GABA California German American Business Association

YES Partners Global Executive Search

Job-Hunting

Tips, Insights & Trends from a Headhunters' Perspective

E.J. Dieterle -

Update Oct 2017

Content

1| **Intro** – EJ Dieterle, YES Partners, References (sample)

2| **JobSearch** – Basics: getting to 1st Base, when to start looking

3| **Recruiters** – Types of Recruiters,, How is a Searchfirm representing me? Why should they (*) know about me?

4| **Profile (Resume)** – tool to be findable, how long? Resume Structure (US), (technical) resume tips, Verbs, posting a resume on the web

5| **Interviews** – What to say when a Recruiter calls? Phone interview tips, 1st & 2nd Interview

6| **Other** - Transferable Skills, not getting answers?, Job Boards, (Business) Social Networks, CA non-compete, 'hot' industries & areas, Resources

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1| E.J. Dieterle

YES Partners, Inc – CEO & Co-Founder YES Partners, Inc.

Country-Manager (President & Managing Director)

Germany, UK, Japan, Korea, USA (270 staff, USA: NY & NJ – now CA)

Alumni @ IMD (Switzerland)

Chair @ HR - GABA (German American Business Association)

Member @ German Chamber USA/AHK - (San Francisco/New York)

Board of Directors @ bioZhena (MedDev) @ Software Co (UK)

Mentor (Recruitment) @ GermanAccelerator GERMAN ACCELERATOR (SFO, NYC, BOS)

Advisor @ Software Startup (Germany)

Senior Advisor @ CPC (Clean Power Capital - Investment Bank > Renewables)

Advisor/Board @ SV Startup (Palo Alto)

VC (Venture Capital) Executive Course - UC Berkeley/Haas –

Speaker (International Business) Keller/DeVry University & Haas/UC Berkley center for UC Berkeley executive education

NACD/SVDX (National Association of Corporate Directors) UC Stanford

Rotary (since 2003, Club President 2009-10)

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1| YES Partners, Inc.

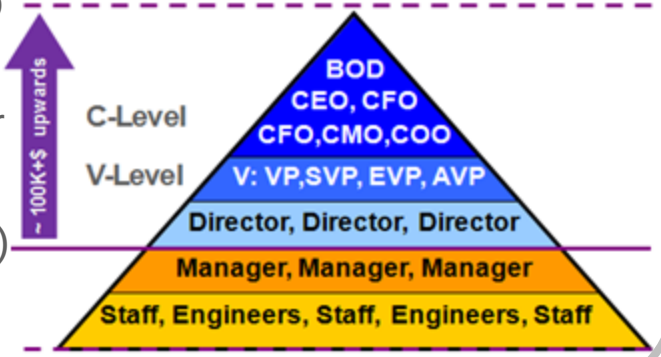
Executive Search

Founded 1994 (Japan)
Exclusive "Headhunting"
Recruiting Worldwide
Many Industries

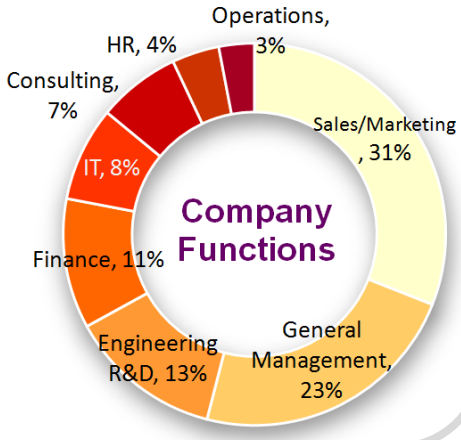
Clients

Focus on Management & $100K+

CEO, CFO, COO
President / MD
Country-Manager
V-level ..
(VP,EVP,SVP ..)
Director-level



Functions



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Job Hunting Tips

1| References (sample ..)

Source: http://yespartners.com/references/

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2| Confused?

