

# Happenings

40 PLUS OF CENTRAL OHIO has been helping job seekers since 1982.

Columbus, Ohio

August 18, 2008

## Research is Vital - Know the Company Before the Job Interview

Edited/CareerBoard.com Staff Editor Moshin Manji, in Job Seeker – Interview

***Along with practicing job interview techniques and interview questions, company research is critical before the job interview. Nothing impresses an employer more in the job interview than hearing a candidate speak about their company. This will really show an employer that you really want to work for them and you are determined to succeed. So what should you research and how do you begin? Research the industry, get a perspective of the company and recent activities or accomplishments, find out what products and services they provide, who their competitors are. Also if possible, determine what the company culture is like and read their mission statement.***

**Here are some valuable guidelines to keep in mind when researching a company online before your job interview:**

**Company web site:** Using search engines such as Google or MSN, find the company. If you already know the URL, go to the company web site. Navigate through the various menu tabs, such as, About Us, Products, Services, Mission and Executive or Management Team. The company web site is the best source of information.

**General company information:** Look specifically at the "About Us" or "Company History" section as it will give you the profile of the company. Remember all the important information to mention in the job interview.

**Determine skills:** Prepare a list of the services and products the company offers. Verify how your skills and experience can fit in. Look at the job descriptions pertaining to the position you will be interviewing for.

**Keep current:** Locate the "News & Information" and "Press Releases" sections if available. This will give you updated information on the new company projects and other changes and company acknowledgments.

**Competitors:** Who are direct competitors to the company? Search for information about the company's competitors on the company web site or via search engines. This will help you answer strategic questions about company marketing in the job interview.

**Blogs and groups:** Many reputable companies and their employees and executives post good information about these companies in blogs. Blogs are a great way to get current information about a company. Also, look online for groups and discussion forums.

**Other resources:** There are many professional databases that develop company profiles for free. If the company is large you may also find information about it in reputable business sites such as Fortune 500 and Forbes. If you choose to do a physical search, most libraries have a business section with stored archived information and annual report for companies.

Researching a company can leave a good first impression employer. Next time you are in a job interview and the employer asks if you know about the company or if you have any questions, impress them and you will get noticed.

## Our Mission

*To educate persons previously holding administrative, executive, technical, managerial, professional and other positions of responsibility in the necessary skills for a successful job search, career change, or career advancement. We are also responsible for educating the public and the business community on the value of maturity, experience, knowledge and judgment in the work place.*

***Professionals in Transition. Thank You for Joining Us Today!***

## Roundtable Topics

**Monday, August 18, 2008**

**Speaker:** Eddie Powell – The Shared Resource Network Inc. (TV Show)

**Topic:** Searching for "IT"

**Monday, August 25, 2008**

**Speaker:** Jason Black, Partner-New York Life Insurance

**Topic:** How to Win Your Dream Job Through Personality Profiling

## Networking Events & Announcements

### CareerBoard.com

Search/access jobs by clicking on the CareerBoard Button located on the 'About Us' Page of:

[www.fortyplusoh.org](http://www.fortyplusoh.org)

**Every Tuesday, 7:30-9:00 p.m.**

St. Joseph's League of St. Brigid of Kildare Church  
7179 Avery Road, Dublin, OH

Contact: Dave Mullenix- 614-889-5433

or [www.stbrigidofkildare.org](http://www.stbrigidofkildare.org)

**2<sup>nd</sup> and 4<sup>th</sup> Wednesdays/Each Month, 6:30-8:30 p.m.**

Scioto Ridge Job Networking Group,

Cost: \$25.00/Year Membership & \$5.00/Meeting

Scioto Ridge United Methodist Church

4343 Dublin Road, Hilliard, OH

Contact: [www.sciotoridgejng.com](http://www.sciotoridgejng.com) or

[www.columbusjobguide.com](http://www.columbusjobguide.com)

**4<sup>th</sup> Thursdays/Each Month, 7:30-9:30 a.m.**

ExecuNet, Pre-registration Cost: \$20.00

(Cost reduced if registering more than 1 person)

The Shops on Lane Avenue, Community Rm. B

Upper Arlington, OH

Contact: [www.cpcocaching.com/execunet.htm](http://www.cpcocaching.com/execunet.htm)

### Check Websites for Scheduled Events:

*Breakfast with Business First & Other Events*

Columbus Business First

Contact: [www.columbus.bizjournals.com](http://www.columbus.bizjournals.com)

**Business After Hours: Every 1-2 months,**

Columbus Chamber of Commerce. Contact:

[www.columbus.org](http://www.columbus.org) Select Members/Networking

or Email: [membership@columbus.org](mailto:membership@columbus.org) or call 225-6060

### OSU & Fisher College of Business

Contact: [www.osu.edu](http://www.osu.edu)

Choose "Calendars" at bottom left, then choose "Career Services" from event list at bottom of screen.

