# California 4-H Interview Contest Manual

March 2009





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# University of California 4-H Youth Development Program

The University of California 4-H Youth Development Program is a community of young people from across California engaged in learning citizenship, leadership and life skills. The 4-H program serves more than 120,000 youth each year through the University of California Cooperative Extension service. The 4-H program is open to all youth aged 5 through 19 to meet people, learn skills through hands-on learning, and develop relationships with caring adults. More information may be found at <a href="http://www.ca4h.org">http://www.ca4h.org</a>



# California 4-H Youth Development Program

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# California 4-H Interview Contest Manual Request for Feedback 2009

This manual was developed as a Cal Poly, San Luis Obispo senior project by Kelly Bishop in Agricultural Communications. Kelly is a past 4-H State Ambassador and has experience in 4-H public speaking and interviewing.

This manual will be utilized as published on April 1, 2009 for use at the 2009 State 4-H Field Day on May 30, 2009.

Your feedback on the content, evaluation form, job descriptions and other portions of the manual are requested! Please respond to the following poll by September 1, 2009.

http://ucce.ucdavis.edu/survey/survey.cfm?surveynumber=3663

Thank you,

Steven Worker
4-H Science, Engineering and Technology Coordinator
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# **Preface and Authors Comments**

Welcome! Thank you for reading the California State 4-H Interview Contest Manual. This contest was first started at the 2008 California State 4-H Field Day. At the first contest, we had twenty-five members complete in the contest and received wonderful support for the future of this contest! After this success, this manual and contest became my senior project to help 4-H members prepare to effectively present themselves, gain personal and professional skills and be prepared for any type of interview.

This manual was developed out of the use of books, classes, workshops and personal experience. It is my goal that the tips in this manual will not only help members prepare for the contest, but be lifelong lessons to help in scholarship, college, job, club, organization, leadership positions and career interviews. It is also my goal to help members grow personally and learn to effectively present themselves to others. As a senior at California Polytechnic State University, San Luis Obispo, I have seen many of my friends struggle with interviewing and presenting themselves. It is my hope that this manual will help 4-H members avoid this struggle and succeed at all interviews!

This manual is composed of Part One for members and leaders on tips to interviewing and presenting yourself. The sections are designed to be handouts and can be used as a lesson plan. There is an Appendix for this part with examples to help members write résumés and cover letters and practice questions. Part Two of the manual focuses on the organizing of a contest. This can be on the project, club, county, sectional or state level. It goes through how to organize the contest, orientation of judges and how to evaluate interviewers. It also has an Appendix for references on examples, job descriptions, questions and the evaluation rubric.

This contest is still new and will see improvements in future years. Please use this manual, make comments and suggestions, and help this contest and manual to evolve to help future 4-H members succeed! Thank you.

Kelly M. Bishop Contest Founder and Coordinator April 1, 2009

# **California State 4-H Interview Contest Goals**

This contest was begun with several direct and indirect benefits for members and organizers in mind. It is the goal of this contest to consistently meet and practice the skills that bring these benefits.

# Benefits for the member...

- Comfortable in Interview Scenarios
- Confidence
- Critical Thinking
- Effective Verbal Communication
- Effective Written Communication
- Evaluating Experiences for Skills and Lessons
- Evaluation Skills
- Impromptu Thinking
- Non-Verbal Communication Practice and Awareness
- Organizational Skills
- Persuasive Presentation
- Preparation Skills
- Relating Experiences to Questions
- Self-Esteem
- Self-Expression
- Sharing Skills
- Skills to Take Beyond the Contest
- Social Skills
- Wise Use of Resources

# Benefits for the Organizer...

- Framework for a Consistent Contest
- Easy Reference Materials
- Needed Materials for the Contest
- Applicability to any Level



Iowa 4-H Targeting Life Skills Model; http://www.extension.iastate.edu/4H/ lifeskills/

# <u>Part One:</u> Tips for the Member

**Demeanor and Dress** 

Résumés

**Cover Letters** 

Preparing for the Interview

Questions

Personal Touch

Ten Ways to Win An Interview

It's Interview Time

**Interview Post-Evaluation** 

Thank You Notes

**Employment Applications** 

# Demeanor and Dress Tips!

# You have a minute to make a Great First Impression!

Be sure your hair is out of your face.

Avoid flashy and distracting earrings, piercing and hair accessories.

Avoid wearing too much makeup.

Watch your blouse cut.

No mid-drift showing.

If wearing a skirt, watch the length. It should be at your knee.

Nylons always look professional.

Heels should be close toed and not too high.

Hair brushed.

Teeth brushed.

Smile!

Avoid wearing too much perfume or cologne. Usually go without.

Choose classic and rich colors, if wearing a suit. Make sure colors aren't flashy or distracting.

Clean and pressed outfit.

Polish shoes to avoid scuffs.

Clean shaven face.

Tuck in shirt.

Always wear a belt. Make sure it matches the color of your shoes.

Make sure socks match shoe color and match each other.

## Demeanor

- Grooming- Make sure your hair is brushed and teeth clean. By sure to go over your body head-to-toe to make sure you look your best!
- Smile! Before you walk in to the interview, while in, and as you are thanking the interviewers. It helps you feel confident too!
- Handshake- Practice your handshake! Not too firm, but let people know you are there. Always look people in the eyes when you shake their hand for maximum effect and respect.
- Sitting- Ladies, sit with your legs together and cross at your ankles, not your knees. This will keep your legs together and not reveal anything. Gentlemen, sit with your legs together and up straight.

## Dress

- Importance is on professional and conservative. Avoid "trendy" outfits.
- Always over-dress to be sure not to appear under-dressed.
- Avoid flashy accessories- earrings, piercing, jewelry, hair, make-up, etc.
- Watch low cut blouses, see through blouses, skirts that are too short, mismatching prints or stained clothes. Colors are good, but avoid flashy or distracting colors.
- The devil is in the details! Set out what you are going to wear the night before to make sure it is pressed, clean and looks great!

# Résumé Tips!

# A Résumé is a Representation of Yourself!

This is a template for a résumé. Please see examples in Appendix One.

and Size. Fonts: Times New Roman, Garamond, Arial. 1 inch margins on all edges Sizes: Name 14 or 16; Headings Your name should be JOHN DOE 12 Bold; Text 12 the largest on the page 1234 Lakeview Place - Heartland, California 95678 - 315-267-9876 - John.Doe@gmail.com **OBJECTIVE:** One sentence stating the reason of the résumé. Ex: To obtain the part time position of floral clerk at Flowers and More Floral Shop. **EDUCATION** While in Heartland High School September 2005 - June 2009 GPA: 3.5 school education Lakeview Elementary School September 1996 - June 2005 comes first. After your WORK EXPERIENCE OR ACTIVITIES Include dates first full and order **Heartland 4-H Club September 2000 – Present** time position, beginning with the most

experience comes over education.

Active in sheep, cooking, leadership and citizenship projects. Attended 4-H California Focus. Gained skills in presentations, communication, responsibility, and teaching others.

# **Pop Warner Football**

## **June 2000 – November 2005**

Gained skills in teamwork, responsibility and dependability in a team sport. Learned importance of practice and mentally preparing for every game. Voted "Most Dependable Player" in 2004.

# LEADERSHIP

# **Heartland 4-H Club**

Vice President 2007-08 Reporter 2006-07 Sergeant-At-Arms 2004-2005 2004-2005 Sheep Project Teen Leader Cooking Project Junior Leader 2003-2004

Experiences, Activities, Leadership, and Community Service are all a very important part of you. List skills learned in activities or work experience. Every leadership role or participation is important!

# **Heartland High School- Associated Student Body**

Class of 2009 Treasurer

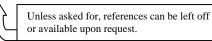
# **COMMUNITY SERVICE**

Toys For Tots- Donated, Collected and Sorted Toys in 2005- present Heartland 4-H Canned Food Drive- Donated canned food to Food Bank in 2000-2009

## SKILLS

Proficient in Microsoft Office Programs: Word, Excel and PowerPoint

## REFERENCES Available upon request.



Appropriate Font

recent.

# Cover Letter Tips!

# A Cover Letter is a How You Bring Your Résumé to Life!

This is a template for a cover letter. Please see examples in Appendix One.

Feel free to design your own letterhead or use a regular letter format!

Company Name and Address 1234 4-H Way Davis, CA 95056

February 23, 2009

Dear <u>(Find the name of the person receiving the résumé or if name is unavailable, To Whom It May Concern),</u>

# Introduction Paragraph

Introduce yourself and the position you are applying for.

# **Body Paragraph**

Share an experience that taught or exemplified a skill you have that is needed in the position from the position description. This may be what drew you to the position or a connection you had with the position. Think and share what makes you the perfect fit for this position.

# Closing Paragraph

Looking forward to meeting the person interviewing and excited to interview for the position.

Sincerely,

Personally Sign your Name

Type Name Under Signature

# Interview Preparation Tips!

Preparation Will Help You Practice, and Practice Helps Make Perfect!

# 1. Review the position description, company or organization.

Be sure to understand the position, the company offering it and where you might fit in the industry. This knowledge will help you prepare for the interview and show your interviewers that you are prepared and excited for the position.

Information can be found on the internet, the newspaper and talking to employees.

# 2. Match skills listed in the description to experiences or skills that you have.

Understand these matches and practice how to communicate them to your interviewers. This can be through questions that they might ask or incorporating them to other topics. You can also think of questions that you might ask them that showcase your skills.

# 3. Practice questions that interviewers are likely to ask.

Find questions in the Appendix and practice questions. You don't want to sound "canned" or have responses that are memorized, but it does help you organize answers and showcase your skills that make you a perfect fit for the position.

# 4. Select three things that you want the interviewers to know about you.

These three things can include skills, values, or experiences that you want the interviewers to remember about you. These should exemplify your abilities and show that you are a perfect fit for the position. This is your chance to make your mark and show your personality!

# 5. In answers, use examples to show you can do a particular thing, instead of just telling them that you can do it.

Everyone can tell someone that they can do something, but it is different when you can show someone. If you can share an experience, it allows the interviewers to see your personality and brings the experience to life.

# Interview Question Tips!

Don't Just Answer Questions, Wow Your Interviewer with Your Answers!

Interview Questions can be about you, your skills, your experiences or the position, company or organization. To be prepared for your interview, be prepared for all types of questions!

# **Examples are:**

# **You Questions**

- Tell me about yourself.
- Who are your role models? Why?
- What do you consider to be your greatest strengths? Greatest weaknesses?
- Where do you see yourself in 1, 3, or 5 years?

# **Skill Questions**

- How do you rate your written communication skills?
- What is your typical role in a group?
- How do you teach others something new?
- What skill do you want to improve? How do you plan to do this?

# **Experience Questions**

- Tell us about a time when you worked well on a team.
- Describe a time when you wished you had done more planning.
- Have you ever had to take charge of a project to get it done on time?

# Position/Company/Organization Questions

- What aspect of this position interests you most?
- What contributions can you make to our company?
- Why should we hire you?

# Answers should be:

- ✓ Direct and Concise
- ✓ Answer the question that is asked
- ✓ Use examples to show experiences in answers
- ✓ Express your personality in answers
- ✓ Organized and complete answers

# Adding Your Personal Touch to An Interview Tips!

Make Your Mark to Help Stand Out!

# 5 Simple Ways To Make Your Mark!

# Personally sign your cover letter.

Sign with Blue or Black ink. This will show your interviewers that you value details and a personal touch in your work.

# Don't just use a template letter or résumé.

Add headings when you have a lot of experience in an area, such as Community Service. Remember to add personality to your cover letter to bring it and your résumé to life!

# Shake your interviewers hand before and after the interview.

It's polite to greet with a handshake and wait to be asked to be seated. Finishing with a hand shake says thank you and that you appreciate their time. Rememberno handshake is complete without a smile!

# Include relevant personal experiences that show your experience and personality.

Bring your answers to life with real examples! Don't forget that personality is shown through your words, your eyes, your hand gestures and your smile! It will also make you less nervous if you can be confident and be yourself.

# A hand written thank you note is always appreciated.

Saying thank you or writing an email might do, but nothing is better than taking the time to show how much you mean thank you. A simple note and a few lines is all you need to show this gratitude and make someone's day.

# 10 Ways to Win an Interview

Compiled From The Everything Job Interview Book, By Bob Adams, 2001

# 1. Be Prepared

Be prepared by thinking out the interview before it happens. Know where it will be held, arrive 15 minutes early, and bring an extra copy of your cover letter and résumé just in case!

# 2. Dress Appropriately

Dress conservatively and it's always good to over-dress instead of underdress. Dress also includes not having too much jewelry or makeup! Remember details make the difference.

# 3. Be Confident

Smile and believe in yourself. If you believe in yourself, your interviewers are more than likely to believe in you. Be careful to not sound cocky or conceited, but take pride in your skills and experiences that make you the perfect choice.