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2| Basics: Getting to 1st Base

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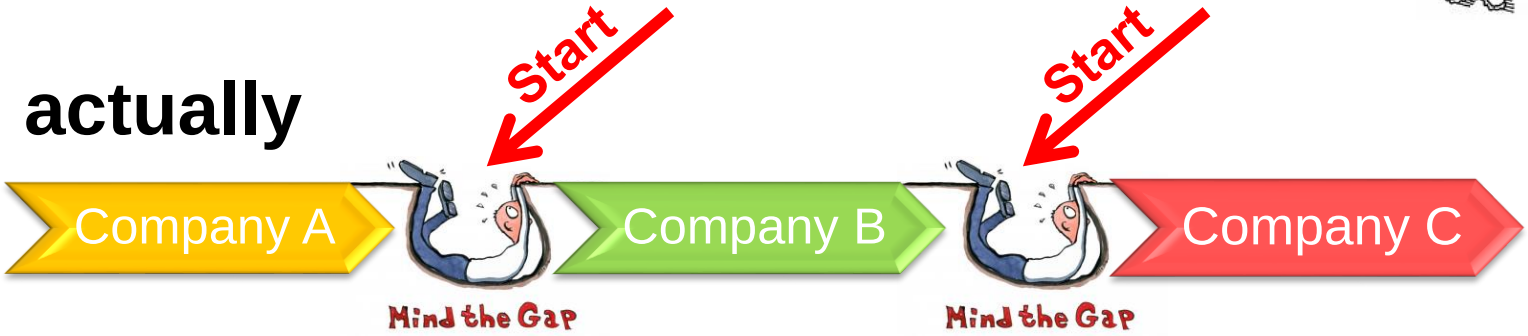
2| When to start looking for a new job?

actually



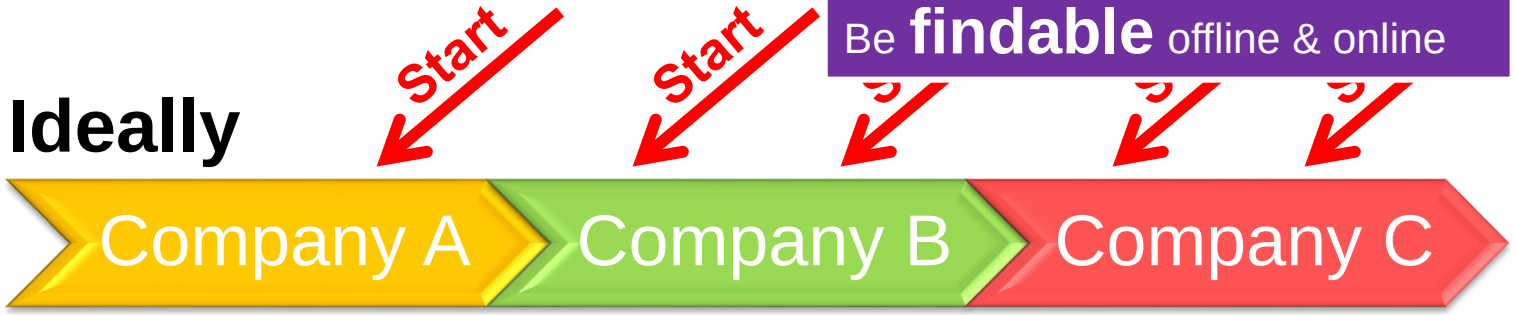
How?

Be a **passive** candidate

Have your details (profiles) **out,**

Be **findable** offline & online

Ideally



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3| Types of Recruiters (1)

Inhouse Recruiter

works primarily as **Coordinator** with the Hiring Managers to fill Company-internal (**inhouse**) openings (mainly via Ads)

Retained (3rd Party - Exclusive)

Focus is finding the **right people** for Career-opportunities, i.e. **specific skills** & experience **for clients (Companies)**

Hired **exclusively** (retained) by a company (~ similar lawyer)

Typically for **mid- to higher-level** positions

Employment, Staffing, Placement (Contingent)

Typically **trying to sell** available candidates to companies

Non-exclusive = therefore limited efforts

Typically (many **non-matching**) resumes submitted (volume-business). Typically **lower to mid-level** positions

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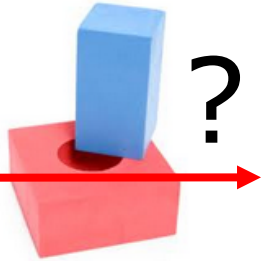
3| Types of Recruiters (2)

Retained Recruiter

Inhouse Recruiter

Placement Recruiter



?

