re-work. You might recall cases where you prevented losses by following strong internal controls. Phrase your accomplishments in terms of their financial worth.

Care about customers

SERIOUSLY... CARE about customers! Competition is fierce these days and customers are skittish. Customer loyalty is fragile. It depends entirely on employees and the quality of service they provide.

Outstanding customer service requires more than just good manners. You need to be fast, thorough, reliable and accurate. Treat your customers with empathy even (and especially!) under pressure. Show employers that you value their customers and can help them succeed.

Manage yourself

TAKE CHARGE of your choices and behaviors on the job. Busy managers appreciate maturity in the workplace. Listen to your team's strategic objectives and set relevant goals for yourself. Know what's expected of you and measure your performance reasonably. Shape a personal development plan and pursue it on your own initiative. Think like an owner. Commit to action that will benefit the company.

If you are in the job market, try to focus on the hiring transaction from the employer's point of view. Realize that employers are struggling too right now. When you help them you help yourself. Everybody wins.

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