# 4. Make Eye-Contact

This can be difficult when you are nervous, but this is one of the best ways to show confidence. Make eye-contact with the person asking the question and then slowly roam making contact with each person, so you don't seem shifty or nervous.

# 5. Show Your Enthusiasm

Be excited to be at the interview! Show that you are eager and willing to learn, and excited about what the interviewer is discussing with you. This is done both with your words and body language!

# 6. Know the Position

Understand what you will be doing and form any questions you have about those tasks. Find matches between what you want to do and what the position offers.

# 7. Know the Industry

Understand where the company or organization fits in the industry and what their mission or goals are. This will help you see the big picture and where you might fit in that company or organization.

# 8. Know the Company

You might get the question, "Tell me what you know about this company." or you may have to insert information about the company in your answers. Either way, it shows dedication and that you did your homework when you know about the company!

# 9. Practice

Practice makes perfect! Don't memorize answers, but think about possible questions and how you might respond. Watch your non-verbal communication such as eye and facial expressions in the mirror or with a friend! You'll be confident and prepared if you practice.

# 10. Follow Up

Whether it's a thank you note, a call, or a quick email, thank the interviewer for their time soon after the interview, usually done within two days. This will keep your name at the top of their mind and shows that you appreciated their time.

# It's Interview Time Tips!

Are You Ready?

The Towntown.
Interview Time Checklist:
☐ Do you know where and when your interview will be?
☐ Is your résumé edited by two other people?
☐ Is your cover letter edited by two other people?
☐ Is your résumé and cover letter printed on résumé or nice paper?
☐ Do you have an extra copy of your résumé and cover letter printed and ready to
go just in case?
☐ Did you personally sign your cover letter?
☐ Did you practice likely questions?
☐ Do you know the position description?
☐ Do you feel prepared?
☐ Is your interviewing outfit clean and pressed?
☐ Are your earrings, make-up and hair not flashy or distracting?
☐ Are you conservative and classic?
☐ Smile ready?
☐ Excited?
☐ Confident?
If all of these are checked. Vou are Prenared and Ready

If all of these are checked- You are Prepared and Ready

For Your Interview!

# Post-Evaluation Tips!

Let This Experience Help You In the Future!				
Name: nterview Date:				
What went well in the interview?				
What could be improved?				
What questions were asked?  1				
2				
3				
4				
5				
Was I prepared for the interview? What else can I do to prepare?	Yes	No		
Did I practice for the interview? What else can I do to practice?	Yes	No		
Did I review the judge's comments? What could I improve next time from thes	Yes se comments	No ?		

# Additional Tips!

Excel in your next real interview with these additional tips!

# Thank You's

Thank you notes have been mentioned several times throughout this manual and there are some tips for sending them after your next real interview.

You can choose to email or write a handwritten thank you. Here are some general guidelines to follow for either option.

- All types of thank you's should be sent within two days of the interview.
- Make sure the style of the thank you matches the organizational culture of the company you interviewed with.
- For all types of thank you's, be sure to use correct grammar, spelling and punctuation.
- Thank you's should include thanking them for their time and the opportunity to interview with them. You may want to include something special that you remembered about interview panel, company or the interview. Be genuine!
- A hand written note is appreciated, especially in a business or organization that would focus on providing a personal touch to others.
- Choose professional and classic note cards and write the note in ink.
- Send an email thank you for a company that is more technology focused or has a fast turn around time for decisions.
- Another thank you method includes a phone call, which would follow the same guidelines as what to write on a thank you.

Here are some appreciation words to consider using in your next thank you note.

- Beneficial
- Character
- Excellence
- Fine
- Great
- Importance
- Impressive
- Kind

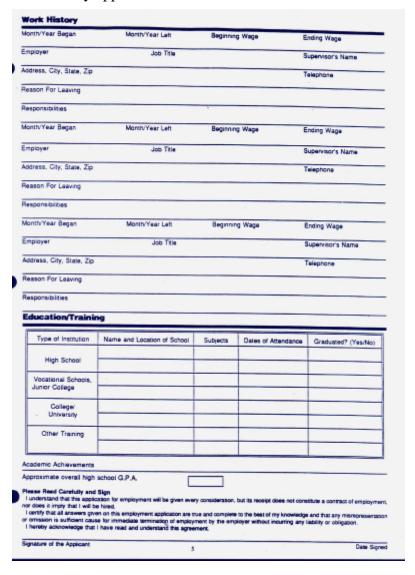
- Outstanding
- Pleasant
- Rewarding
- Special
- Superb
- Treasure
- Value
- Worthwhile

# Additional Tips!

Excel in your next real interview with these additional tips!

# **Employment or Job Applications**

Every job application may be different, but there are some important tips to remember to have for any application.



- Be sure to write in blue or black ink and print legibly or type the application.
- Be sure that the application is complete with no blanks. If it does not apply to you, put N/A or Not Applicable.
- Personal Information includes your address, phone number and your social security number.
- Educational Information includes your schools, their addresses, courses completed, GPA and degrees conferred.
- Work Experience includes the name of the company and address, supervisor name and contact information, job duties, dates of employment, reason for leaving and salary or hourly wage.
- References should be people to confirm your information or character. These usually
  cannot be relatives or siblings. Include the reference name, position title, company,
  address and contact information.
- Some may ask for availability on the days of the week and times.
- Electronic applications may ask you to upload a cover letter and résumé. Be sure to have them ready and in a PDF format if it has a lot of formatting such as columns or bullet points.

# Appendix

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# Appropriate Appearance in Business Settings General Guidelines

<ol> <li>Appearance should be appropriate for the organization's culture.</li> </ol>
2. Appearance should be appropriate for the specific occasion.
3. Appearance should not be visually distracting.
<ol> <li>Attention to detail is important (e.g. polished shoes, clean/groomed nails and hair, snugly tied neck-tie, buttons in line, etc.)</li> </ol>
5. Remember: "Less is more" when it comes to cologne/perfume, make-up, accessories, etc.
6. When in doubt, be conservative; avoid revealing clothing.
7. When in doubt, overdress rather than underdress; however make an effort not to appear more formal than those in managerial positions. (Layers work well: if you notice the manager is not wearing a coat, remove yours as well.)
8. Know the tendencies of the particular geographical location (e.g. more conservative Northern California vs. more flamboyant Southern California).
9. When buying, choose classic styles rather than "trendy" choices.
Notes:

# **Demeanor and Dress**

Dr. Fahs, Business and Professional Communication Course California Polytechnic State University, San Luis Obispo Fall 2008

# YAHOO! hotjobs

# Recruiter Roundtable: Fashion, Grooming Tips

Yahoo! HotJobs, Yahoo! HotJobs

The Recruiter Roundtable is a monthly feature that collects career and job-seeking advice from a group of recruiting experts throughout the United States. The question we put before our panel this month is:

What is the one piece of fashion and/or grooming advice you wish more candidates would heed before going on an interview?

# Get the Details Right

The night before the interview, lay out your wardrobe to make sure everything fits, is free of wrinkles and is current with today's styles. Also take the time to polish your shoes. While this may sound minor, showing up with scuffed shoes may signal to the employer you lack attention to detail. Finally, remember that the interview is not your time to make a fashion statement, so avoid tight clothing, limit your jewelry, and go easy on fragrances.

The interview is your opportunity to show hiring managers how talented you are, and maintaining proper appearance will ensure they focus on your abilities rather than your attire.

-- DeLynn Senna, executive director of North American permanent placement services, Robert Half International

## **Accessorize With Mints**

I wish more candidates would take a strong breath mint before their interviews. It may sound silly, but you would be surprised how distracting bad breath can be during an interview! Gum also works, but remember to discard your gum BEFORE the interview.

-- Bob Hancock, independent staffing consultant

# What Are Your Revealing?

Look in the mirror: If too much is showing, don't wear it! While low-cut blouses or shirts are in fashion, most are inappropriate for the workplace, including the initial interview. The interviewer could possibly be distracted by the inappropriateness of the candidate's attire and therefore not focused 100% on the interview. This is unfortunate for both parties; the candidate may not be getting the positive reaction to answers they want, and the interviewer may be less apt to probe for the information they need to make a solid hiring decision.

-- Joelle Thies, staffing specialist recruiter, Wells Fargo

# The Smell of Success Is Scent-Free

If your perfume or cologne enters the room before you do, chances are your scent may be interfering with your chances of landing the job. You'll see subtle signs from the interviewer — he'll lean away from you, she'll wrinkle her nose or open a window. If someone on the interview team has allergies or asthma, and if you're meeting with them in a small room, your strong scent will be just the excuse they need to leave the room quickly, without them getting a chance to hear the details about the brilliant marketing campaign you developed at your last company.

The focus during the interview -- and afterward when the interview team gets together to discuss your interview -- should be on your accomplishments, abilities, and why you're the right person for the job. So keep it scent-free. -- Cheryl Ferguson, recruiter, The Recruiter's Studio

# Also on Yahoo! HotJobs:

Recruiter Roundtable: Trying too hard Recruiter Roundtable: Salary mistakes Recruiter Roundtable: Resume length

Find a new job near you

# Résumés

# Resume Guidelines

out as the best candidate for the position you are applying for, Don't An excellent resume reflects your unique experience and style. Be descriptive and focused in communicating what makes you stand underestimate the power of a really great resume!

- Customize your resume to match the job/employer
- Be specific, with examples of accomplishments, skills and results
- Be descriptive, using action verbs
- Quantify results whenever possible (e.g., "increased sales by 10%";
  - Proofread carefully for grammatical and spelling errors
    - Be clear and concise (generally one page)
- Attend a Career Services resume workshop, resume clinic, or make an appointment with a Career Counselor.

# SECTIONS

- Contact Information (include your email)
- Objective (taylor it to the job you are applying for)
  - Education
- Experience
- Projects (team and individual)
- Categories unique to your resume (Foreign Languages, Laboratory Skills, Athletic Accomplishments, International Experience, Honors, Research, Publications, Military Experience
- Leadership Involvement (campus organizations, clubs, professional affiliations)
- Computer/Technical Skills
  - Community Service

# SAMPLES

"Career Services Sample Resumes" at www.careerservices.calpoly.edu. Use the following samples to create your own unique resume to make an outstanding impression on employers. For more samples, see the



# Levi Lorenz

4321 Ishav • San Luis Ohispo, CA 93401 • (805) 544-1234 • Haranzi@celpoly.edu

# Objective

A cureer position in Industrial Engineering in the biomedical industry

# Summary of Qualifications

- Engineering work experience in a high-tech manufacturing environment
- Experience with the design, installation, and improvement of industrial systems that unegrate people, technology, materials, and information
- Extensive hands-on project work involving efficiency, work design and measurement, industrial costs and controls, data management and system design, ergonomics, statistics and operations research
  - Experience with customer service, sales techniques, and interpersonal social skills
    - EIT Certified # 654321

# Education

California Polytechnie State University, San Luis Obispo Bachelor of Science in Industrial Engineering - June 2008 Major GPA: 3,6

Overall GPA: 3.4

# Dean's List - 4 quarters

# Spring/Summer 2007

Industrial and Manufacturing Engineering Co-op Alcon Laboratories, Cataract Operations Division – Irvine, CA

Industrial Engineering Experience

- Designed and implemented a new mixed-model assembly line to accommodate a new product
- Completed various other industrial and manufacturing projects to support the Cataract assembly line Reorganized inventory system to prevent material shortages while minimizing on-hand inventory
  - Presented several project undates to upper management, supervisors, and team members

# Senior Project - Cal Poly

- Developing a Decision Support System Software tool using Microsoft Excel and Access to create a small scale, but highly practical, ERP system
- The software will have an MRP engine, which will be integrated and linked with financial analysis of customer orders, supply chain costs, direct labor costs, inventory costs and overhead costs

# Technical Group Projects - Cal Poly

- Developed alternative layouts for C&D Aerospace's Dado Assembly Area while optimizing man hours and material flow
- Created Material Requirements Planning Program for three product structures containing parts with independent and dependent demand
- Used Operations Research Techniques to determine the best combination of foods to include in a Meal Ready to Ear Redesigned an alarm clock to be more ergonomically correct
  - Developed and recommersded improvements to an existing workstation located at DiOptics Medical Products

# Technical Skills

- Created a working database using Microsoft Access for given production systems
- Proficient using: Microsoft Excel, Word, PowerPoint, Minitab & CAD/CAM computer systems

# Leadership / Involvement

- Vice-President, Alpha Pt Mu Industrial Engineering Honor Society
  - Increased membership by 20% through creative marketing
    - Institute of Industrial Engineers (IIE)
- Cal Poly Intrumural Soccer and Baskethall

# Work History

Server - F. McClintocks, San Luis Obispo - Worked 20-25 hours per week while attending school full-time (1/05 - 12/06)