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3| How is a Searchfirm representing me?

Initial Screening

Potential candidates are **screened** for suitability

if qualified … then

Details & Shortlist-reports are submitted to the Company (**confidential** = no candidate-names are disclosed).

submission together with other (qualified) candidates.

Company Interviews

once the Company confirms the interest, **only then** names are disclosed & interviews are arranged with the hiring entities.

Negotiation

Search Firms typically are the neutral 3rd party & **help to negotiate the "packages"** ("Go-Between" or Matchmaker)

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3| Why should they(*) know about me?

An in-house recruiter works for **only one company,** with the task to **fill the open in-house positions** only, whereas a 3rd Party Recruiter works (headhunts) for **multiple companies** at the same time (broader coverage: Positions, Functions, Industries ..)

An Executive Search Firm works **contracted exclusively** (retained) by a company for specific positions, i.e. the firm is not just "fishing" for people (or resumes), but is tasked **to fill specifically** those open position as the exclusive entity.

Often higher-level openings are **not posted or disclosed publicly** by a company for various reasons **(confidential search)**. Why?

- the person to be replaced is still in the position,
- the search is confidential towards the market or the competition, or
- the company wants to keep it confidential for other reasons

*a Searchfirm

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4| The Profile(s), tool to be "findable"

Offline

send **resume** as email-attachment

ideally: "presently not looking" (passive), "keep in touch " for the right "match"

or **upload** to a Company's ATS (Applicant Tracking System - Database)

Online

be **'findable" online** (Social Networks, websites s.o.)

People find you by **keywords** (google yourself)

Social- & Business networks (keywords)
(Be careful not to be 'too social' online)

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4| The Resume: how long?

… like a skirt, US-born UK recruiter Doulton says. She states:

Long enough to cover the basics,

but short enough to keep them interested!

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4| Resume Structure (US-Style)

Name, City, State, Zip (Street?), **email / phone (cell?)**

Objective (1-2 sentences about the **Future**)

Summary (1-2 sentences about the **Past**)

Include cover-letter info in the objective (= this way in same single document for ATS)

Title **Month/Year – Present**
Company (Division), Location
(Blurb about Company & URL)
- Accomplishments and/or Tasks
- Accomplishments and/or Tasks

Title **Month/Year – Month/Year**
Company (Division), Location

Education
Schooling & Degrees …

Other
Languages … geographic knowledge?
Authorized to work in US? (US-Citizenship, Greencard ..)

References
upon request

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4| (technical) Resume-Tips 1

Avoid

gaps (fill gaps with training, courses, volunteering s.o.)

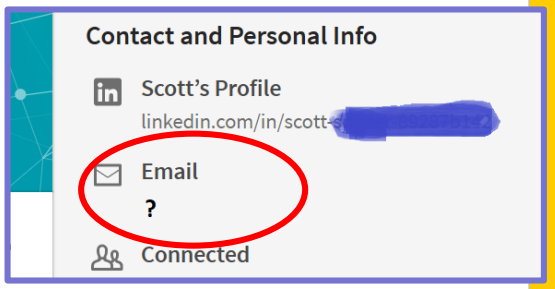
word.doc format better than pdf (= text-format - Dbase readable)

Format & Font less important (Dbase readable)

No frames (boxes) best 1-Column (page-with) (Dbase)

contact details should be up-to-date (tel & email)

Make communication easy
(no 5-layer spam-controlled emails to recruiters)



Think of your resume as an **online search** (keywords)

technical Terms - use **abbreviated** ***and*** **spelled-out**

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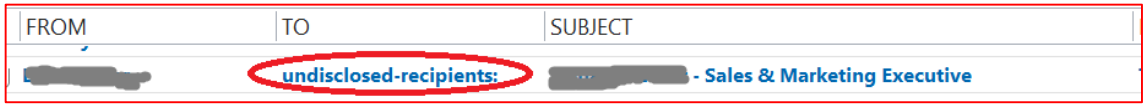
4| (technical) Resume-Tips 2

No spaced words (example) VP, V.P. = V_i_c_e_?)
(not recognizable/readable = challenge for Database/ATS)

Resume mailing service – (snailmail & email) Waste of time & $$

No Passwords on Resumes (= send unprotected word.doc)

Do not expect any reply if mass-emailing to a (distribution list) with no names or email-address (sending to yourself).



