2011 – Career Search is a Full Time Sales Job

Presented by:
Michael Swiszcz
Senior Manager, Recruitment & Business Development
President, Phoenix CEO-CFO Group

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- Welcome & About Your Speaker
- The Current Job Market
- The Changing Face of Career Search
- Daily Activity
- The Importance of Networking – “How Big is Your Network”
- Refining Your Personal Skills
- Mapping to the Right Company Culture
- The Hiring Process: Resumes, Interviews, etc.

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Michael Swiszcz, Senior Manager, Recruitment and Business Development

Michael Swiszcz joined VincentBenjamin in 2010 specializing in the direct and contract placement of accounting and financial professionals.

Michael brings with him deep knowledge of the profession and a vast resource network, with more than ten years of accounting and financial staffing experience, as well as active affiliations with several professional organizations. Michael currently serves as the President and Co-Founder of the Phoenix CEO-CFO Group, a networking group for C-Level executives. He also serves on the Board of Directors for the AZ Valley of the Sun Chapter of the Institute of Management Accountants, and is actively involved with the CFO Alliance, Urban Land Institute, Construction Financial Management Association, Financial Executives International Arizona Chapter and the Association for Corporate Growth-Arizona Chapter.

Prior to joining VincentBenjamin, Michael served as Director of Business Development for RSM McGladrey's Desert Southwest practice, where he was responsible for its strategic growth initiatives. Before RSM McGladrey, Michael worked in various other recruiting roles where he was responsible for sales, staffing and client satisfaction.

Michael holds a Bachelor's degree in Finance from Bentley University.

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- The Current Job Market
- Opportunities
  - Great candidates market – Skilled/certified professionals are leading the way.
  - Companies adding bench strength as we come out of the Great Recession
    - Leadership
    - Skill Sets
    - Culture Fit
    - Goal Alignment
- Challenges
  - "You Snooze, You Lose"
    - Networking your way into your next role.
    - New role of a job seeker is a full time Sales Role
  - "Behind the times"
    - If you are not using the latest tools, you will be left out.
    - Centers of Influence (COI) are your best resource

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- The Changing Face of Career Search
  - 2011 – Job Search is a Full Time Sales Job
    - Daily effort in the job search
    - What activities are closest to the $$
    - Tools at your finger tips
  - Review the job boards for “current” opportunities
    - Indeed.com
    - CareerBuilder.com
    - Monster.com
    - Jobing.com
    - Ladders.com

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- How Workers Found Their Latest Jobs:
  - Networking/word of mouth - 61%
  - Newspaper Ad - 16%
  - Walk in/applied in person - 9%
  - Newspaper web site - 5%
  - Internet job site - 4%
  - Employment agency/recruiter - 2%
  - Through School - 1%
    - Source : The Bernard Haldane Associates Internet Job Report conducted by Taylor Nelson Sofres Intersearch of 703 respondents.

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- Daily Activity
  - "If you fail to plan, plan to fail"
    - What is your daily activity plan?

      Calls, Meetings, Research
    - What is best the mix of activity?

- How Big Is YOUR Network?
  - Online – LinkedIn, Social Media
  - Centers of Influence – COI's

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- Daily Activity – 6-8 hours a day
  - Calls – Outbound Calls
    - How many are you making?

      Typical Sales person makes 20-50 calls a day

      How many are you making?
  - Meetings – In Person
    - Networking Meetings

      1-3 a week
    - COI Meetings

      2-5 a week
  - Research
    - Online, LinkedIn

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- How BIG is your Network?
- Centers of Influence
  - Bankers
  - Attorneys
  - CPA Firms
  - Insurance Providers
  - Staffing experts
  - Educators
  - Prior Co-Workers
  - Other ideas?

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- How BIG is your Network?
- LinkedIn
  - Are you using it?
  - How can it benefit you in your search?
  - Your Profile
    - Keywords
    - Your Beliefs (MVV)
    - Goals
  - Your Connections
    - Prior Co-Workers
  - Other ideas?

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- Professional Networking Groups:
  - Phoenix CEO-CFO Group – www.phoenixceocfo.com
  - Association of Corporate Growth (ACG-Arizona Chapter)– www.acg.org/arizona
  - Enterprise Network – www.en.org
  - Arizona International Growth Group – www.azigg.org
  - ASWA Local – American Society of Women Accountants - Mesa-East Valley Chapter – www.aswa-mev.org
  - Financial Executives International – Arizona Chapter (FEI) - www.feiaz.org
  - Arizona Business Leadership (ABL) – www.azbl.org
  - Turnaround Management Association (TMA) - www.arizona.turnaround.org

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Resources for Networking Meetings

Networking Phoenix - www.networkingphoenix.com
Phoenix Business Journal – www.bizjournals.com/phoenix

Others?

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- What's Important To You?
  - Mission, Vision, Values?
  - Leadership?
  - Benefits?

- Develop a Career Profile
  - Clearly Define the Type of Role you are looking for
  - Clearly Define the Responsibilities you are looking for

- What Else is Important To You?

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- How are your INTERPERSONAL SKILLS?
  - It is not always about skill sets, its about fit

- References
  - With supervisors, peers, subordinates
    - What will they say about you?

  - Did you know that your references could be a great COI for you?
    - 360 view on references
    - Where are they working?

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- The Hiring Process
  - Interviewing Skills
    - First impressions
    - Good questions
    - Prepared answers
    - What you have accomplished, not just your responsibilites

    - Resources – www.VincentBenjamin.com

      Great examples of Questions to Ask

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- The Hiring Process
  - Resumes
    - Planning
    - Writing
    - Layout
    - Resume Examples – www.VincentBenjamin.com
  - How many resumes should you have?
    - Tailoring your resume to the specific role
  - Professional Profile for COI's
    - Highlights of what to think of you for

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