

CARF – Nonprofits for Job Search

Panel discussion

For over 40 years, **Functional Industries** has been providing vocational services to people with barriers to employment. Our mission is to create and promote **innovative opportunities** that reveal the natural potential of each person we serve.



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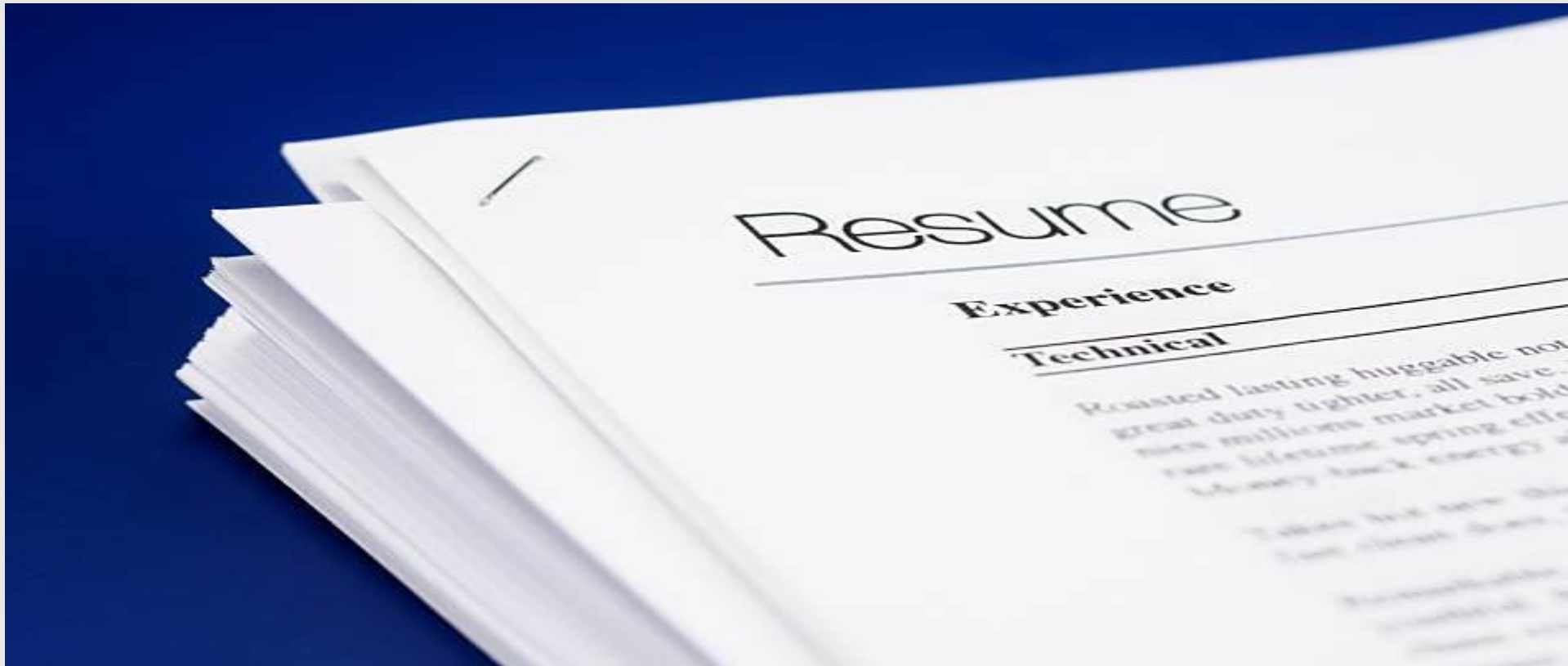
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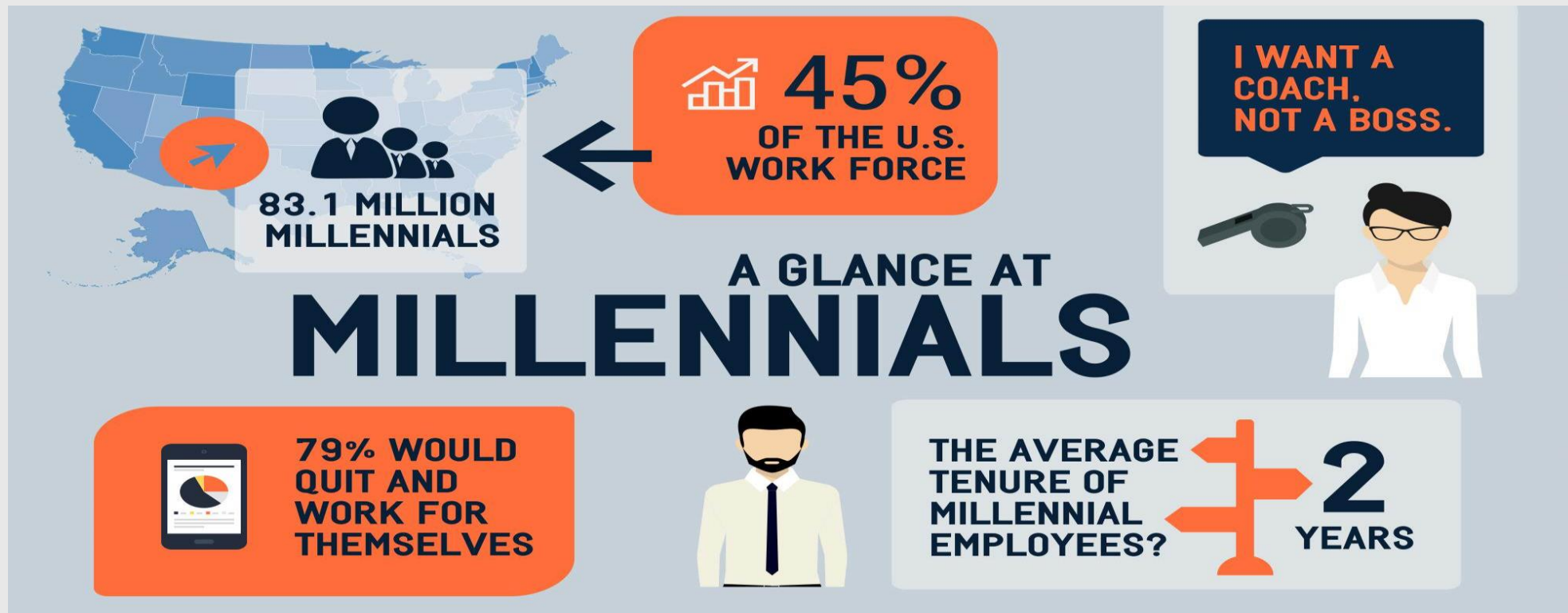