# SUSANNE MARTIN

smartin@calpoly.edu (805) 555-5555 573 Highland Dr., San Luis Obispo, CA 93405

Objective: A career marketing position with a winery

# Education

California Polytechnic State University, San Luis Obispo

Sachelor of Science in Agribusiness, June 2009

Minor; Wine and Viticulture Concentration: Marketing

# Experience

California Polytechnic State University, San Luis Obispo, CA

# Senior Research Project

60/9-60/1 Performed primary and secondary research on optimal benefits package for employees of a

- Designed and administered survey to San Luis Obispo county wineries medium sized winery
- Analyzed data and prepared formal document for client

# Marketing Planning Project

Collected secondary and primary market research for a local vineyard and winery

- Developed test market surveys
- Statistically analyzed survey results using SPSS
- Formulated marketing strategy and presented recommendations to client

# Wine Compliance and Market Analysis

3/08-6/08 Analyzed the California wine industry creating a business plan for personal winery in San

Studied demand shifters, appellations, distribution regulations, operational costs, acreage trends and production

# Edna Valley Vineyards, San Luis Obispo, CA Public Relations/Marketing Intern

Assisted with public relations and marketing for special events, wine club, gift shop

Responded to national sales requests and updated website

Defronzo Wine, San Luis Obispo, CA

# Viticulture Assistant

Trained vines; performed and maintained irrigation

Evaluated and reorganized wine cella

Other: Customer service, retail sales, food booth operator

Computer: Word, Excel, PowerPoint, QuickBooks, SPSS

Language: Conversational Spanish

Dean's List

Vines to Wines Club: Vice-President

National Agri-Marketing Association/Agribusiness Management Organization

# Elliott Smith

2005 Main St. #3, San Luis Obispo. CA 92401, (805) 555-5555, Ismith@calpoly.edu

Objective To apply my research and laboratory experience in a summer internship in the blotechnology industry

# Summary of Qualifications

experience in both industry and academic settings

Strong presentation skills acquired through large and small group facilitation Excellent self-starter with demonstrated solitity to multi-task

Reliable and organized professional capable of adapting to new challenges

California Polytechnic State University (Cal Poly), San Luis Obispo

Mejor: Biological Sciences

Concentration: Molecular and Cellular Biology Junior Starding Major: Biological Sciences

 Desn's List. – 3 quarters Fluent in Spanish

Financing 80% of college expenses

Undergraduate Biotechnology Laboratory, Cal Poly, San Luis Obispo, CA Research Experience

7x07 - Present

80/8 - 80/8

Oversee all undergraduate DNA sequencing in Biological Sciences department Design PCR primers and optimize reaction protocols for special projects

9/08-12/08

Perform quality assurance checks on reagents and materials

Understanding the limitations to and motivations for offering young children Minorities in Research Abroad (MIRA) Program Instituto de Investigación Nutricional, Lima, Peru unded by National Institute of Health

Presented findings at 8th Annual Biological Research Conference for Minorities mant instant cereal in complementary feeding programs. Why doo't mothers take full advantage of the provision of free Infant instant cereal mixes?

Laboratory Skills

- Electrophoresis High Pressure Liquid Chromatography Thin Layer Chromatography

Microbial Staning and Plating Spectrophotometer Analysis

Southern Blotting

· Infrared Spectroscopy Aseptic Techniques Ion Chromatography

Biochemical Principles Emerging Infectious Diseases Relevant Coursework

3/08-9/08

Classical and Molecular Genetics Industral Microbiology and Biolechnology Molecular and Cellular Biology General and Cellular Physiology

Immurachemistry
 Chemical & Biological Warfare

Vetabolism
 Organic Chemistry Series

Adobe Photoshop

Web Design

8/05 - Present

Protein Techniques Laboratory Applied Life Science Statistics

 Minitab
 ChemBraw MS Office (Word, Excel, PowerPoint) Computer Skills

5/07-9/07

Other Selected Experience Firestone Grill, San Luis Obispo.

CA

Serve in excess of 100 customers per hour during peak times Place orders, prepared food, and provided customer service

# Honors & Activities

Goden Key Honor Society
Tri Beta Biological Sciences Honor Society
College of Science and Math Arroassador

Cal Pory LINKS Program Mentor Cal Pory Ski Club

Honors/Activities Career Services, www.careerservices.calpoly.edu, California Polytechnic State University, San Luis Obispo

K. Watkins	Jenica Dominguez		jdomingu@calpoly.edu
ad * San Francisco, CA 93023 * (203) 354-2045 * traccewathins@hotmail.com A Program Associate position with Sadie Nash Lendership Project	2345 E. Laguna Avenue S 4778 Balboa Street N	San Luis Obispo, CA 93401 Newport Beach, CA 94778	(905) 543-2242 (949) 855-4423
California Polytechnic State University, San Luis Obispo, California Bachelor of Arts, Political Science, cum laude, June 2008 Elective Connectration: Sarvey of Underrepresented Populations Cal Poly Loudon Study Program, London, England, Fall 2006	SUMMARY  • Three years experience providing quality customer service • Extensive use of Microsoft Word, Excel, Access and PowerPoint • Proven ability to establish rapport with customers and co-workers	My customer service al., Access and PowerPoint customers and co-workers	
Training Extreme Leadership Conference Women's Leadership Conference Week of Welcome Leadership Training State of the Student Forum	<ul> <li>Financed 100% of college expenses</li> <li>Fluent in Spanish</li> </ul>		
Summer Institute Program, Cal Poly, San Luis Obispo, CA.     April 2007-Sign. 2007, March 2008-present     Assistant Program Coordinator     Plan and implement it summer bedge program, managing \$80,000 program budget     Coodact interviews and bire educational instructors, resident advisors, and learning assistants     Supervise twelve still members, coordinate and facilitate weekly medings     Coordinate three bunques and four special events for all Summer Institute students     Packer and Decreation Sen Lin Oblino. Re	EDUCATION California Polytechnic State University, San Luis Obispo Bachelor of Science: Business Administration, June 2009 Concentration: Marketing GPA 3.2 Major GPA 3.4 University of Alicante, Spain - Study Abroad, 2007	sity, San Luis Obispo Inistration, June 2009 Minor: Spanish Abroad, 2007	
Program "X" Coordinator  Organized and managed complex monthly talendar of activities for middle school ulter school program  Occanizated and managed complex monthly talendar of activities for middle school ulter school program  Coordinated all aspects of Teen Hang-Out program including organizing activities and managing budget  Supervised and coordinated daily netwirities for program participants  Council Chair  Pannicipants and facilitated weekly meetings  Participated an several budget and award committees  Participated on several budget and award committees	MARKETING EXPERIENCE     Clear Channel Radio     Marketing Internship     Updated Information and maintained client relationships     Performed market research to compare competitor prices     Attended several sales calls     Created and edited sales reports using Excel	San Luis Obispo, CA ilent relationships e competitor prices g Excel	3/08-8/08
	Lucero and Dunne Advertising	Newport Beach, CA	Summer 2007
Research Assistant—Political Science Department  - Research and analyze abrution-related, statistical data for Dr, Anna Blue  - Edit and check references for each book feather  - Transcribe six interviews conducted by Dr. Blue expanding abortion research  - Collect information regarding abortion in relation to media intention	Summer Intern      Assisted Media Buyer with all trafficking of commerci      Organized co-op advertising for Account Executives     Re-organized monthly billing process	<ul> <li>Assisted Media Buyer with all trafficking of commercials, budgets and campaign proposals</li> <li>Organized co-op advertising for Account Executives</li> <li>Re-organized monthly billing process</li> </ul>	n proposals
	<ul> <li>Extensive use of software including Ex</li> </ul>	Extensive use of software including Excel. Access, Word, and Smart Plus (media buying software)	dia buying software)
<ul> <li>Unitaxed numerous researed tooks including protessional journals, duadroses, and interest</li> <li>Wrote over fifty academic papers analyzing political, legal, and diversity issues</li> <li>Compiled information from ten to stay sources into five to fifty page papers in length</li> <li>Researched, compiled and analyzed data for statistical research</li> </ul>	Cal Poly Senior Project: Marketing Career Day	Cal Poly Senior Project: Marketing Career Day In a some of 40 equivales contributed free agents Marketing Career Pay	Spring 2008
Senior Project: Dollars and Sease: Reforming the College Based Fee Goldelhues he the Political Scheme Department  Researched extensively to design new process, collaborating with the Dean  Created and implemented new survey to collect student input  Advised department chairs on college based fee process reformation	The state of	are treating to support to support the support of t	o colpoida ighigoshidares
	WORK EXPERIENCE Tahoe Joe's Famous Steakhouse	San Luis Obispo, CA	05/08-present
Administrative Clerk, Culifornia Department of Forestry, San Luis Obispo, CA. June 2006-September 2006-September 2006-September 2006-September 2008  Receptionist, Trinity Hall, Cal Poly, San Luis Obispo, CA. January 2005-June 2005	Front Manager/Server  • Train, schedule and motivate seven hostesses  • Liaison between front staff and upper management  • Open and close restaurant and administer daily cash receipts	ostesses management ster dally cash receipts	
Microsoft Word, Excel, Frost Page, Access, Power Point, Publisher, Outlank: FileMaker Pro, Over Time Student Information System SPSS, Minish Comment Time 50 MPM.	<ul> <li>Employee Customer Service Award, three times</li> </ul>	rree times	
	LEADERSHIPTINVOLVEIMENT American Marketing Association Vice President of Promotions/Advantation	San Luis Obispo, CA	2005-2008
	<ul> <li>Worked closely with 13 board member</li> <li>Responsible for all promotion and adv</li> </ul>	<ul> <li>Worked closely with 13 board members in one of the largest clubs on campus</li> <li>Responsible for all promotion and advertising for the club including posters, flyers, t-shirts and pens</li> </ul>	ers, t-shirts and pens

	Helping Advised Assisted Assisted Assisted Clarified Counseled Counseled Counseled Counseled Disgnosed Disgnosed Disgnosed Disgnosed Counseled Educated Facilitated Facilitated Facilitated Facilitated Facilitated Facilitated Referred Mentored Motivated Perceived Referred	Technical Analyzed Automated Built Calculated Computed Computed Computed Computed Converted Converted Designed Designed Designed Designeered Fabricated Installed Installed Installed Installed Installed Installed Installed Installed Installed Programed Pabricated Installed Produced Produced Programmed Remodeled Repaired Solved Toubleshot Upgraded Validated
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ACTION VERBS	Creative Acted Conceptualized Created Created Customized Designed Designed Enhanced Enhanced Entablished Founded Generated Illustrated Innovated Innovated Introduced Integrated Introduced Integrated Integrated Integrated Newtialized Shaped Visualized Shaped Visualized Wrote	Results Accelerated Accemplished Achieved Attained Awarded Completed Contributed Decreased Established Established Introduced Introduced Introduced Introduced Introduced Recognized as Reduced Recognized as Selected as Succeeded
AC	Communication Addressed Authored Collaborated Consponded Conveyonded Corresponded Formulated Influenced Influenced Influenced Influenced Influenced Manipulated Manipulated Mediated Mediated Mediated Resided Spoke Wrote	Research Abstracted Analyzed Clarified Collected Compiled Conducted Interpreted Interpreted Interpreted Interpreted Interpreted Interpreted Interpreted Interpreted Conducted Co
	Administrative/ Detail Approved Approved Aranged Catalogued Classified Collected Compared Compared Compiled Compiled Compiled Compared Compiled Compiled Compared Compiled Compared Compared Facilitated Filed Generated Monitored Operated Properated Properated Organized Properated Organized Properated Compared Responded Recorded Recorded Responded Responded Responded Responded Responded Specified	Leadership/ Management Administered Asalyzed Asalyzed Contracted Contracted Coordinated Delegated Delegated Delegated Directed Evaluated Evaluated Evaluated Evaluated Evaluated Evaluated Evaluated Evaluated Managed Implemented Implemented Implemented Implemented Organized Organized Oversaw Performed Planned Prioritized Produced Reviewed Strengthened Supervised

San Diego, CA Summer 2008

Participated in multiple levels of design, including schematic finish design, space

planning, furniture design, site visit installations, and construction documents

Directly interacted with clients, product representatives and consultants

Communicated directly with consultants and participated in regular site visits and