**Last Tuesday of the Month, 7:00- 9:30 p.m.**

40Plus Alumni and Members Networking party,

cards & fun, [www.fortyplusoh.org](http://www.fortyplusoh.org)

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## Training Schedule for Week of August 18 , 2008

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<b>August 18</b> 9:00 am Membership Meeting  10:30 am Guest Orientation  12:00 pm Training Team Meets  1:30-3:30 pm Job Search Workshop Instructor: Herb Talabere	<b>19</b> 9:30-12:00 am Organizing Your Job Search Instructor: Vernon Cole  12:00 pm Program Team Meets  1:30-4:30 pm Introduction to Accomplishment Statements Instructor: Gary Nack	<b>20</b> 9:30-12:00 am Developing Effective Negotiation Skills (Block III) Instructor: Steve Stetz  12:00 Membership Team Meets	<b>21</b> 9:00-12:00 am Oral Communication Skills Instructor: Vernon Cole  1:00-3:30 pm Developing Effective Networking Skills (Block III) Instructor: Jeff Young	<b>22</b> 9:30-11:30 am Job Circle, Mentoring Session Facilitator: Steve Bennisson  12:00 Administration Team Meets

### Executive Resume Writing: Get the Top-Level Job You Deserve

Edited/CareerBoard.com Heather Eagar in Job Seeker – Resume

**Submitting your executive resume is only the start of your journey in securing a top-level job. Here are some tips to help you create a very thorough, very professional one that will help you get that much closer to your dreams of an executive level position.**

Securing a top-level job (executive, senior manager or senior professional) may seem like an impossible task, especially if this is your first time applying for one. But if you feel that you're ready to take that next step in your career, you can certainly get the job you want – you'll just have to put in the necessary work by creating a great resume.

Undoubtedly, a resume for an executive-level job is different from one for a lower-level position. So before you send off your application for the position you're eyeing, you should take some time to develop strategies that can help you write a standout executive resume. Here are some ideas to get you started ...

#### Use an Executive Profile

While you may be used to using an objective as an introduction to your resume, for executive jobs it is a good idea to create an executive profile. It serves a similar purpose in explaining why you're applying for the position, but also goes one step further to summarize your key qualifications.

The executive profile is typically much longer than an objective, sometimes spanning up to a half of a page. In the profile, you can highlight 4-6 specific skills or qualifications that are each followed by examples of these skills. For instance, one qualification may be that you're "effective and wholly accountable in high-profile executive roles." Beneath this qualification you can note the reasons why this is true. By doing this you'll be able to highlight your standout abilities without forcing the employer to sift through the resume to find them.

#### Show Them You're a Complete Package

As an executive you are expected to showcase leadership and strong decision-making skills at all times. You need to prove you are a visionary who can help the company grow. Also, you must have integrity, charisma, and the ability to communicate with individuals at all levels in the company. In other words, you should be the complete package.

A good way to express that you are is by creating an achievement-oriented resume that focuses on specific instances at your previous employers that show off some or all of the above criteria. You may have taken a chance on a retail product that others were unsure of, but your risk-taking made the company record profits. Or you may have masterminded and implemented a new team to manage internal conflicts that was so successful that turnover decreased by 30 percent. Whatever details you choose to highlight when summarizing your experiences at previous employers, you should also tailor them to match what the specific employer is looking for in an applicant.

#### Believe You Belong There

It may seem a bit intimidating to take steps toward higher-level positions, but fortunately for you no one starts at the top – you are not the first to try this. So see yourself in that great job, making confident decisions, and catapulting the company into a new stratosphere. Your positive attitude will serve you immensely in writing your resume as well as interviewing.

Submitting your executive resume is only the start of your journey in securing a top-level job. But by creating a very thorough, very informative, and very professional one, you can at least know that your dreams are that much closer to being realized.

**Training & direction for Professionals of All Ages Who are facing a career transition... Forty Plus of Central Ohio!**