Better: address single email (or inmail) to a specific person … (can follow up)

Do not send the same email (& resume) to **several folks in the same organization** (typically all managed with central Database)

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4| Submitting an Application (Resume)

= Means that basically the resume is **uploaded to a Database** (ATS = Appliant Tracking System).

Do not simply apply based on a **title only**.

Rather state **why you are qualified** for the opening,

i.e. **why is there a match** between yourself and the opening?

Do not submit a general cover-lever or cover-email

(don't let the recipient guess what you apply for), but rather emphasize **why specifically you** are qualified for that specific opening.

Use the **same terminology** as in the job-posting (Keywords).

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4| Yeah Verbs!

The worst words to use on your résumé:	The words hiring managers want to see:
1. Best of breed	1. Achieved
2. Go-getter	2. Improved
3. Think outside of the box	3. Trained/mentored
4. Synergy	4. Managed
5. Go-to person	5. Created
6. Thought leadership	6. Resolved
7. Value add	7. Volunteered
8. Results-driven	8. Influenced
9. Team player	9. Increased/decreased
10. Bottom-line	10. Ideas
11. Hard worker	11. Negotiated
12. Strategic thinker	12. Launched
13. Dynamic	13. Revenue/profits
14. Self-motivate	14. Under budget
15. Detail-oriented	15. Won
16. Proactively	
17. Track record	(source: Careerbuilder)

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4| Posting a Resume (Profile) on the Web

Many (free) places/websites s.o.

Call the specific **page-name** = "resume" (keyword)

Format the resume so the entire document could be covered in a **single edit**, select all, copy and paste. (= easy handling of ATS – rather frames or boxes.)

Include your **name, email-address**, any link to LinkedIn profile s.o. at the top.

Think backwards from a job you are interested in and make sure the basic keywords (that are of course relevant to your experience) appear in the body

Include area codes & cities where you would be open to work. (example: area codes 650, 415, 408, 510 and 925 and San Francisco, San Jose & Palo Alto)

Include **URLs of companies**. This will have you show up on a **flip search** for that company. This obviously works best for larger companies but if someone is recruiting for a competitor of a past employer, you could show up.

Include a link to your resume in the **signature** of your e-mail.

Add a link to your resume to social networking sites (like LinkedIn, Facebook s.o.)

Source: http://web.me.com/hydra9/Resume/Getting_your_resume_found.html

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5| What to say when a Recruiter calls?

Always take the call

Ask if they work on the search (position) '**exclusively**'(retained)?

Read between the lines ..

Recruiter outlines the job & asks if you **know someone?**
Company usually not disclosed at beginning
usually the private contact-details are exchanged (tel/email)

Be positive about the opportunity

.. there is obviously some reason you have been contacted ..

Be honest (about background, experience ..)

Ideally be a **passive Candidate**

.. best time to be contacted when **not looking** (higher value)

Never schedule an interview while driving!

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5| Job Interviews

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5| Phone Interview Tips (Goal = face-face interview)

Be Prepared

Compile a list of your **strengths & weaknesses**. Be prepared for a phone conversation about your **background & skills**. Keep your resume in **front of you during the call**. Have a list of your **accomplishments** available. Have a pen and paper handy for **note taking.**

Turn off call-waiting. Clear the room - evict the kids and the pets. Turn off the stereo and the TV. Close the door. **Better a landline** than using a cell phone. Do **not take interviews while driving** (you cannot focus ..)

During the Interview

Don't smoke, chew gum, eat, or drink. Keep a glass of water handy.

Smile. Smiling will project a positive image to the listener and will change the tone of your voice. Speak slowly and enunciate clearly. Use the person's title (Mr. or Ms. and their last name.). **Don't interrupt** the interviewer. Take your time - it's perfectly acceptable to take a moment or two to collect your thoughts. Give **short answers**.

