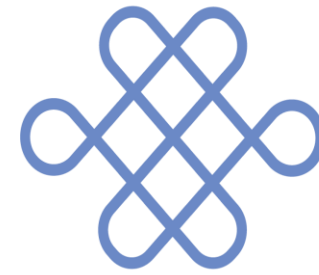


TSG Presents:  
**Ready, Set**  
Part One of a  
Two-Part Series

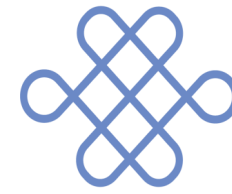


*The*  
**STRATEGY**  
**GROUP, LLC**

December 10, 2020

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A WEBINAR FOR NONPROFIT PROFESSIONALS LOOKING  
TO MAKE A CAREER MOVE AND STAND OUT



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# Presenters

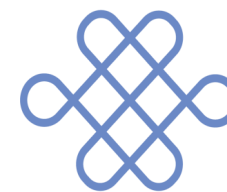
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Debra Hertz, PhD  
Managing Director



Karen Brennan  
Senior Director



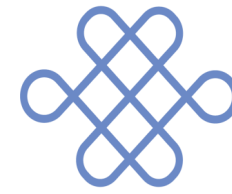


# Agenda

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1. Search Process
2. Making Your Search Meaningful
3. Cover Letters
4. Resumes
5. Interviews
6. Questions





# Search Process

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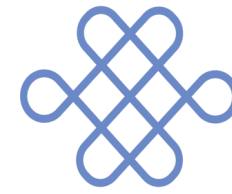
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|----|-------------------------|------------|
| 1. | Plan                    | Weeks 1-2  |
| 2. | Outreach                | Weeks 3-4  |
| 3. | Resume Review           | Week 4-7   |
| 4. | Phone Screen            | Week 6-8   |
| 5. | Face-to-Face Interviews | Weeks 9-12 |
| 6. | References              | Week 13-14 |
| 7. | Negotiation             | Week 14-15 |
| 8. | Background Check        | Week 14-15 |
| 9. | Hire                    | Week 15-16 |

# Making Your Search Meaningful

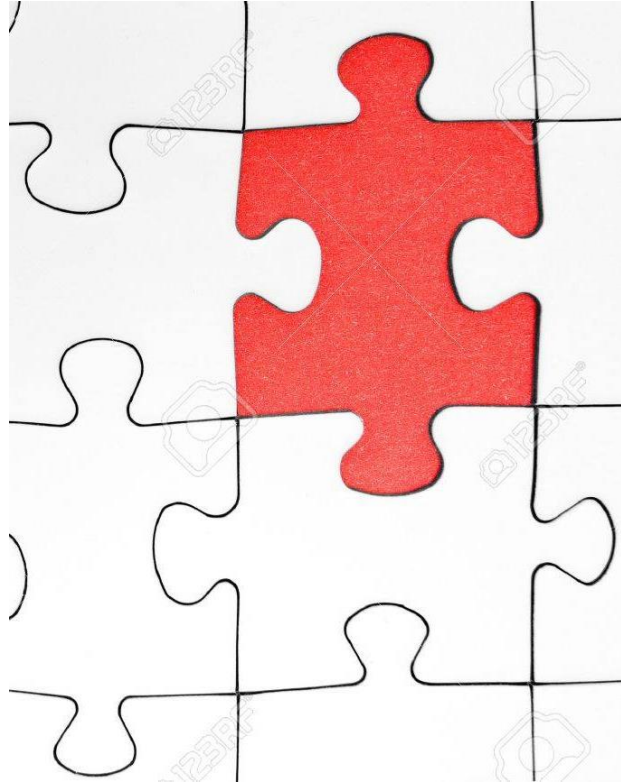
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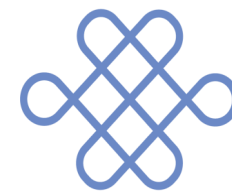
1. Read the job posting and position description thoroughly
2. ONLY apply to jobs that relate to your skills
3. Research the organization thoroughly
4. Tailor your resume
5. Use your connections
6. Talk to people... the strength of weak ties is powerful
7. Make sure your LinkedIn profile is up to date



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Once you are  
ready to apply...



