

AAPA
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Finding Qualified Candidates in the Workforce
RECRUITING – What Are Employers Looking For?

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PRESENTATION OUTLINE

- Job Search Fundamentals
- Going in for the Interview
- What do employers want?
- Other considerations...

PREPARING FOR TODAY'S PRESENTATION

Who's participating in this summit?

- Port and other maritime industry professionals
- Education professionals

How could we make this interesting and relevant for you as a potential jobseeker AND as a hiring manager?

FUNDAMENTALS OF THE JOB SEARCH

How do you find each other?

- Job boards, LinkedIn, Network, Recruiters

How you present your credentials (and communicate) can be key.

- Resume, cover letter, *thoughtfulness in applying*, follow directions, provide what's requested, responsiveness, proactiveness, engagement in advance.

Will there be a first meeting?

- Did you (your credentials) convince the employer that your experience fits the bill?

GOING IN FOR THE INTERVIEW

First impressions

- Attire, “exec. presence”, eye contact, comfort level, engagement with team.

Being prepared

- Learning all you can! Online research (website, news), board meetings, financials, colleagues, department/org. structure, the team, hiring objectives, “back story” on the vacancy.

Talking about yourself (concisely!)

- What’s the first question likely to be??

GOING IN FOR THE INTERVIEW

Organized thoughts/communication

- Lots to cover. Have a few talking points written down so you don't forget key things you want to share.

Read your audience (and learn what you can about them beforehand)

Position yourself effectively

- Honesty about gaps, but accentuate the key areas where you know you match.
- Know the competition (if possible).

GOING IN FOR THE INTERVIEW (CONTINUED)

Should you have prepared questions for the end of the interview?

Immediate follow-up. Email thank you right away!



WHAT DO EMPLOYERS WANT (CONTINUED)

- **The best fit for the company/department/organization...today!**
- **Flexibility/adaptability/transferrable skills (current and future needs)**
- Examples: terminal hires, local port, Central Coast port.
- **A hope that the relationship will last!**

WHAT DO EMPLOYERS WANT?

Your background is ideal for the job!

- Or is it?

What are some reasons you might not get the position?

Deficiencies in experience.

Tough competition.

Personal qualities/fit/reputation

Geography

Insider advantage

WHAT DO EMPLOYERS WANT (CONTINUED)

You got it!!! What could possibly go wrong?

- Org. changes (RIF)
- You (or they!) didn't get what they signed up for!
- Wishful thinking!

WHAT DO EMPLOYERS WANT (CONTINUED)

What Could Possibly Go RIGHT???

- Only how much BETTER you (or your hire) is than expected.
- Be that hire! The one who:
 - ✓ Challenges him/herself
 - ✓ Is impactful to the department/organization
 - ✓ Does what you say you'll do (and more!)
 - ✓ Performs with professionalism, integrity, purpose
 - ✓ Is a good role model for others – sets the bar high.

WHAT DO YOU WANT????

- ✓ What's important to you? Is this organization and job the right match for you?
- ✓ Why would you leave your current position?
- ✓ What's the “hook” that would make you jump?
- ✓ Possible considerations from a career perspective.
- ✓ What are you willing to invest and will the organization invest in/value you?

**THANK YOU FOR
INCLUDING ME TODAY!**

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