

# From Search, to Offer, The Do's and Don'ts

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IT CONSULTING AND IT PLACEMENT



## Define your “Principals”-Ray Dalio

- ▶ *“Design your life for the purpose you want it to have.”*
- ▶ Before you begin your search, ask yourself, “What are you ideally looking for in your next role?”
  - ▶ Career Advancement, Stability, Good culture, Flex Schedule, Ability to learn & Grow, Money
  - ▶ Write these down so when you start researching companies you will already know the companies that could be a match because you have defined your “Principals”
    - ▶ This helps you target and identify only those opportunities that would be a GREAT fit
    - ▶ *Dreams + Reality + Determination = A Successful Life*

# What Have You Enjoyed Most in the Past?



- ▶ Make a list of things that made you the most happy in the last position?
  - ▶ Commute time, Growth, Size of company, Culture, Leading or Managing a team. Vertical, Business Model, Only tech related companies?

# Recruiters, Job Boards, Referrals

- ▶ The job market is hot, now that you know your Principals and what experiences in your past have made you the most happy, you can now identify which, Company's, Positions to apply to?
- ▶ Use valued Recruiters, your own internal network, job board aggregators like Indeed to review jobs and learn about the company.
- ▶ **Search a company up on LinkedIn** and see who you may know? Referrals don't have to be a peer on the team, could be your neighbor who is in accounting.
  - ▶ Often times companies who refer someone have to interview that candidate and let's face it, we all would rather speak to a candidate who is a referral



# Cover Letters Still Work



- ▶ Allows the audience who is reviewing your background to learn more about who you are as a person. Know your target, if more conservative company like financial services, be formal. Startup, may want to be more casual.
- ▶ Allows the audience to understand how you communicate, how you write, and that you are taking the time to show your interest.
- ▶ Differentiates you from other candidates
- ▶ Can turn a “Maybe” into a definite interview

# Interviews-Be prepared-It's your Career



- ▶ **Make sure you know who all will be in on the interview**
  - ▶ Cyber stock-Look up on LI, FB, Git, Google to learn more about the interviewers
- ▶ **Understand format**
  - ▶ Will it be a 30 min Phone, screen share, tech/non tech
  - ▶ Will it be a panel discussion, if so with who
  - ▶ Will you be paired programming, white boarding
- ▶ **Take time to read at least the first page of the companies web site**
  - ▶ Learn more about the industry, get a sense of the company values
- ▶ Look for recent articles on the company, Google, or sometimes companies have a “press release” section on their “About” page
- ▶ **Look up other job openings on their site?**
  - ▶ Can learn more about other tech stacks they use
  - ▶ Methodology, do you see openings for ScrumMaster, Project Managers who need their PMP
- ▶ **Review Employer reviews**
  - ▶ Check out sites like Glass Door, Vault. See if they are in the Denver Post or DBJ’s “Best Places to Work”

# Don't Turn Down Interviews

- ▶ If you get a request for an interview and you were originally interested, see it thru.
  - ▶ Nothing negative can come from meeting others in your industry
  - ▶ Could run into them down the road, maybe your next employer or employee
  - ▶ Learn more about how other companies are set up and how they run
  - ▶ Practice your interviewing skills
  - ▶ You might actually like the people, the org, and could be your next home







# Own the Interview

- ▶ Don't get caught up in "The Interview." Have fun with it and realize it is just a discussion. The company has a NEED and you are the Expert/Consultant who can solve their problem.
- ▶ Beginning or End, ask, "What skills, abilities, and attitude would make a successful hire." Allow the employer to serve up a softie, so you can hit it out of the park.
  - ▶ Be prepared to give specific examples of where and how you have done what they are looking for. Make sure to be succinct.
- ▶ If you ever feel you have not answered a question, just ask, "have I answered your question?"



# I or We-Be Careful With Your Messaging

- ▶ Many employers pay close attention to how you use, I and We. If the position is a Senior role and they are looking for a leader/expert, often times “We” sounds like you relied on others
- ▶ If only “I,” can come across as non collaborative and may not work well in a team environment
- ▶ Most people like candidates who are self starters, can lead when called upon, but are also great team members. Make sure you have examples.

