

The words that get you hired

Over 25 years as a headhunter debriefing employers after interviews has proven that there is a real disconnect between the ways job seekers describe themselves in interviews and the level of position they are seeking. Worst of all is that even when candidates are briefed to follow the appropriate protocol matched to their level of seniority they still revert back to old habits or simply do not heed the advice. Unfortunately for those candidates they end up kissing their opportunities for great jobs goodbye and you will too if you do not follow this advice.

Interviewers are expecting a certain type of descriptive lingo based on the level of seniority of the applicant or candidate. In other words they are expecting you as an applicant or candidate to describe competencies appropriate to your level of seniority.

Surprisingly management applicants most out of sync

Job seekers for management positions are describing themselves in terms of what's important to hiring managers for entry-level-positions. Would-be managers use entry-level descriptors. These management applicants/candidates are describing themselves in terms of entry-level workers: work ethic, dependability, initiative, ability to work well with others, good time management, accountability and communication skills and are therefore way off base. It is assumed that if you have made it to the management level you already have demonstrated your competence in these areas.

What employers want to hear?

For management/executive positions

What interviewers want to hear (read) from you if you are a management candidate is to demonstrate that you have strategic perspective as well as clearly point out how you would fit into the overall

picture of the organization. They are expecting you to demonstrate how you can lead and manage the company to where it needs to go.

Employers are seeking a manager with

- *High integrity* - Do your actions and past performance demonstrate honesty and truthfulness?
- *Global outlook* - how the department/organization fits and competes with respect to global competition and emerging markets.
- *Business acumen* - meaning the knowledge and understanding of the financial, accounting, marketing and operational functions of an organization and the ability to make good judgments and quick decisions.
- *Accountability* - The obligation of the manager to account for his/her activities, accept responsibility for them, and to disclose the results in a transparent manner, including being responsible for entrusted money or property.

It is important therefore to describe yourself appropriately to the level of the position you are seeking.

For mid-level positions

If you are going for a mid-level job: Focus on problem-solving, strong communication, accountability, time management and high degree of initiative.

For junior or entry-level positions

For entry-level position describe yourself in terms of: work ethic, dependability, initiative, ability to work well with others, good time management, accountability and communication skills.

Use the right words and get hired

Check your resume lingo and your interview communication against expectations as outlined and adjust to the appropriate level of seniority and see your offers multiply. Check out ‘The Panic Free Job Search: Unleash the Power of the Web and Social Networking to Get Hired’ published by Career Press for more ‘best practices’ that will get you promoted and/or hired.