Assisted one architect throughout multiple phases of several elementary school

remodels

۰

Responsible for checking specifications for finishes, materials, and components

during construction phase

Fresno, CA Fall 2007

# LEADERSHIP INVOLVEMENT & AFFILIATION

redevelopment and expansion of existing affordable housing site owned by the

Department of Housing and Urban Development

Prepared comprehensive development proposal of \$50,000,000 for the

San Francisco Winter 2007

hai Student Association · Senior Thesis Show Student Planning Board · AIAS

Created an urban environment, based on adaptable space created by plazas, landscape, and surrounding ouildings in the midst of lively transportation hub. Dealt with issues including suburbanization, PROJECT THESIS, INTEGRATING ENVIRONMENTS, SAN FRANCISCO, CA demographic conflict, campus edges, automobile dependency, and mass transit systems. CALIFORNIA POLYTECHNIC STATE UNIVERSITY, SAN LUIS OBISPO 4th Year Design, Southeast Asian Comparative Studies, Conversational Thai Bank of America Low-Income Housing Development Challenge Bachelor of Architecture Degree, June 2010 Howard-Sneed Architecture and Design SUMMARY OF QUALIFICATIONS Edwin S. Darden and Associates THAILAND STUDY ABROAD ACADEMIC COMPETITION WORK EXPERIENCE Feam Member, Cal Poly Architect Assistant OBJECTIVE EDUCATION Design Intern California Polytechnic State University, San Luis Obispo Career Services, www.careerservices.calpoly.edu,

DESIGN MEDIA AutoCAD 2006 • ArchiCAD • PhotoShop • Illustrator • InDesign • PageMaker

Structures • Environmental Control Systems • Sustainable Housing

Site Analysis • GIS

KNOWLEDGE

Form Z

COMPUTER PLANNING

Physical and digital modeling \* India ink \* Prismacolor/Pantone markers

charcoal \* photography \* carpentry \* blown glass

Hand rendering \* drafting \* model building \* sketching \* studio art \* drawing

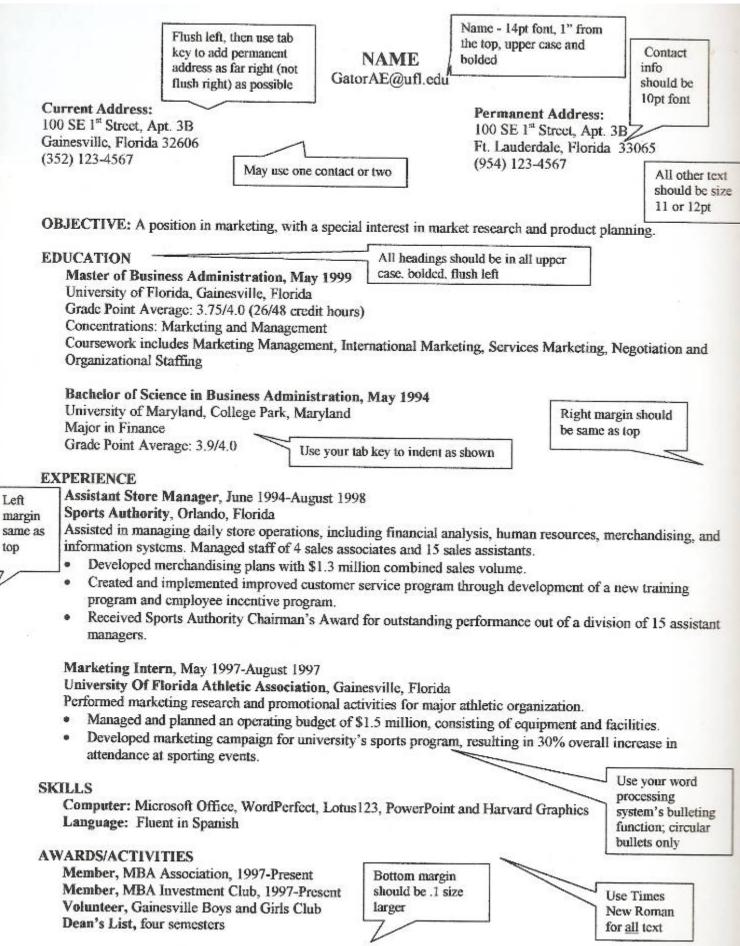
184 Cascada Lane • Walnut Creek, CA 94596 • 925.330.6526 • cmartini@calpoly.edu

CALVIN S. MARTINI

Architectural internship position, to attain architectural licensure

Minors: Sustainable Environments & City & Regional Planning

GPA: 3.2 Dean's Honor List



Selling Yourself...Surefire Résumé s and Cover Letters, Sue Brock, Cal Poly, SLO November 2008

# ACTION VERBS FOR RESUME WRITING

# PEOPLE Administered Advised Activated Accomplished Adapted Adjusted Advertised Analyzed Arranged Assembled Assisted Achieved Affected Authored Conducted Coordinated Calculated Catalogued Chaired Collaborated Conceptualized Conciliated Consulted Contracted Delegated Demonstrated Devised Distributed Directed Explained Effected Encouraged Enlarged Managed

Motivated

Organized

Programed

Supervised

Stimulated

Promoted

Taught

# THINGS Built Constructed Compiled Calculated Completed Created Designed Drafted Expedited Edited Educated Enlarged Established Evaluated Examined Expanded Fabricated Facilitated Familiarized Formulated Generated Governed Guided Hired Handled Identified Improved Increased Indexed Influenced Informed Instrumented Innovated Inspected Invented Operated Programed Revised

# Applied Analyzed Adapted Assessed Clarified Communicated Conceived Coordinated Created Defined Devised Established Explained Educated Exchanged Executed Forecasted Illustrated Innovated Implemented Initiated Integrated Instituted Interviewed Maintained Manipulated Marketed Modified Monitored Motivated Negotiated Obtained Persuaded Presented Presided Promoted Processed Proposed Publicized Rectified Recommended Recorded Recruited Related Standardized Surveyed Synthesized Transmitted Wrote

IDEAS

Specified

# CLUSTERING YOUR SKILLS

The following are clusters of skills. Thinking about your own skills this way can help you to identify your abilities and enable you to write an accurate resume.

# MANAGEMENT SKILLS

# FINANCIAL SKILLS

# MANUAL SKILLS

Developing
Supervising
Coordinating
Firing
Hiring
Producing
Trouble-shooting
Evaluating
Planning
Scheduling

Analyzing Organizing

Delegating

Executing

Ranking

Calculating
Computing
Planning
Budgeting
Accounting
Auditing
Appraising
Researching
Analyzing
Allocating
Administering
Preparing
Solving
Bookkeeping
Record-keeping

Operating
Tending
Grinding
Assembling
Feeding
Cutting
Binding
Driving
Moving
Bending
Shipping
Handling
Drilling
Lifting

# RESEARCH SKILLS

# HELPING SKILLS

# TEACHING SKILLS

Clarifying
Surveying
Interviewing
Investigating
Gathering
Evaluating
Synthesizing
Critiquing
Examining
Extracting
Reviewing
Writing
Organizing
Interpreting
Extrapolating

Relating
Guiding
Adjusting
Attending
Caring
Listening
Directing
Perceiving
Intuiting
Understanding
Assisting
Sensing
Referring
Speaking
Collaborating

Influencing
Advising
Persuading
Guiding
Informing
Encouraging
Explaining
Enlightening
Stimulating
Inventing
Adapting
Facilitating
Developing
Clarifying
Initiating

## DETAIL SKILLS

# CREATIVE SKILLS

Approving
Implementing
Dispatching
Arranging
Collecting
Comparing
Tabulating
Collating
Operating
Classifying
Processing
Recording
Organizing
Inspecting

Retrieving

Innovating
Developing
Imagining
Designing
Planning
Joking
Conceptualizing
Synthesizing
Abstracting
Intuiting
Visualizing
Directing
Playing
Performing

Selling Yourself...Surefire Résumé s and Cover Letters, Sue Brock, Cal Poly, SLO November 2008

# Donna LaMadeline

2525 South St, San Luis Obispo, CA 93405 (805) 441-5555 dlamadeline@yahoo.com

Objective: Campaign Assistant position with Senator Lois Capps

## Education

California Polytechnic State University, San Luis Obispo Bachelor of Arts: Political Science, September 2006

Focus: Public Administration

Major G.P.A.: 3.2

- · Worked full-time while attending school full-time
- · Earned recognition for contributing over 150 hours of voluntary community service while attending school
- Senior Project: 37 page paper entitled "Winning Elections on a Non-Partisan Platform"

Political Campaign Experience

Jim Watkins for Supervisor, District 3, CA Campaign Organizer and Database Worker January 2007-present

- Helped start the campaign by recruiting and organizing volunteers, making media lists, planning get-to-know the candidate events
- · Gathered and inputted all campaign and voter information into databases.
- · Analyzed and coordinated use of data.

Diane Swanson for Congress, District 22, CA

March-December 2006

Campaign Manager

- · Coordinated all aspects of the campaign including fundraising, mailings, phone-banking, office management, media, and events.
- · Coordinated over twenty volunteers.
- Updated website content related to policy advocacy.
- · Aided candidate with events, speeches, writings, and district traveling.

## Affiliations

San Luis Obispo Progressive Democratic Club
San Luis Obispo Earth Day
San Luis Obispo County Central Committee
San Luis Obispo County Central Committee
San Luis Obispo Democratic Club
California Polytechnic State University College Democrats
University of Colorado at Boulder College Democrats

February 2007-present
April 2006
September 2004-present
October 2004-present
September 2004-2006
August 2002-June 2004

# Outreach

John Luis for Mayor Campaign

May-November 2006

· Attended events, walked precincts, voter outreach.

Lois Capps for Congress

May-November 2006

· Attended events, phone-banking, walked precincts.

California Democratic Party

March-November 2006

Phone-banking for all democratic candidates, voter outreach, walked precincts, helped organized volunteers.

## Skills

Language: background in American Sign Language and Spanish

Computer: Microsoft Word, Excel, PowerPoint

## Additional Experience

Child Care Provider and Educational Supervisor, Mike and Cheryl Cole

June 2005-present

- Met the physical, emotional, and academic needs of two young children, facilitated life skills, social interaction, responsible for their health and well-being.
- Organized, designed, and facilitated educational programs for a thirteen year old student with special needs, taught academics and social values/ethics.

Foster Care Family

· Gained invaluable insight into life experience of disadvantaged youth as lifelong member of foster child host family.

Selling Yourself...Surefire Résumé s and Cover Letters, Sue Brock, Cal Poly, SLO November 2008

Melinda Field

1000 Long Street, Apt. B San Luis Obispo, California 93401 mfield@gmail.com (408) 555-2565 (C)

Education

California Polytechnic State University, San Luis Obispo

September 2002 - Present

Bachelor of Arts in Communication Studies - expected graduation, December 2006

Minor - Psychology

**Educational Outreach** 

Student Life and Leadership, Cal Poly State University, San Luis Obispo, California Women's Programs

## Assistant to the Director

September 2006 - Present

- · Edited proposal documents
- Compiled information for a focus group
- Created a manual for Women's Programs

Co-Coordinator: Sexual Assault Free Environment Resource Program

September 2005 - June 2006

- · Presented information to three groups of over 500 participants
- Designed multiple PowerPoint presentations
- Redesigned advertisement posters for greater clarity, effectiveness, and focus

Student Coordinator: BODY '05 (contract position)

January - February 2005

- Organized publicity: designed fliers, resources cards, and advertisement display for a series of events promoting healthy body image
- Recruited artists for Student Art Gallery
- Coordinated, managed, and delegated work to group of 10 volunteers

Workshop Presenter: Remember Week

April 2004

- Created effective PowerPoint presentation and educational fliers about healthy relationships
- Presented to a group of 20

Health and Counseling Services, Cal Poly State University, San Luis Obispo, California Peer Health Education

Peer Health Educator: Educational Resources on Sexuality Team

September 2003 - June 2004

- Designed and implemented an innovative campus-wide campaign that has continued each year, and has served as a template for other campaigns
- · Constructed clear and attractive publicity fliers for various events
- · Obtained the trust of students during dyadic consultations

Student Life and Leadership, Cal Poly, San Luis Obispo, California Week of Welcome

ek of Welcome

Health and Wellness Speaker: Week of Welcome

September 2006, September 2003

- · Commanded the attention of three groups of over 500 incoming freshman
- · Delivered an original presentation about college students and eating disorders
- Composed an original presentation specifically tailored to college depression
- · Researched various statistics to incorporate within the presentation

Student Life and Leadership, Cal Poly, San Luis Obispo, California Open House

Student Speaker:

April 2004

- Selected by the Open House Committee to represent Cal Poly as the chosen student speaker
- Captured and maintained the attention of an audience of two groups of over 2,000 newly admitted students and their families

Additional Experience

Jefunira Camp, Palo Alto California

Camp Counselor

Summer 2003, 2004, 2005, 2006

- Responsible for creating and implementing activities for groups of campers of various ages
- · Asked to take on the responsibility of leading and managing the youngest group of campers
- Managed and mediated conflict and communication between campers
- Requested to return as a counselor each year
- Developed developmentally appropriate activities for four and five year old campers

Selling Yourself...Surefire Résumé s and Cover Letters, Sue Brock, Cal Poly, SLO November 2008
California State 4-H Interview Manual 37



# Work

# Most Common Resume Lies

Kate DuBose Tomassi 05.23.06, 3:00 PM ET

From foolish fibs to full-on fraud, lying on your résumé is one of the most common ways that people stretch the truth. But think twice before you ship off your next half-baked job application. Even if your moral compass doesn't keep you from deceit, the fact that human resources is on to the game should.