# Cover Letter

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- Your cover letter is a writing sample
- Connect your resume to the job description
- Don't be cute
- Explain the red flags
  - Job jumping or large gaps
  - Relocation
  - Moving from corporate to nonprofit

# Sample of What Not to Do!

---

Dear Sir/Madam,

... Based on recent feedback it seems 95% of the individuals who review my resume and have done their due diligence into my background are terrified of me. It seems I instill terror in the hearts of men, women, children, and small farm animals, as I am branded a monster. In short, I scare the villagers and the livestock. One could almost hear the village crier yell “Hide the women and children!! Bring out the torches and pitchforks!! Dr. \*\* is on the hunt!!” (Well, career search).

... I have five provisos before you think of engaging me.

1. Absolutely no recruiting firms, staffing agencies or head hunters.
2. Respectfully, I prefer to deal directly with the principals only (i.e. the owner(s), CEO, COO, President, Board of Directors) etc. The canned mediocre recruiting approach misses the mark with me every time...
3. I pray you, please do not insult my intelligence.



# Your Resume

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Well written

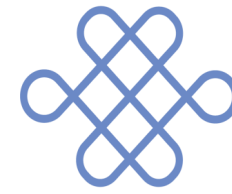
Clear and succinct

Tailored to the position

1-2 pages

Includes

- Name and contact information
- Summary
- Professional experience
- Volunteer experience
- Education
- Dates



# Resume Review

---



Does the applicant have the experience cited in the position description?

How long does the applicant tend to stay at a job?

Is the resume well written?

Does it look professional?

Are there typos?

- Experience and Experience
- EXPERIENCE and EXPIERENCE

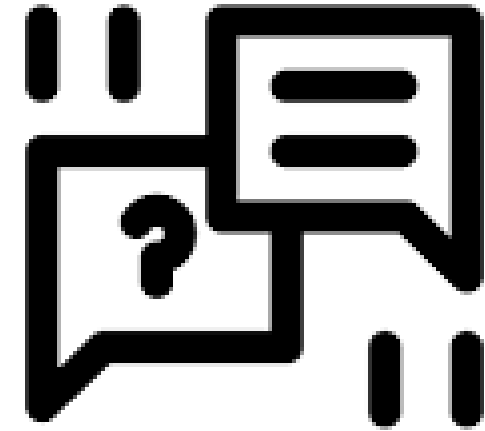
(note that all typos won't get picked up with a spell check when using all caps)

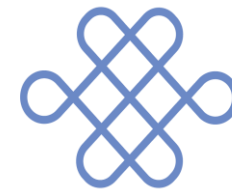


# Interview Questions

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1. Can you do the job?
  - Skills
  - Experience
  - Education
2. Would you love the job?
  - Strengths
  - Interests
3. Can we work together?
  - Values
  - Culture



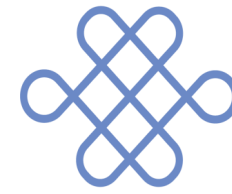


# Be prepared to answer...

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1. Tell me about yourself.
2. Why do you want this job?
3. What are your greatest strengths?
4. What do you consider to be your weaknesses?
5. Tell me about a challenge/conflict you have faced.
6. Why are you leaving your current job?
7. Why did you leave your most current job?
8. Why is there a gap in your employment?
9. What are your salary expectations?
10. What is your management style?



# Be prepared to ask questions...

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1. What does success look like in this position? How do you measure it?
2. What are the day-to-day responsibilities of the job?
3. Can you describe the organizational culture here?
4. What are the organization's most important values?
5. Be interested in the interviewer...
  - How long have you worked here?
  - What do you like most about working here?

# Thank You!

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Emails are fine – remember the names of everyone in the interview

Handwritten notes are nicer

Send them quickly; no more than a day after the interview

If you are working with a contact/search firm, still send an email to them for the Search Committee

Send a note for every interview (they don't have to be long), it's a nice touch – remind them why they want to hire you

# References

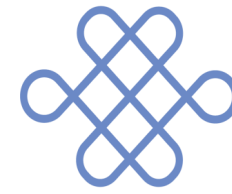
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Be prepared with a list of four references:

- Name
- Title
- Organization
- Email address
- Phone number
- Relationship

Do not send references before you are asked for them



# Background Checks

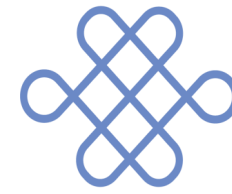
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Rule of thumb:

If they are going to find something ... tell them early!