LIVE WELL. WORK WELL.

What resume techniques are no longer relevant?



Nearly 30% of managers are millennials and within ten years are expected to reach 50%. How has this made you change your approach, if any to get your clients a job?



Are you finding more employers using video recruitment to attract potential employees?



The infographic, titled "WHY VIDEO RECRUITMENT WORKS!", is presented as a stack of documents. It features several key statistics and sections:

- REACHING THE RIGHT INTERVIEW EYE:** A list of four steps: 1. Increase visibility, 2. Engage candidates, 3. Attract top talent, 4. Reduce time to hire.
- USING VIDEO IN YOUR RECRUITMENT PROCESS:** A bar chart showing that 25% of employers use video, 60% plan to use it, and 100% of those who use it find it effective.
- THE DIFFERENCE:** A comparison between video and text-based recruitment, highlighting that video is more engaging and helps in identifying top talent.
- EVERYBODY BENEFITS:** A section stating that 87% of employers who use video find it effective, and that video helps in identifying top talent.

Overlaid on the right side of the infographic is the text "FREE INFOGRAPHIC" and "WHY VIDEO RECRUITMENT WORKS!". Below this text is a prominent teal button labeled "DOWNLOAD".

Do you have clients being prepared to give an “Elevator Speech about Themselves?” Your thoughts about this...

What is an elevator speech?

An 'elevator speech' is a term taken from the early days of the internet explosion when web development companies needed venture capital. Finance firms were swamped with applications for money and the companies that won the cash were often those with a simple pitch. The best were those that could explain a business proposition to the occupants of an elevator in the time it took them to ride to their floor. In other words, an elevator speech that worked was able to describe and sell an idea in 30 seconds or less. Today, an 'elevator speech can be any kind of short speech that sells an idea, promotes your business or markets you as an individual.

What do you do to boost your client's salary negotiating skills?

10 **STEP PROCESS** *for* — **IMPLEMENTING AN EFFECTIVE RAISE** *or* **SALARY NEGOTIATION STRATEGY**

- 1 **GET** in the right mind-set.
- 2 **PREPARE** for the negotiation early.
- 3 **GATHER** information to prove your case.
- 4 **PROVIDE** fact-based, quantifiable data.
- 5 **COMMUNICATE** a persuasive argument.
- 6 **LEARN** the secrets to negotiating the highest amount.
- 7 **REALIZE** the dos and don'ts of negotiation.
- 8 **NEGOTIATE** the best offer.
- 9 **CONSIDER** the impact before accepting an offer.
- 10 **DON'T FORGET TO FOLLOW-UP.**



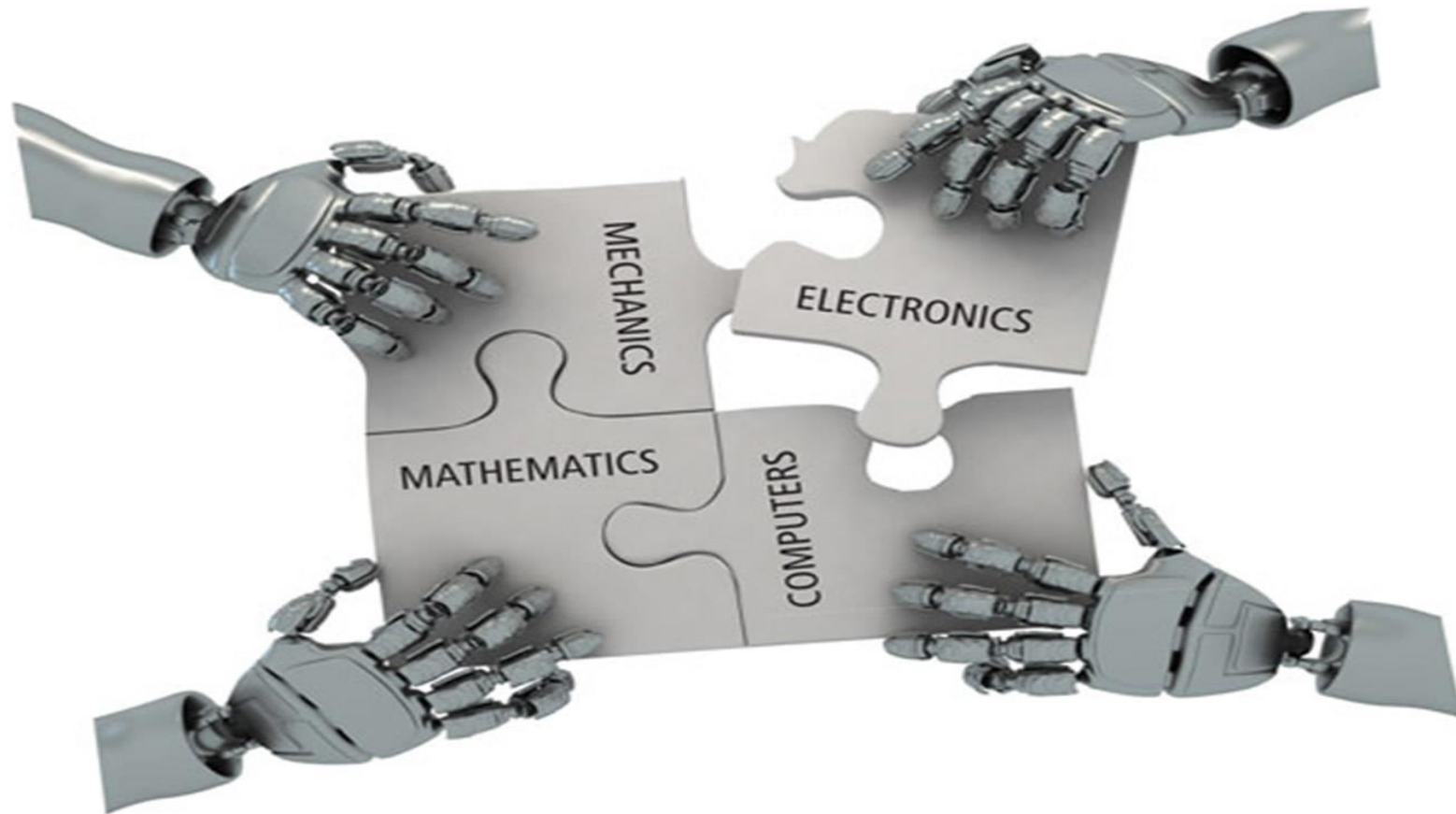
Does your job search training include teaching clients how to maximize use of their cell phones, including the use of job search apps.?