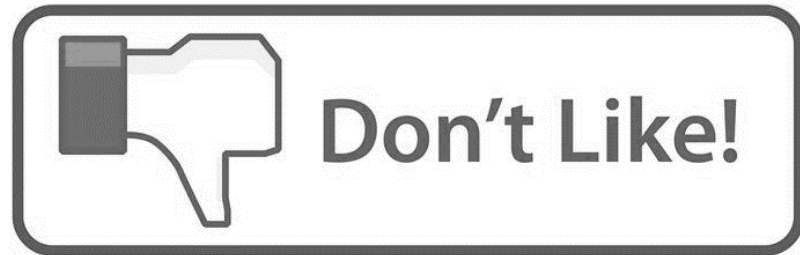


# What Employers Look For



- ▶ It may be an employee driven market, but employers are investing more into their next hire other than just salary. Will the selected candidate add value to not only the technical achievements of the team, but will they be a good cultural fit and foster creativity, community, and frankly someone they want to work with every day
- ▶ Make sure you offer up specific examples of where you have done the following:
  - ▶ What are you doing outside of work to stay current on tech?
  - ▶ Do you invest your own personal time or \$ to increase your value
  - ▶ Can you problem solve
  - ▶ Are you a self starter
  - ▶ Can you work independently, but also as a team
  - ▶ What have you failed at and what did you learn from it
- ▶ Express that you are interested in working on this team and show them how you can help

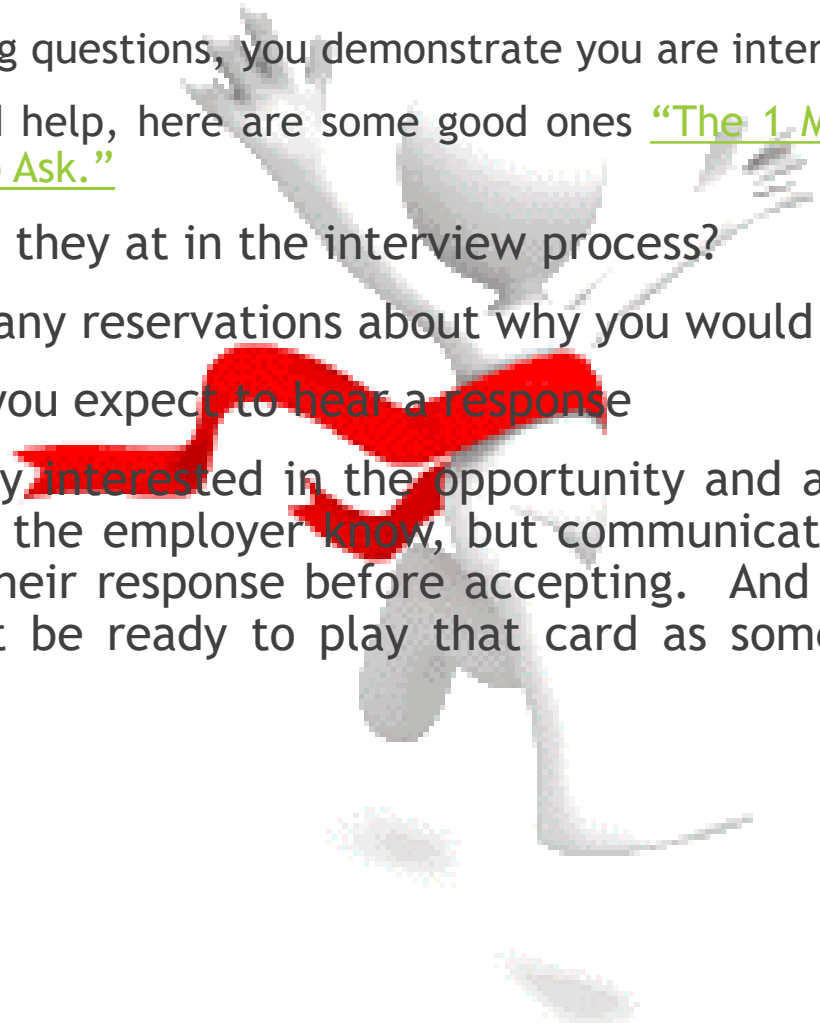
# What Employers Don't Look For



- ▶ If the employer hears, “I need,” and seems like it is all about you, this can come across negatively. If you need to work remote in order to consider this company, ask instead, “do you offer a work from home policy.”
  - ▶ I would rather have an offer that you negotiate or turn down rather than not have an offer
- ▶ Someone with a poor career track record
  - ▶ Even consultants typically last 6-18 months. 4 jobs in one year not attractive, but it happens. Be able to explain and realize that this will always be a concern so address the Elephant in the room and be proactive
- ▶ Someone who has never failed.
  - ▶ Not on their watch

# Wrapping Up an Interview

- ▶ Make sure you have at least one or two questions.
  - ▶ When asking questions, you demonstrate you are interested
  - ▶ If you need help, here are some good ones [“The 1 Most Impressive Job Interview Question to Ask.”](#)
- ▶ Ask where are they at in the interview process?
- ▶ Do they have any reservations about why you would not be a good fit?
- ▶ When should you expect to hear a response
- ▶ If you are very interested in the opportunity and also have another offer on the table, let the employer know, but communicate to them that you would like to hear their response before accepting. And give them a time table if needed. Just be ready to play that card as sometimes it is viewed as an ultimatum



# Always Send a Thank You

Sounds simple, but means a lot



THANK  
YOU