HOW EMPLOYABLE ARE YOU?

IT’S SHOWTIME!
Employability Skills can be defined as the transferable skills needed by an individual to make them ‘employable’.

- Having good technical understanding and subject knowledge, employers often outline a set of skills that they want from an employee. These skills are what they believe will equip the employee to carry out their role to the best of their ability. Employability depends on your knowledge, skills and attitudes, how you use those assets, and how you present them to employers!
WHO ARE YOU
VS
HOW YOU ARE PERCEIVED
Organizations do not just hire based on skill and education…they also look at who you are, your brand, & your fit into the organizational culture.
TO DETERMINE YOUR EMPLOYABILITY…LET’S EXAMINE…

Your BRAND  Your RESUME  Networking
AKILAH A. BRADFORD, Ed.D

EXECUTIVE PROFILE
Head of Human Resources executive offering 20 years of experience successfully executing business strategies including: recognition, planning, implementation, and performance management.

PROFESSIONAL EXPERIENCE
Sept 2003 – Present
THE BH-DQG CONSULTING, LLC – Consultant, Chicago, IL
- Provided HR Consulting for small businesses in Chicago.
- Conducted a comprehensive Human Resources audit to identify areas for improvement in recruitment and selection, legal compliance, and training.

Dec 2012 – Apr 2013
KIDS SCIENCE LABS - Director of Human Resources
- Involved in the organization’s first human resources professional. Designed and managed all of its HR Program and initiatives including: performance management, staff recruitment and selection; payroll, and benefits administration.

EDUCATION
2013
Doctorate of Education in Organizational Leadership
Algonac University

2003
MBA - Specialization in Human Resource Management and Development
National-Louis University

2001
Bachelors of Arts, Communications
University of Illinois, Chicago

ACADEMIC EXPERIENCE
2007 – 2008
University of Phoenix - Lead Faculty

2014 – 2016
National-Louis University - Faculty

COURSES FACILITATED
- Health & Safety Compliance
- Human Capital Management
- Organizational Behavior
- Employee Training & Development
THE LINKEDIN PROFILE
Janet Jackson
- BS Mechanical Engineering | UIC | Manufacturing | New Product Design

Michael Jackson
- Administrative Services Supervisor at University of Illinois, Chicago
YOUR LINKEDIN SUMMARY

- DO NOT WRITE A BIOGRAPHY
- The summary is really your virtual handshake and personal introduction that you might have in a face-to-face networking opportunity. Just write what you do...and maybe a little bit of why.
- NO SELLING...JUST TELLING!!
SCENE 2: THE PHONE SCREEN

TIME TO EXECUTE YOUR ELEVATOR SPEECH

Who are you?

How did you get here? Why did you apply?

Can we afford you?

Tell me more about the Cadillac…BUT BE BRIEF!
What can you do for me?
Will you disrupt the company culture or strengthen it?
What makes you different from TESLA, BMW, MERCEDES…TOYOTA?!!
…BUT GET TO THE POINT!
HOW TO ACE THE PERFORMANCE!
BE A STORYTELLER

- Have short, relevant stories ready to share, ones that connect you to the company’s values.
- Before the interview, write your stories down. They should be events or experiences about:
  - Times when you ROCKED
  - Times you learned something new
  - When you faced a challenge
- Include competencies in the story that are important to the role
  - Collaboration/teamwork
  - Conflict resolution
  - Effective communication
Think of the times when you have successfully navigated through a difficult or challenging situation. For example, when you:

- Solved a problem, major or minor.
- Created a new process.
- Lead a team (as the team leader or not).
- Managed a situation (as the manager or not).
- Did something else innovative or original.
What are you passionate about? Passion shows up as confidence!

“Spend some time before your interview outlining not just your skills, but your interests and hobbies. Think about yourself through a holistic lens. The combination of your personal and professional traits make you a unique candidate.”

“If there’s one thing I’d like you to know about me, it’s this…” The next line is what the interviewer will remember…make it count!
THOSE WHO FAIL TO PLAN & PREPARE...
DO YOUR RESEARCH & STUDY...

- Not just on the company but the individual interviewing you... so start googling!
- When researching the company
  - visit glassdoor.com and read the reviews
  - Visit their company page on linkedin and FACEBOOK
- Study the job posting
  - Review the requirements and responsibilities
PREP YOUR TECHNOLOGY…IN ADVANCE

- If the interview is in-person, be sure to arrive 10 or 15 minutes ahead of time (NEVER BE LATE!).
- If the interview is via Zoom or other video technology, be sure to have the software installed and have your video camera and microphone turned on.
- Have a back-up (both a computer and cellphone).
- On the day of the interview, begin the login process a minute or two early. Again, as with in-person, NEVER BE LATE! But don't be too early.
YOUR TURN…
TIME FOR YOU TO INTERVIEW THE ORGANIZATION

- Prepare your list of questions before the interview.
- Have your standard interview questions but also questions that show you were listening to them and to show that you have done your research.
  - Why is this position open?
  - What does success look like 6 months from now?
  - How would you describe the company culture?
  - What would be my biggest challenge going into this role.
REMEMBER…

- You are constantly reminding the organization what makes you the MOST employable!
THANK YOU

Dr. Akilah A. Bradford
CEO
The HR DOC Consulting, LLC

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FOR PRESENTATION SLIDES AND A VIDEO OF TODAY’S TALK, VISIT:

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