The percentage of people who lie to potential employers is substantial, says Sunny Bates, CEO of New York-based executive recruitment firm Sunny Bates Associates. She estimates that 40% of all résumés aren't altogether aboveboard.

And this game of employment Russian roulette is getting riskier and riskier. Almost 40% of human resources professionals surveyed last year by the Society for Human Resource Management reported they've increased the amount of time they spend checking references over the past three years.

View a slide show of the most common résumé lies.

"Résumés are marketing tools designed to do one thing: make the phone ring," says John Seraichyk, founder of the Barrett Group and co-founder of Executives Only, both Rhode Island-based recruiting firms. Once it does, you'd better be ready to back up your paper claims. Susan Vobjeda, vice president of marketing at Yahoo! HotJobs, warns that even a white lie can follow people throughout their career. Simply put: Don't do it, she says.

One of the most common résumé lies involves playing with dates to hide employment gaps. The reasons are myriad: hiding being fired, a period of job hopping or even an embarrassing prison stay. Some women stretch time lines because they fear it will be difficult to reenter the workplace after starting a family, says Seraichyk.

Even though it's one of the easiest items on a résumé to check, bogus college degree claims are also prevalent. John Challenger, chief executive of Challenger, Gray & Christmas, a Chicago-based outplacement firm, says that not having a diploma is one of the things many applicants are most ashamed about.

Ask Dave Edmondson, the former chief executive of RadioShack. He resigned in February after questions arose about the accuracy of his résumé. According to media reports, his claim to have a degree in psychology from Pacific Coast Baptist College in California wasn't true. Nor was there evidence he received a degree in theology from the same unaccredited college, which in 1998 moved from California to Oklahoma City and was renamed Heartland Baptist Bible College.

Fear of ageism can lead to lies by omission. Older job seekers may fudge or leave off the year they received their degree, or lop off their early work history, to appear younger on paper, says Seraichyk. While it's easy to sympathize, it's also important to remember that the truth behind these lies will quickly become evident at the interview.

Another widespread set of tall tales is embellishment of experience and accomplishments, says Jenny Sullivan, a spokeswoman for Chicago-based CareerBuilder.com, a joint venture between The Tribune Co., Gannett and Knight Ridder. For example, a mediocre salesperson might claim she increased sales by 80%, or a small-office sales director might say he managed 50 people, says Seraichyk.

Some job hunters will say they were paid a higher salary at a previous job in an attempt to get more money, says Sullivan. One particularly popular move is to combine one's salary and bonus. But employers are wising up. Todd Bermont, author of 10 insider Secrets to a Winning Job Search, says it's becoming more common for companies and recruiters to ask for a recent pay stub or tax return. Imagine talking your way out of that.

Considering that a résumé is usually a single sheet of paper, there are surprisingly many opportunities for yarn-spinning. Recent

college grads will raise their grade point averages or claim honors they didn't receive, says Bermont. And some people blur the line between familiarity and proficiency when it comes to technical expertise, such as knowledge of software programs, he says.

Even claims of language proficiency aren't immune. Sullivan says she knows of a candidate who claimed fluency in Spanish on his résumé. During an interview, when the hiring manager began speaking to him en español, the truth came out. He didn't know a word.

And in one case, a pre-op transsexual woman who called herself Charlene walked into the office of Mary Lou Nash, a Kansas City-based headhunter, who was surprised to meet a 6-foot-4 man whose given name was Charles. While not exactly a lie, surprising a potential employer with a detail like that might be risky.

So why do people do it? Why all the fiction? Simply put, in today's environment, where unemployment is low and people change jobs often, fear often leads to desperation, says Challenger.

But whether you get caught in the interview, on the job or years down the road, Bermont recommends heeding his mother's adage: "Whenever you tell the truth, you don't have to remember what you said."

View a slide show of the most common résumé lies.

"Most Common Resume Lies" Kate DuBose Tomassi, Forbes Magazine and Forbes.com, May 2006

# Cover Letters

Always send a cover letter along with an application or resume to an employer. Its purpose is to introduce you and show the prospective employer how your background fits their particular job. Use the cover letter to expand on points from your resume that you feel are especially noteworthy or relevant. You can also let the employer know that you are willing to relocate or that you have a mutual acquaintance. You should demonstrate that you have done your homework on the organization and know how you can be an asset to the employer. Prepare an original cover letter for each job – NOT a form letter.

# Cover letters for advertised listings

# 1. Research the employer

Research the prospective employer's organization to see how your skills and abilities meet the organization's needs, and how well your values match those promoted by the organization. In your cover letter, show why you are a good fit. Send the letter to a specific person whenever possible; otherwise, use "Dear Hiring Manager" or "Dear Human Resources Manager."

# 2. Analyze the job description

Take a good look at the job responsibilities and qualifications and design your cover letter to match these as much as you can. Often job listings are short and vague. In this case, draw from your research of similar jobs to infer what skills and abilities might be required. For instance, if you were looking for a job with a bank, it would be appropriate to mention courses and past experience related to finance.

# 3. Analyze your background

Think about your background in relation to the job responsibilities and qualifications. Ask yourself, "What have I done that is similar to what this job entails?" Consider courses taken, classroom projects, past work experience, summer jobs, internships, volunteer experience, extracurricular involvement (on- and off-campus) and travel.

# **Beyond Advertised Listings**

# Networking and research leads

You will also write cover letters to employers that you identify in your independent job search. Through networking or research, you will learn of specific openings or job titles that interest you. Be sure to indicate in the first paragraph what position you're seeking. If a specific person alerted you to the job opening, include that person's name and professional affiliation (e.g., "Professor Jane Seymore in Cal Poly's Civil Engineering Department suggested I contact you about your Sanitary Engineer opening"). Employers receive many letters and resumes. They are more likely to read letters that mention specific people they know.

# Prospecting Letters

If you are inquiring about possible openings, you are sending an Inquiry or Prospecting Letter. Address your letter to a specific individual, usually the person who supervises the functional area where you'd like to work. Be as specific as possible about the type of position that interests you. Ideally, your research will reveal the job titles used by this employer. If not, use commonly understood generic job titles in the field. The more specific you are, the clearer it will be that you've done your homework and that you know what the employer needs and what you have to offer.

# **Emailed Cover letters**

When applying for employment via email, copy and paste your cover letter into the email message or write your cover letter in the body of an email message. Make sure you include a signature with your email address and phone number. Include the title of the position you are applying for in the subject line of your message. Use a simple font and remove the fancy formatting. Send the message to yourself first to test that the formatting works. If everything looks good, resend to the employer. Make sure you spell check and check your grammar and capitalization. They are just as important in an email cover letter as in paper cover letters.

# COVER LETTER DOS AND DON'TS

# 00

- Use paper that matches your resume
- Write an original cover letter for each employer and position
- State in the first sentence why you are writing
- Show that you know your career goals and how they relate to the position and the organization
  - Demonstrate originality and enthusiasm
- Make your points succinctly, every point should support your application
  - Proofread for typos and accuracy of address and telephone numbers
- Run Spell Check on your computer before you print your final copy, but remember it cannot detect the wrong form of the word or a homonym
  - Print envelopes using a computer printer
- Keep copies of all materials for your records
- Follow up with the employer if you hear nothing after a couple of weeks. Inquire if any further information is needed and reiterate your interest.

# Don't

- Make the letter more than one page
- Use generic, all-purpose cover letters never copy cover letters
  - Exaggerate your skills or experience

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# Suggested Content and Layout Cover Letter

The following is intended as a guide. Cover letters should be unique and original.

(Area Code) Phone Number State Zip Code Your street address Month Date, Year Email address City.

Mr./Ms./Dr. First and Last Name of Person Employer Street Address/P.O. Box Employer/Organization's Name City, State Zip Code Position or Title

Dear Mr./Ms./Dr. Last Name of Addressee:

organization). Make a general statement about being a good candidate for the job Fell the reader why you are writing (i.e., regarding the position in which you are interested; if appropriate, indicate how you learned of the position and/ or

Explain why you have targeted this particular organization; in so doing, demonstrate from, the employer. Identify those parts of your experience (paid or non-paid) which research the potential employer.) Stress what you have to offer, not what you want attention to relevant course work, special projects and campus activities. In some your knowledge of its products, services and operations. (This means you must will be of interest to this employer. Students and recent graduates should draw cases, you will add detail to items.

if you will be traveling to the employer's location during an academic holiday, indicate he days you will be in that area.) Thank the reader for his/her time and consideration interview appointment, or tell the reader that you will contact him/her soon in order to see if you can schedule a mutually convenient appointment. If the employer is some distance away, indicate when you would be available for an interview. (For example, interested, and state how your unique qualifications fit the position. Request an Demonstrate your understanding of the duties of the position in which you are

Sincerely

Sign your name here

Type your name

Enclosure

# Following are sample introductory paragraphs for cover letters. Please note: they are intended to serve as examples, not to be copied verbatim.

- the GNC Components and Integration Group at the Dulles, VA location. With a At the suggestion of Jaime Wilson, I am submitting my resume for a position in solid education from Cal Poly, San Luis Obispo, I am seeking an entry-level Aerospace Engineering position with Orbital Sciences Corporation.
- management skills, and engaging teaching style will greatly support Lucia Mar's History student at Cal Poly - San Luis Obispo, prompt me to apply for the Lucia My commitment to bringing history alive for students, my extensive hands-on work at the State Department, and the knowledge that I gained as an honors Mar School District's high school social studies teaching position listed on Edjoin.org. I am confident that my lesson-planning abilities, classroom tradition of academic excellence.

# Following are sample middle paragraphs for cover letters.

- have experimented in Cal Poly's wind tunnels (subsonic, supersonic, and water), software in conjunction with experiments as a means of data collection. When it standard for Cal Poly lab reports is industry quality, giving me professional level developing, and implementing tests in a number of aerospace related subjects. experience in report organization and formatting. I have also used LabView comes to testing, I have a persistent work ethic and do not get discouraged as well as the propulsion test cell, and composites laboratory. The grading I took a number of laboratory based classes while at Cal Poly, designing, easily
- camps, U.S. urban areas, and in Africa. My Child Development degree has given practical skills and gain experience working with children and youth in preschools effectively in this field. After completing my senior research project on resiliency potential it has to make meaningful changes in the lives of children and families. me an academic foundation with the theoretical background necessary to work As an intern I became familiar with the programs FCNI offers, the services you provide, the families you serve, and the philosophy behind your organization. believe my experience and values would make me a strong contributor to the in children, I believe more than ever in the work that FCNI is doing and the opportunities to work with at-risk populations. I have been able to develop Family Care Network team, Over the past seven years, I have sought out

# Following are sample ending paragraphs for cover letters.

- weeks to set up a time to further discuss my qualifications for entry-level positions with Project Management Advisors, Inc. Thank you very much for your time, and I have attached my resume for your review. I will be contacting you within two look forward to meeting with the representatives of your company in the near .
- Enclosed is my resume, and I look forward to discussing my qualifications with you. I will call you in a week to confirm receipt of this information and discuss possible next steps. Thank you very much for your time and consideration.

# Sample Cover Letters

# Jordan Miller

111 Madonna Rd. - San Luis Obispo, CA 93405 - (805) 544-1234 jnmiller@calpoly.edu

February 28, 2007

Lewis Global Public Relations 575 Market St. Suite 2550 San Francisco, CA 94105

Dear Hiring Manager

It is with great enthusiasm that I submit my resume for your public relations and marketing internship currently advertised on the Lewis Global PR website. I have been interested in your company since I discovered in the San Francisco. Business Journal that you are one of the fastest growing public relations companies in San Francisco. As a senior at California Polytechnic State University, San Luis Oblspo working on a Communications Studies degree and Spanish minor. I plan to pursue a career in public relations and marketing.

My public relations projects, communications-based coursework, Spanish proficiency, and enthusiasm for the field have prepared me for this internship, I am currently working with the NCAA Division 1 Athletic Department on campus to promote attendance at women's basketball games. This experience has given me the opportunity to apply marketing factics and develop strategies to create a successful campaign. My communications coursework has faught me about the processes and effects of communication, and has prepared me to enter public relations with strong verbal and written communication skills. My Spanish proficiency would be non-existent had it not been for my year in Spain which also gave me an understanding and appreciation of other cultures and the global markets that they operate in. All these facets to my education have molded my understanding and interest in public relations, and have paved the way for my career into the field.