Ask if it would be possible **to meet in person. Take notes.**

After the Interview

- Follow up with a **thank-you note** which emphasizes your interest in the job.

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5| Difference 1st & 2nd Interview?

1st Interview	2nd Interview
Screening-interview	**Hiring**-interview
Assessment of **ability**	Assessment of **fit**
objective facts: education, certifications, years of experience, technical skills, (as per job-description)	objective facts: what will he/she add to the team? credible with clients? understand/support the corporate culture?
Can he/she do the job?	Is he/she **the best?**
Screening by Computer (ATS), then a Person	Focus on human element

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6| Tips on Transferable Skills

(= skills applicable to multiple industries)

Demonstrate you have those skills **now.**

Know your transferable skills, i.e. **think of haves**, rather than 'I am lacking the skill of .. '

Improve each skill … (take classes, courses)

Showcase your transferable skills (examples …)

Join a local professional association, demonstrate leadership skills, volunteer, offer to work with longterm-difficult clients, demonstrate to solve problems, presentation-skills (local TM/ Toastmasters), write articles

Portable functions are typically HR, Finance, Sales …

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6| (Business) Social Networks

Business SN's

Hundreds of social networks exist … among the better ones

Linkedin – strong focus USA

Xing – strong focus Europe

Others .. Spoke, Plaxo, Ladders, Twitter, Ning, MySpace, tagged.com, classmates, UNYK, Brijj, hi5, Viadeo, eFactor, Referralkey, BranchOut (FB), Talent.me, Zoominfo, Google+, BeKnown (Monster)

Careful with "too social" networks

82% candidates lie about, or exaggerate, their skills and experience on their LinkedIn profiles

http://nett.com.au/news/do-people-lie-on-linkedin-100370/

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6| Types of Job-Boards

Company Job-Boards (jobs, openings, career)…

= inhouse / Company's own jobs only

Don't take it for granted that all openings do exist!

Industry Job-Boards

… by industry ..

JBs & Aggregators (= Job-Board Search-Engines) / example:

www.Simplyhired.com
www.Indeed.com
http://www.jobs2careers.com/
https://www.juju.com/
https://www.careerjet.com/
https://job.trovit.com/
www.jobing.com
www.facebook.com
www.glassdoor.com

www.crunchboard.com (Techcrunch)
www.angel.co (Angellist)
www.Startuphire.com
www.linkup.com
www.jobwich.com
http://www.careercast.com/
startupers.com
www.google.com (recently launched)

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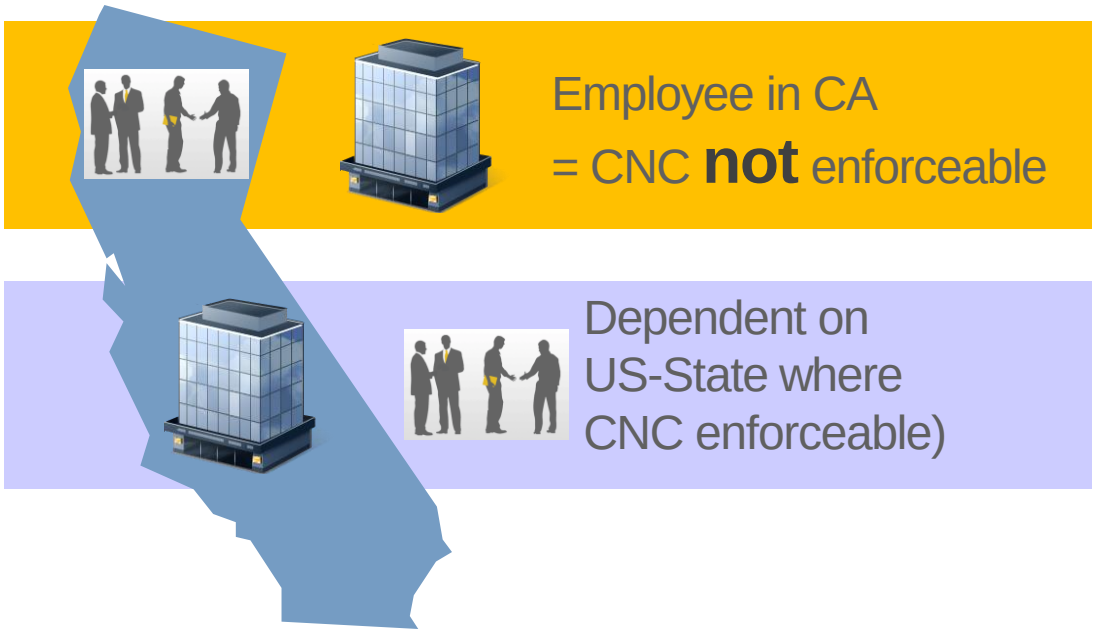
6| Non-Compete Clause (CNC) (example "CA")