Has there been an uptick in telecommuting/remote work opportunities? If yes, in what industries are you finding this?



Robotics to do bookkeeping, bank telling, janitorial, manufacturing positions and even medical procedures. With that in mind, what jobs are you placing people into where they don't have to worry about being replaced in a few years?



What suggestions do you have for individuals on LinkedIn to increase their personal branding?



Are your clients running across more “chatbots” when applying for jobs using their mobile telephones? Any suggestions to maximize client responses?

What is a chatbot?

'A chatbot is a program that communicates with you, most commonly using a text interface and artificial intelligence.'



How do you prepare your clients for behavioral assessments by potential employers, wanting to hire individuals who will fit into the organizations culture?

Behavioral Assessment Methods

Behavioral Interviews

- Interviews conducted for the purpose of identifying a problem behavior, the situational factors that maintain the behavior, and the consequences that result from that behavior.
- Behavioral Interviews are used to obtain a general picture of the presenting problem and of the variables that seem to be maintaining the problematic behavior.

Observation Methods

- A primary technique of behavioral assessment. It is often used to gain a better understanding of the frequency, strength, and pervasiveness of the problem behavior as well as the factors that are maintaining it.
- It provide the clinician with an actual sample (rather than a self - report) of the problematic behavior.

Do you have your clients' research prospective employers before job interviews? If yes, what specifically do you have them look at to set them apart?



Do you have your clients do “volunteer work?” If yes, what benefits do you see in this, if any?



Are you finding that more employers use Facebook to post job openings? If yes, any suggestions?



How many of you work with your clients to clean-up their on-line presence? Defensive Googling? What do you find to be the most troubling information they've posted?



Online Reputation Management

- Discover it
- Clean it up
 - Remove unflattering profile information
 - Delete hastily written comments
 - Request unfavorable content on others' sites (photos, videos, etc.) be removed. (In a recent Pew Internet & American Life study, 82% of people who requested content be removed were successful).
- Restrict it though privacy settings

Are you finding employers doing more video/skype interviews? If yes, how are you preparing clients to talk to the camera?