Enclosed is my resume for your review. I will be in the San Francisco area for the week of March 26th, and would be excited to arrange an interview with you to discuss the internship opportunity. Of course, I am also available at your convenience. Thank you very much for your time, and I look forward to meeting you soon.

Sincerely

Jordan Miller

Enclosure

555 Islay Street San Luis Obispo, CA 93401 08.26.07 Joseph Elliot Design Associates, Inc. 2359 4" Avenue #300 San Diego, CA 92101

Dear Mr. Elliot

I am impressed with the diversity of services your firm offers to its clients including interior design, landscape architecture, and most notably commercial, high-rise architecture. I have seen your buildings in the San Diego area and especially like the new Law Library in La Jolla because of its architectural beauty and sustainability. I am interested in a summer internship position and would greatly value the opportunity to work with your professional staff of architects and designers.

I am completing my first year of Architecture at Cal Poly, San Luis Obispo and have computer skills using Photoshop, Form Z, and Freehand. I have experience in hand drafting and sketching, and am currently working on projects involving model building and drawing.

I look forward to talking with you soon and will contact you within the next week. Please contact me anytime at 619.318.2055 or colayton@calpoly.edu. Thank you for your time and consideration.

Sincerely,

Calli Clayton

# 805,756,2501

# Cal Poly, Building 124, San Luis Obispo, CA 93407

# Sample Email Cover Letter

Date: Tues, 15 May 2007 19:52:59 -0700 (EDT) From: john watkins [jwatkins@yahoo.com]

Subject: Experienced Sales Rep for Pharmaceutical Primary Care Sales

Representative (50281707)

Content-Type: text/plain; charset=us-ascii To: susan.jones@elillly.com

Dear Ms. Jones,

Having broken sales records and exceeded sales quotas in my previous positions and Care Sales Representative position with Eli Lilly and Company. I found the position on concentration in Marketing, I am an ideal candidate for the Pharmaceutical Primary recently completed my Bachelor's degree in Business Administration with a Mustang Jobs on the Cal Poly, San Luis Obispo website.

sold. My team's revenue was more than double the average for the entire operation. material, trained new sales reps, and reinvented the way college vacation tours are As the leading sales representative for Campus Tours, I developed key sales

The pharmaceutical industry is dynamic and growing, and I am convinced I can apply my sales background and business education effectively, contributing to Eli Lilly's saccess

your sales team. I will contact you in the next 10 days to arrange an interview. Should you have any questions before that time, please feel free to call me at 805-756-xxxx would appreciate the chance to meet with you to discuss ways I can contribute to or email me. Thank you for your time and consideration.

Cordially,

John Watkins

# Sample Thank You Letter

# Marianne Boles

400C Hunter Ridge . San Luis Obispo, CA 93405 . (805) 544-1111 mboles@calpoly.edu

October 26, 2007

Ms. Glenna Wright

Human Resources Manager Fashion Department Store

Fairfax, VA 22030

2000 Line Drive

Dear Ms. Wright:

Obispo on October 25. The management trainee program you outlined sounds both challenging and rewarding, and I look forward to your decision concerning an on-site I enjoyed interviewing with you during your recruiting visit to Cal Poly, San Luis

As mentioned during the interview, I will be graduating in December with a Bachelor's Marketing. Through my education and work experience I have gained many skills, as well as an understanding of retailing concepts and dealing with the general public. I degree in Business Administration with a double concentration in Management and Clerk to Assistant Department Manager. I think my education and work experience have worked for seven years in the retail industry in various positions from Sales would complement Fashion's management trainee program.

have enclosed a copy of my college transcript and a list of references that you requested. Thank you again for the opportunity to interview with Fashion Department Store. The interview served to reinforce my strong interest in becoming a part of your management team. I can be reached at (805) 544-1111 or by email at mboles@calpoly.edu should you need additional information.

Sincerely

Marianne Boles

Enclosures



Josh Michaels 4 Church Street · Jersey City, NJ 08888 · 555-555-5555 · josh@monster.com

June 4, 2007

Katherine Yu HR Director ABC Company 1530 State Street Princeton, NJ 08999

Dear Ms. Yu:

Your advertisement for an HR assistant fits my qualifications perfectly, and I am writing to express my interest in and enthusiasm for the position.

After completing a business degree from Rutgers University in May, I enrolled in a human resource development program to further enhance my credentials in the field.

Course highlights include: Leadership in an Organizational Setting, Performance & Task Analysis in Human Resource Development, and Technology in HR Settings.

Based on your description of the ideal candidate, I also offer:

- A solid educational foundation in organizational development, employee training and development skills and knowledge of how to use technology to improve individual/organizational performance.
- A proven ability to build rapport with individuals from all cultural and socioeconomic backgrounds.
- A track record of excellent performance as a part-time/summer employee concurrent with full-time college enrollment.
- Technical proficiency in database programs (including Oracle) and MS Office Suite.

If you agree that my services would be valuable to ABC Company, I would very much like to meet in person to learn more about your HR support needs. Please feel free to call me at 555-555-5555 or email at josh@monster.com.

Thank you for your time and review of the enclosed resume, and I look forward to speaking with you.

Sincerely yours,

Josh Michaels

**Enclosure** 

Sample Cover Letter from Sue Brock, Cal Poly Professor in Communication Studies Selling Yourself... Surefire Résumés and Cover Letters Workshop, November 2008

# **Interview Questions**

# THE BIG TEN QUESTIONS INTERVIEWERS LOVE TO ASK\*

- "So, what do you think of this weather we're having?"
   Alternate: "I see from your application you enjoy dogsledding...it sounds fascinating!"
- 2. "What was your last job?" "Why did you leave?"
- What did you like about your last jobs? "What did you hate?"
- 4. Those were your duties... What were your achievements ?
- 5. "Tell me about yourself..."
- 6. Now I know your best points... What about your shortcomings?"
- 7. "If you could describe your ideal job, what would it be right now?"
- 8. "What would be your ideal job five years from now?" "Ten years from now?" "What about your career goals?"
- 9. "Why do you think you are the ideal candidate for THIS job?"
- 10. "...and how much money did you say you wanted?"

*Dudolnh	and Johnson	
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#### NOTES:

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# **Examples of Interview Questions**

#### About Your Job Attitudes:

About 1 out 300 Attitudes:
1. "What are your short term objectives?" "Long term?" "What does 'long term' mean to you?
2. "What are you looking for in a job?" "What are the three most important features of the 'right' job for you?"
3. "If you are hired here, how long would you plan to stay with us?" What are the most likely forces which could entice you to leave?" "How important do you feel loyalty is in today's market?"
4. "What specific goals and objectives have you established recently?" "Have you written then down?" "Could you show me your current list?"
5. "If you are hired into this position, what position would you expect to have in two years? four years?"
6. "Why do you want to work for us?"
7. "How would you describe personal success?"
8. "How many hours per week are you currently working?" "Here at we tend to work hours per week. How will you be able to adjust?"
About Your Attitudes Toward the Position For Which You Are Applying:
1. "What interests you most about the position we have?" "What concerns you most?"
2. "What can you do for us that our other applicants could not do as well?"
3. "Why should we hire you?" "What would your previous boss tell me that might make me hesitate to hire you?"
4. "How long would it take you to make a meaningful contribution to this company?"
5. "How long before you feel you might outgrow this position?"

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California Polytechnic State University, San Luis Obispo

#### About You:

- "How well do you work under pressure and deadlines?" "Examples?"
- 2. "What kind of salary do you think you are worth?" "On what do you base this?"
- 3. "What are your top three communicative weaknesses?" "What are you doing to correct or improve them this month/quarter/year?"
- 4. "What are your top three communicative strengths?" "How did you develop these?"
- 5. "What three habits do you suppose your coworkers would like you to change?"
- 6. "The last time you were socially inappropriate, what happened?"
- "What do your subordinates/colleagues/superiors think of you?"
- 8. "What makes you an interesting person?"
- 9. "If you could start your career over, what would you do differently?"
- 10. "How would you describe your personality?"
- 11. "What makes you think you should be a top candidate for this position?"
- 12. "What were the last three books you read?" "What were the best three movies you saw this past year?" "What was the most exciting sporting event for you this past year?"
- 13. "What were the three most worthless courses you took in college?" "What made them worthless?"

# About Your Management Philosophy and Job Approach:

- 1. "What is your philosophy of managment?"
- "How have you changed the nature of your present job?"
- 3. "Have you ever hired anyone?" "What do you look for when hiring someone?"
- 4. "Have you ever fired anyone?" "Why?" "How did you do it?"

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# **About Previous Employment:**

- 1. "How would you evaluate your present position and your current employer?"
- 2. "How satisfied are you with your salary history to date?"
- 3. "Why do you want to leave your current position?"
- 4. "Will you be happier to leave your current employer or will your employer be happier to see you go?" "Why?"
- 5. What are the three worst features of your current/previous boss?"
- "Describe in detail two situations in which your work was criticized."
- 7. "What have you learned in your present position which you find most important?"
- 8. "What metaphor best describes your current place of employment?"
- 9. "What specific skills have you helped develop in your subordinates?" "How, specifically, have you accomplished this?"
- 10. "Your happiest days at your previous job were when....." "Your most miserable days occurred when..."

### About Your Social Attitudes

- "How do you feel about diversity in the workplace?"
- 2. "What are the first six forms of diversity that come to mind?"
- 3. "How do you feel about working for/reporting to a man?" "a woman?"
- 4. "Do you see any problems or advantages of working with people with different political or sexual orientations than you?" "Any experience here?"

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# About Your Accomplishments:

- 1. "Are you creative?" "How have you demonstrated this in your current employment?"
- "Are you analytical?" "What is a good current example which demonstrates this?"
- 3. "Are you a good manager?" "Illustrate this with three examples."
- 4. "How have you made a significant impact in your current position, and how has that impact been measured?"
- 5. What are your five biggest accomplishments in your current job/previous job/in your career to date?"

# About random topics:

- 1. "What other positions are you considering?" "With what companies?"
- "What causes are your interested in?"
- 3. "What are your feelings about the current political candidates in relation to their impact on our company and industry?"
- 4. "What do you do for relaxation?"
- 5. "Do you see youself more as a manager or a leader?" "What are the key differences?"
- 6. "Which three current events are you following most closely?" "Why?"
- 7. "If you didn't have to work to live, what would you do?"

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# ADDITIONAL QUESTIONS: FOOD/QUESTIONS FOR THOUGHT (?)

(SOURCE = Book of Questions, (Gregory Stock, Ph.D., Workman Publishing, 1987)

(Note: consider the question types represented by each of the following and consider their most effective uses...)

- I. If you were to discover that your closest friend is a heroin dealer, what would you do?
- 2. If the person you were engaged to marry had an accident and became a paraplegic, would you go through with the marriage or back out of it?
- 3. If you knew there would be a nuclear war in one week, what would you do?
- 4. Have you ever hated someone? If so, why, and for how long?
- 5. Would you rather be happy, yet slow-witted and unimaginative, or unhappy yet bright and creative?
- 6. Would \$50,000 be enough to induce you to take a loyal, healthy pet to the vet to be put to sleep?
- 7. When was the last time you cried in front of a stranger?
- 8. Would you eccept \$1 million to leave the country and never set foot in it again?
- 9. If you could script the basic plot for the dream you will have tonight, what would it be?
- 10. Would you prefer to be blind or deaf?
- 11. If you could prevent an earthquake in Peru that would kill 40,000 people, a crash at your local airport that would kill 200 people or an accident that would kill an acquaintance of yours, which would you choose?
- 12. If you were at a friend's house for Thanksgiving dinner and you found a deed cockroach in your salad, what would you do?
- 13. Would you be willing to murder an innocent person if it would end hunger in the world?
- 14. Were you able to wake up tomorrow in the body of someone else, would you do so? Whom would you pick?

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Interview Questions 1. Tell me about yourself. 2. What do you want to do with your life? 3. Do you have any actual work experience? 4. How would you describe your ideal job? 5. Why did you choose this career? 6. When did you decide on this career? 7. What goals do you have in your career? 8. How do you plan to achieve these goals? How do you evaluate success? 9. 10. Describe a situation in which you were successful. 11. What do you think it takes to be successful in this career? 12. What accomplishments have given you the most satisfaction in your life? 13. If you had to live your life over again, what would you change? 14. Would you rather work with information or with people? 15. Are you a team player? 16. What motivates you? 17. Why should I hire you? 18. Are you a goal-oriented person? Tell me about some of your recent goals and what you did to achieve them. 19. 20. What are your short-term goals? 21. What is your long-range objective? 22. What do you see yourself doing five years from now? 23. Where do you want to be ten years from now? Do you handle conflict well? GIVE EXAMPLE
Have you ever had a conflict with a boss or professor? How did you resolve it? 24. 25. 26. What major problem have you had to deal with recently? 27. Do you handle pressure well? 28. What is your greatest strength? 29. What is your greatest weakness?: 30. If I were to ask one of your professors to describe you, what would he or she say? 31. Why did you choose to attend your college? 32. What changes would you make at your college? 33. How has your education prepared you for your career? 34. What were your favorite classes? Why? 35. Do you enjoy doing independent research? 36. Who were your favorite professors? Why? 37. Why is your GPA not higher? 38. Do you have any plans for further education? 39. How much training do you think you'll need to become a productive employee? 40. What qualities do you feel a successful manager should have? 41. Why do you want to work in the industry? 42. What do you know about our company? 43. Why are you interested in our company? 44. Do you have any location preferences? 45. How familiar are you with the community that we're located in? 46. Will you relocate? In the future?