CNC (non-compete clause = "covenant-not-to-compete") refers to a Clause in the Employment-Contract (Offer-Letter?) saying that an employee cannot join the competition.

CNC is **dependent on the US-State the employee works in** (not in which US-State the Employer is located)

Example California:



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6| "hot" Industries & areas – SV

- AI (Artificial Intelligence) / Machine learning
- Blockchain Technology (various ..)
- Fintech (Cryptocurrency ..)
- Automotive: ~ Autonomous Driving
- Security
- IoT / Voice
- Robotics
- Wearables & VR
- eCommerce
- Healthcare (personalized / Genomics)

Source: various incl. https://www.slideshare.net/EdithYeung/2017-silicon-valley-investment-trends-by-edith-yeung

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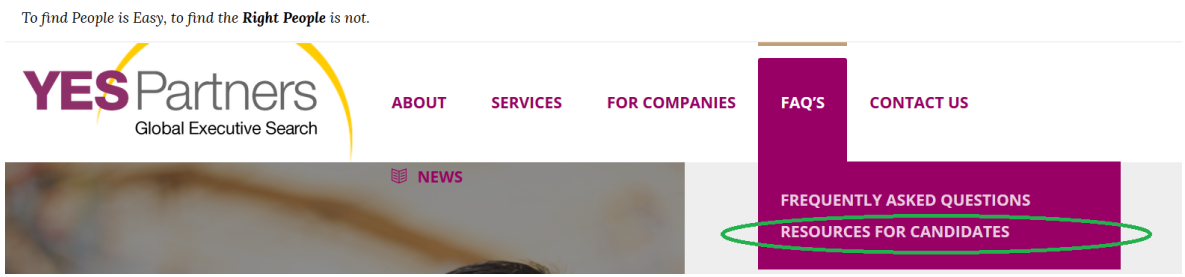
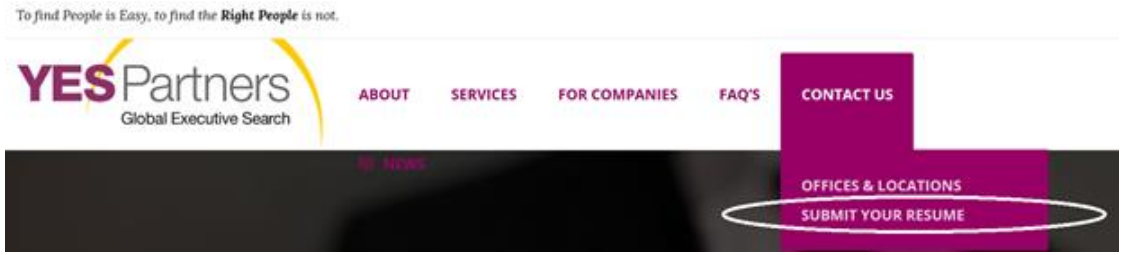
6| Resources for Candidates

www.yespartners.com

Various resources ..
Working in a Startup



Resume-upload: www.yespartners.com
(password-protected & editable 24/7)



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6| Summary

Be passive … but 'findable' (keywords)!

Have your details (resume & Profiles) up-to-date – **always** – **online & offline**

Bottomline:

if you happen to be "looking" .. it can be very frustrating .. but it's also a "Numbers game" ..

Don't give up!

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6| Good Luck!

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