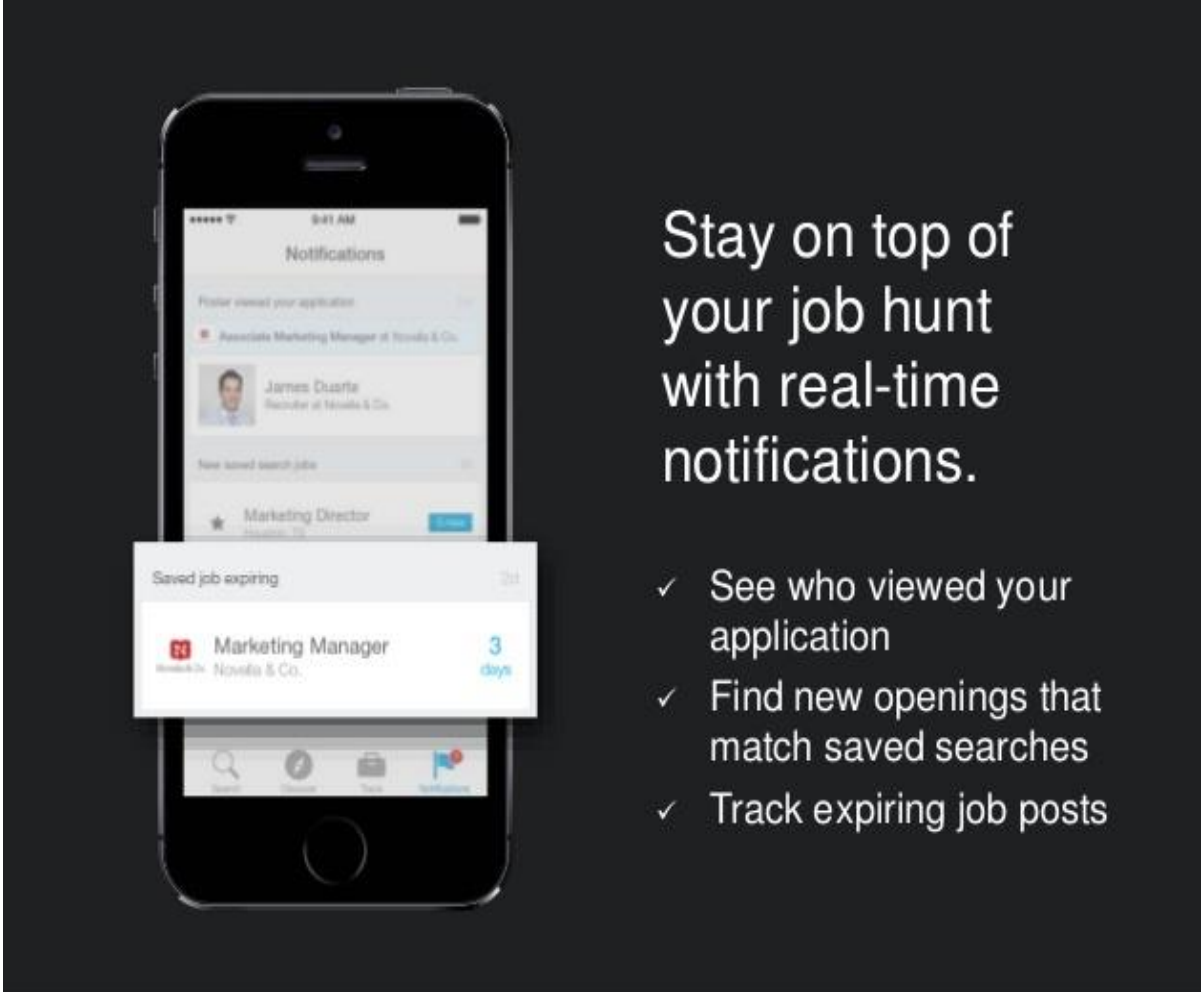


Video Interviewing in 2018

Are you using platforms such as Dropbox or Google Drive to send cover letters and resumes? Is one better than the other and if so why?



With free job search apps being available for use on cell phones are there ones you prefer over the others and why?



Stay on top of your job hunt with real-time notifications.

- ✓ See who viewed your application
- ✓ Find new openings that match saved searches
- ✓ Track expiring job posts

SUCCESS



QUESTIONS