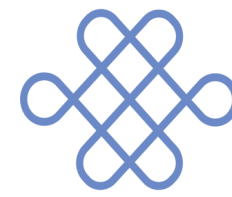




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# Questions





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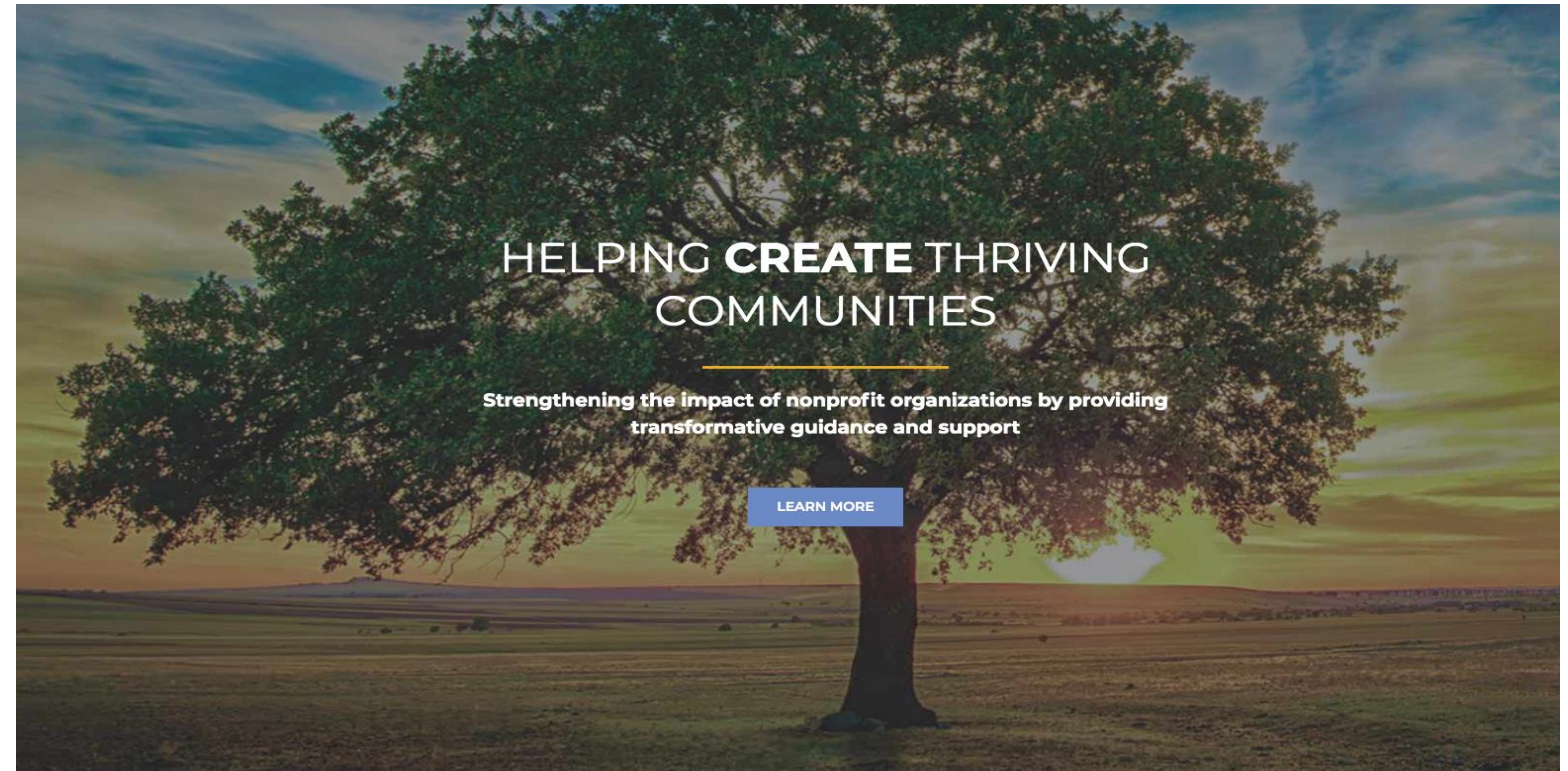
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You will receive an email with a link to today's  
video presentation and this handout.  
And you will be hearing about Part Two of our series in January!