Source: www.collegegrad.com

47.

48.

49.

50.

For more resources and information, please contact:

Is money important to you?

Are you willing to travel? How much?

How much money do you need to make to be happy?

What kind of salary are you looking for? (IS A important to you?)

Annalisa Clarke Communications

Annalisa.clarke@yahoo.com ~ (805) 550-3033

### COMMON INTERVIEW QUESTIONS

#### **EDUCATION AND ACADEMIC ACHIEVEMENTS**

- · Why did you choose your major?
- · Why did you choose Cal Poly?
- Describe a recent leadership experience.
- · Which courses have you enjoyed the most? The least? Why?
- What is your GPA?
- · If you could do so, how would you plan your education differently?
- Describe your most rewarding college experience.
- · Describe your most challenging college experience.
- Describe a project you have completed and the steps you used to complete it.
- Describe a specific time when you were very busy and how you prioritized your schedule.
- Tell me about a time when your professor or supervisor was not available to clarify an assignment. How did you
  proceed? What was the outcome? Was there anything you would do differently?

#### PERSONAL

- Tell me about yourself.
- · What do you consider to be your greatest strengths?
- · If you could change one thing about yourself what would it be?
- Describe a time you failed at something and how you handled it.
- · What three key words would your peers use to describe you and why?
- Give me an example of something complex that you needed to effectively communicate to others. What made it complex? Why was it difficult to communicate?
- . Tell me about an important goal that you set in the past. Were you successful? Why?
- Tell me about a situation where you had to speak up (be assertive) in order to get a point across that was important to you.
- Describe the most significant written document, report, or presentation you have completed.
- Tell me about something you have done that is very creative.
- Describe a time when you were faced with problems or stress that tested your coping skills. What did you do?

#### THE JOB

- · What motivated you to apply for this position?
- · What interests you most about this job? Least?
- Why do you want to work for our company/organization?
- · What do you know about our company/organization?
- · What two or three things are most important to you in your job?
- If you were hiring a graduate for this position, what successful characteristics would you look for in a candidate?
- · Describe three key skills or qualities you would bring to this position.
- · What is your philosophy of work?
- · How do you like to be supervised?
- · Why should we hire you?



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#### **EXPERIENCE**

- · Describe your job-related skills and experience and how they would relate to this position.
- · What have you learned most from some of the jobs you have held?
- · What did you enjoy most about your last job? Least?
- · How would a former supervisor describe your work?
- · Describe a workplace challenge you faced and how you handled it.
- . Tell me about a time you worked in a team environment and you encountered conflict. How did you handle it?
- Describe an experience involving a deadline. What methods did you use and were you able to accomplish the task on time?
- Describe a time you went above and beyond the call of duty in order to get a job done.
- . Give an example of your ability to manage or supervise others.
- Describe a situation in which you had to deal with a very upset customer or co-worker. How did you handle the situation? What was the outcome?
- Tell me about a time when you wish you had done more planning. What happened? How could it have been avoided? What did you learn from this experience?

#### CAREER GOALS

- · What are your long-range career goals? How are you preparing yourself to achieve them?
- · What are your short-range career goals?
- · What characteristics do you possess that will make you successful in your career?
- . Who or what influenced you most with regard to your career objectives?

## QUESTIONS TO ASK EMPLOYERS

- . Do you have a detailed description of the position for which I am being considered?
- · What is a typical day like?
- · Why do you like working for this company/organization?
- . What are some of the challenges you think a new person in this position would face?
- · What are your department goals for the next two to three years? What are the long-term goals?
- · What outside influences affect your company's growth?
- · What are some common characteristics of successful employees within your company?
- · What is the greatest challenge facing your staff (department) now?
- . What types of assignments may I expect the first six months on the job?
- · What type of training is available?
- · What has been your career path within this company?
- · Is relocation likely or required?
- · What are your expectations for new hires?
- · How is one evaluated for this position?
- . When can I expect to hear from you?
- Prepare specific questions for each position/company (e.g. "I'm interested in knowing more about the new product line that your company just launched.")

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# The Savvy Networker

Liz Ryan, Yahoo! HotJobs

You know enough to bring a list of questions to a job interview. When the interviewer asks you, "So, do you have any questions for me?" the last thing? You want to say is "No." But that could be the best option if you're at a loss for words, because some interview questions are better left unasked.

Here are 10 highly unsuitable interview questions that should never make an appearance, unless you don't want the job:

#### 1. "What does your company do?"

This was a reasonable interview question in 1950 or in 1980, before the Internet existed. Today, it's your job to research any company you're interviewing with before setting foot in the door. We need to show up for a job interview knowing what the employer does, who its competitors are, and which of its accomplishments (or challenges) have made the news lately.

#### 2. "Are you going to do a background check?"

It is amazing how many job candidates ask this question, which provokes alarm on the part of the interviewer, instead of the more general, "Can you please tell me a little about your selection process, from this point on?" Lots of people have credit issues that cause them worry during a job search, or aren't sure how solid their references from a previous job might be. If you're invited for a second interview, you can broach any sensitive topics from your past then. Asking "Will you do a background check?" makes you look like a person with something to hide.

#### 3. "When will I be eligible for a raise?"

Companies fear underpaying people almost as much as they fear overpaying them, because a person who's underpaid vis-a-vis his counterparts in the job market is a person with one eye on the career sites. Instead of asking about your first raise before you've got the job, you can ask (at a second interview) "Does your organization do a conventional one-year performance and salary review?"

#### 4. "Do you have any other jobs available?"

A job search requires quick thinking about straight talk, and if a job is far below your abilities, you're better off saying so than beating around the bush with this question. You don't have to take yourself out of the running; you can say, "The job sounds interesting, but frankly I was earning 30% more and supervising people in my last job. Could you help me understand the career path for this role?" That's the cue for the interviewer, if he or she is on the ball, to highlight another job opening that might exist.

#### 5. "How soon can I transfer to another position?"

You're broadcasting "I'm outta here at the first chance" when you ask this question. If you like the job, take the job. If it's not for you, wait for the right opportunity. Almost every employer will keep you in your seat for at least one year before approving an internal transfer, so a job-search bait-and-switch probably won't work out the way you'd hoped.

#### "Can you tell me about bus lines to your facility?"

Get online and research this yourself. It's not your employer's problem to figure out how you get to work.

# 7. "Do you have smoking breaks?"

If you're working in retail or in a call center, you could ask about breaks. Everyone else, keep mum; if your need to smoke intrudes so much on your work life that you feel the need to ask about it, ask your best friend or significant other for smoking-cessation help as a new-job present. Lots of companies don't permit smoking

anywhere on the premises, and some don't like to hire smokers at all. Why give an employer a reason to turn you down?

### 8. "Is [my medical condition] covered under your insurance?"

This is a bad question on two counts. You don't want to tell a perfect stranger about your medical issues, especially one who's deciding whether or not to hire you. Ask to see a copy of the company's benefits booklet when an offer has been extended. This is also a bad question from a judgment standpoint; no department managers and only a tiny percentage of HR people could be expected to know on a condition-by-condition basis what's covered under the health plan. Anyway, your pre-existing condition won't be covered under most corporate plans for at least a year.

#### 9. "Do you do a drug test?"

If you have a philosophical objection to drug tests, wait until they ask you to take a drug test and tell them about your objection. Otherwise, your question sounds like, "I'd fail a drug test," so don't ask.

## 10. "If you hire me, can I wait until [more than three weeks from now] to start the job?"

Employers expect you to give two weeks' notice. If you're not working, they'd love to see you more quickly. If you ask for tons of time off before you start working — unless you have a very good reason — the employer may think, "How serious is this candidate about working?" In any case, a start-date extension is something to request after you've got the offer in hand, not before.

Liz Ryan is a 25-year HR veteran, former Fortune 500 VP and an internationally recognized expert on careers and the new millennium workplace. Contact Liz at liz@asklizryan.com or join the Ask Liz Ryan online community at www.asklizryan/group.

The opinions expressed in this column are solely the author's.

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# How to Answer the Toughest Interview Questions

### O Yahoo! Hot Johs Exclusive

By Caroline Levchuck

You know they're coming: Those seemingly unanswerable questions that pop up during job interviews.

You can't clam up. And you don't want to stutter and stammer. So what's a job seeker to do?

#### The 'Future' Question

Otherwise known as the "big picture" question, the future question goes something like this: "Where do you see yourself in five years?"

The best tactic: Talk about your values.

Don't get too detailed about your specific career plan. Instead, discuss things that are important to you professionally and how you plan to achieve them. If growth is a goal, mention that. You can also talk about challenge, another value that employers prize in their employees.

#### The 'Salary' Question

Most people will tell you that whoever answers this question first loses. But that's not necessarily true.

When an interviewer asks your salary requirement, try first to gently deflect the question by inquiring about the salary for the position.

If the interviewer presses you for a number, give a range. To decide on a range, think about the salary you want, your salary at your most recent position and the industry-standard salary for the job.

The bottom line: The salary question is one of the most important, so you should prepare for it in advance and plan what to say.

#### The 'Why' Question

There's a fine line between boastful and confident. And you need to learn it.

When an interviewer asks you why they should hire you, you're going to have speak confidently and honestly about your abilities. But you should avoid sounding overly boastful.

Aim for earnest and prepare by practicing. That's right: Stand in front of the mirror and acknowledge your abilities and accomplishments to your reflection. Tell yourself: I have a very strong work ethic. I have integrity. I have excellent industry contacts. I aggressively pursue my goals.

It's sometimes hard to praise yourself, but after a few sessions you'll sound sincere.

#### The Seemingly Silly Question

If you were a tree, what kind of tree would you be? What if you were a car? Or an animal?

These type of questions can bring your interview to a screeching halt.

First, don't panic. Pause and take a deep breath. Then remind yourself that there's no "right" answer to these questions. The job isn't hinging on whether you choose to be a spruce versus an oak.

Interviewers usually ask these questions to see how you react under pressure and how well you handle the unexpected. It's not so important what type of tree (or car, or animal) you choose as that you explain your choice in a way that makes you look favorable.

So, be a spruce — because you want to reach new heights in your career. Or be an oak — because you plan to put down roots at the company. Either way, you'll get it right.



# An Interview Strategy: Telling Stories

#### A Job Interview Is Not an Interrogation

By Joe Tumer

If you read many books on job interviews, you'll notice that some feed you lists of interview questions that you should learn answers to. But an interview is not an interview is to come armed with a multitude of small stories about both your business and personal life.

#### Conversation Wins the Job

Competency-based interviews, as opposed to traditional interviews, have become more common today. In a traditional interview, the interviewer will ask you questions focused on whether you have the skills and knowledge needed to do the job. A competency-based interview goes further by asking you additional questions about your character and personal attributes that can better determine whether you fit their corporate culture. These are called "behavioral competencies."

A competency-based interviewer will spend about half the interview on your job skills, and about half on your behavioral competencies. He or she will be looking for evidence of how you have acted in real situations in the past. So having your stories ready to go, and discussing them during a conversation between two equals, plays very well for this type of interview.

#### The Interviewer's Priorities

An employer wants to find out:

- Are you an asset or liability? In other words, will you either make money or save money for the company?
- Are you a team player? Will you fit into the corporate hierarchy or be like sand in the gears? Can you take and give (if appropriate) orders?
- Will you fit into the company culture? They don't want prima donnas.

#### Your Story Strategy

The best way for an interviewer to get answers to the questions above is for you, the interviewee, to take the initiative. You should have several personal stories that you can tell as examples of your successes, and each story should last between 30 to 90 seconds.

You should start by developing your stories around these areas:

- Examples of when you either made money or saved money for your current or previous employer.
- · A crisis in your life or job and how you responded or recovered from it.
- A time where you functioned as part of a team and what your contribution was.
- A time in your career or job where you had to overcome stress.
- A time in your job where you provided successful leadership or a sense of direction.
- A failure that occurred in your job and how you overcame it.
- Any seminal events that happened during your career to cause you to change direction and how that worked out for you.

Actions speak louder than words. Your actions in the past — relayed in story form — will tell a company much more than any generic response. Your stories will give the interviewer the tangible examples he or she seeks, and they will convey a very strong sense of your individuality, making you stand out more.

As a recruiter, Joe Turner has spent the past 15 years finding and placing top candidates in some of the best jobs of their careers. Discover more of his job-search insights by visiting www.jobchangesecrets.com.

# Successful Interviewing

#### BEFORE THE INTERVIEW

- Attend an Interview Skills Workshop at Career Services
- View the "Interview Skills Online Workshop" on the Career Services website, www.careerservices.calpoly.edu
- View additional interviewing resources available in the Career Resource Center, Building 124, Room 117
- · Research the position, the organization and the community
- Find "insider" information which might include company mission statement, strategic objectives, and corporate values
- · Know the information on your resume
- Create a list of the skills/qualities you have to offer an employer that relate to the position for which you are interviewing (organization, leadership, computer knowledge, dependability, flexibility, etc.)
- Think about one or two weaknesses and what you have done to successfully overcome them
- Be prepared to describe personal, workplace, and education related challenges you overcame. Consider examples relevant to the employer/job when possible
- · Research salary information so that, if asked, you have a reasonable range in mind
- · Prepare questions to ask the employer (refer to the following pages)
- · Practice, practice, practice

### **DURING THE INTERVIEW**

- · Arrive early
- · Meet the interviewer with a firm handshake, a friendly smile and a polite greeting
- . Don't speak negatively about your peers, faculty, former employers or other companies
- · Use body language to show interest (appropriate posture and eye contact)
- · Listen attentively to the questions; ask for clarification if necessary
- · Give complete answers, use specific examples, and cite accomplishments whenever possible
- · Use projects, photos, descriptions, statistics and testimonials to support your claims
- · Answer questions with honesty and sincerity; be yourself
- . Be aware of the time allocated
- · Ask about the next step in the process
- · Thank the interviewer and collect a business card
- · Conclude the interview on a strong, positive note

#### AFTER THE INTERVIEW

- · Take a moment to make some notes after each interview
- · Write and send a thank you letter within one to two days to everyone who interviewed you
- · Forward any requested materials promptly
- If you have not heard from the company within two to three weeks, contact the interviewer and inquire
  about the status of the position
- Keep a record of all interviews, correspondence and subsequent follow-up.
- · Be persistent and maintain an optimistic outlook

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#### PROFESSIONAL IMAGE

- Take time to be well groomed: moderate makeup, light or no perfume or aftershave, ironed clothes, polished shoes
- Dress in business attire: for males the usual dress is a suit or sports coat and slacks; for females it is a suit or pantsuit
- Select shoes, handbags, briefcases and watches that are conservative and coordinate - avoid flashy jewelry and accessories
- · Bring a portfolio/folder with extra copies of your resume
- · Be courteous to everyone you meet: receptionists, secretaries and others
- · Be confident, poised and enthusiastic
- · Be professional and use professional language



#### THE TELEPHONE INTERVIEW

- Conduct your interview in a place that is free of distractions and background noise, and where you will have good reception if you are using a cell phone
- · Be prepared by keeping resume and notes by the telephone
- . Clarify and write down the name(s) of the interviewer(s) to whom you are speaking
- · Speak clearly and directly into the telephone
- · Exhibit personality and energy through voice tone and inflection
- · Take notes

#### BEHAVIORAL INTERVIEWING STRATEGIES

Employers use behavioral interviews to evaluate a candidate's experiences and behaviors so they can determine the applicant's potential for success. Behavioral questions will center around skills, qualities, and abilities important for success on the job. For example, if teamwork is important to a job, they might ask "Tell me about a time you worked on a team and you encountered conflict. How did you handle it?"

 Utilize the STAR technique in answering behavioral questions: State the Situation, the Task assigned, Action taken, and the end Result. Below is an example of utilizing the STAR technique to answer the teamwork question above:

Situation/Task: "I was working in a team of five in my Services Marketing class. We were analyzing survey data to determine the effectiveness of customer service for a local retailer. One of our team members continually failed to show up for group meetings or turn in assignments."

Action you took: "After talking with other group members, I approached the team member to find out more about their lack of participation. After finding out that they had a family illness they were dealing with, we worked out a plan for them to contribute to the project, but on a smaller scale."

Result you achieved: "Our team bonded after understanding the team member's situation. The team member, after our discussion, contributed significantly to the assignment. We received an A on the project!"

- · Review the job description and relate your experiences and skills to the position
- · Select situations and experiences in which you have demonstrated the behaviors important to the current job
- Be detailed and specific in discussing how you contributed to the success of the project, situation, or event described

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# Mastering the Interview

By Sean Bosker

The job interview is your proving ground, the place where you must demonstrate why you are the best person for the job. Making that powerful statement that you're the best of all the candidates requires the three Ps: Preparation, Presentation and Perception.

#### PREPARE PREPARE PREPARE

When you walk into an interview, the more prepared you are, the better the chances are that you'll succeed. Memorize everything you put on your resume and cover letter and be prepared to explain each item. But you should also be ready to talk about more than just yourself. Get to know your future employer.

Warren Davis, the Director of Recruiting and Employment for RadioShack, emphasizes this point. "Your resume and application are fair game. Candidates should study themselves and the company with whom they're interviewing."

Read industry trade magazines, visit the company web site, and do a company search on Yahoo! Finance to find current news about your prospective employer. Be prepared to demonstrate what you know about the company and the industry.

Michele Stagg, the Director of Human Resources at Banana Republic, says she is consistently impressed when candidates work their skills into the context of company news. 'The more an informed candidate can tie past experience to the requirements of the job they are interviewing for, particularly in terms of what the company is doing, the better."

Another important part of preparation is making sure you look the part. Choosing what you wear is so important that it deserves its own article - Interview in Style.

#### PRESENTATION IS PARAMOUNT

Keep in mind that you are marketing yourself to everyone you meet. The more people you leave with a good impression, the better your chances are of being remembered. Project yourself as someone who is thoughtful, helpful, and prepared.

Effective presentation includes being in the right place, at the right time. If you're late for the interview, you could inadvertently tell your interviewer that you're not right for the job.

With 35 years of experience in HR, Peter Ackerson, Specialist Leader at Deloitte Consulting, has been directly involved in hiring hundreds of candidates. When it comes to job interviews, he's seen it all. "There's nothing worse than getting a call from someone who is hung up in traffic or went to the wrong office," he explains.

Once you arrive, introduce yourself to the receptionist and turn off that cell phone. "Having a phone go off during an interview is a real turn off," says Ackerson.

According to psychologist Albert Mehrablan, more than half of our communication is nonverbal or body language. Stagg agrees. "Body language is exceptionally important. Positive, upright and open body language shows self confidence and interest." During introductions give a firm handshake and then take a seat facing the interviewer.

When you go over your resume focus on your accomplishments instead of reiterating job descriptions. Presenting yourself as an active problem solver will show an employer that you can contribute and succeed in the role. Stagg agrees that this technique can make a fantastic impact. "Give very specific examples of your qualifications. If you have qualifications in financial analysis, give examples of projects you worked on where your analysis was necessary. Describe your experiences that tie in to your skills or qualifications. Even better, tell me how those will help you meet the requirements of the role you might fill in our company."

#### PERCEPTION IS KEY

The best way to know if your interviewer is getting what he needs is to ask questions. Susan Vobejda, the VP of Marketing at HotJobs elaborates, "When your interviewer asks you a complicated question, don't launch into your answer straightaway. Make certain you understand what is being asked." A clarifying question, or restating the question in your own words saves you from wasting your interviewer's time, and demonstrates that your are a careful listener. Asking the right questions can also demonstrate your ability to think strategically, and help you decide if the position is right for you. To that end, Stagg suggests ending the interview with this question: "What are you looking for in a candidate to fill this role?" If the answer turns out to be something that doesn't match your expectations, then you need to speak up.

Many candidates are so intimidated by the interview, they forget that the interviewer has a stake in seeing the candidate succeed.

Peter Ackerson describes his attitude going into an interview as one of "hopeful skepticism." They don't want you to fail; they want you to show them why you will succeed with their company. The sooner they hire you, the sooner the search can end.



#### Minor Matters That Make Your Interview

#### O Yahoo! Hot Johs Exclusive

By Erin Hovanec

Preparing for an interview can be stressful -- and time-consuming. You can spend days researching a company, brainstorming answers to "trick" questions and preparing your portfolio.

With so much to do, it's easy to forget the practical details that can distinguish a successful interview from a tragic one.

This article focuses on the minor matters that job seekers often overlook before they sit down in the interview hot seat.

#### Getting Your Interview Gear Ready

Lay out your clothing in advance. You don't want to be frantically searching for a missing sock or clean shirt on the day of the interview

Make sure your outfit is clean and neatly pressed and take care of other time-consuming chores (polishing your shoes, trimming your nails) the day before the interview if possible.

Also, gather all the other important materials you'll need for the interview in one place, where you will be sure not to forget them. You might include copies of your resume, references and directions.

#### Just Call Me "Dragon Breath"

Your parents were right: You don't do as well on an empty stomach.

Make sure you eat before the interview. You don't need to have a huge meal. In fact, a heavy meal or one loaded with carbs can make you feel sluggish and lethargic. But a light meal or snack will ensure that your stomach doesn't start rumbling loudly just as you're about to discuss your most brilliant accomplishment.

If your interview isn't until later in the day, steer clear of stinky bards, such as onions and garlic.

Whatever you plan to eat before the interview should be followed by some mouthwash and a good brushing.

#### Have Interview, Will Travel

The day of the big interview is not the time to try out a new shortcut or investigate an unfamiliar area.

Make sure you know how to get to your interview in advance. Make a practice run the day before if necessary.

Also, find out exactly where you'll need to go when you arrive at the company.

If you're lucky, you'll walk through the front door and find the receptionist waiting. If you're not so lucky, you'll need to find your way to Lot 8, Building 9, Floor 10, Suite D, Room 125 – so be sure you know how to get there.

#### Eyes and Ears Are Everywhere

When it comes to interviewing, a little paranola can be a good thing.

Your interview starts in the parking lot, so be conscious of your surroundings. Any onlooker could be one of your interviewers. Act accordingly.

Be courteous and professional to everyone you meet, from the security guard to the receptionist. If you make small talk with strangers, be positive and pleasant. This isn't the time to complain about the "funny smell in the lobby" or a long wait for an elevator.

Lastly, turn off your cell phone.



#### How to Deal With Interview Stress

By Caroline Levchuck

To many job seekers, "stress" is synonymous with "job interview."

Job seekers stress over landing an interview. Then they stress over preparing for it. And then they stress over what to wear, what to say, if the interviewer will like them and more.

But the worst stress of all often occurs during the interview. This is the stress that can cause you to blow it. It can make you freeze, panic, chatter aimlessly, lose your train of thought or perspire profusely.

So how can job seekers keep cool when it counts? Relax. A few simple

techniques can help calm frayed nerves and sooth interview jitters.

#### Early Warning

Timing is everything: Don't cause yourself undue stress before a big interview.

Arrive about 10 minutes before the interview is scheduled to begin.

If you arrive too early, you'll sit and wait and worry. And if you arrive too late, you may find yourself racing in the door, your heart already pounding from a last-minute dash.

A ten-minute, pre-interview break will give you an opportunity to catch your breath and acclimate to your surroundings. It's enough time, but not too much time.

#### Picture This

You can make your dream a reality. Use your imagination to stay calm during a job interview.

Visualization is a relaxation technique in which you create a mental image of a stressful or challenging situation. Then you imagine yourself succeeding in the situation. By doing so, you're mentally preparing to handle the event in real life.

You can practice visualization in the days, hours or even minutes before an interview. Simply close your eyes and breathe deepty. Picture yourself greeting the interviewer confidently and answering tough questions with ease.

Practice succeeding in your imagination, and soon you'll be doing it in reality.

#### Relax

A relaxed job candidate is a confident job candidate.

Show the interviewer that you're calm, composed and in command during an interview. He's likely to assume that you'll be rock-solid on the job too.

Use these tips to stay relaxed during an interview:

- Breathing deeply and slowly (and quietly, of course).
- Sit up straight and don't cross your legs or arms.
- Speak slowly and pause for breath often.
- · Keeps your hands and jaw relaxed; no clenching.
- Smile -- it really is contagious!

#### Pause, Don't Panic

In every interview, there comes a moment that doesn't go according to plan. There's an awkward silence. You stumble over your words. You flub a tough question.

Don't panic. Now's the time to put your relaxation skills into overdrive.

It's much easier to control fear and panic as it starts to build than to calm yourself down once they've begun to spiral out of control.

When you feel yourself starting to panic and lose focus, pause. Tell yourself silently that you can do this. Take a deep breath. Refocus. And then resume interviewing.

A quick ten-second pause can be all you need to regain your composure and get back in control. And the interviewer likely won't even notice.

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