

Land the Interview

A CANDIDATE
HANDBOOK



ELEVEN
ELEVEN
—
TALENT COLLECTIVE

Intro

Job searching is a full time job.

You read that right.

Job searching is a skill in its own right, and like any other skill, it takes time and effort to learn and master. STRATEGIC searching means that you are actively searching for open roles with intention while thinking outside the box.

It is NOT, applying online to multiple postings with one resume and cover letter with a few word changes and tweaks.

The Intention is to LAND the Interview.

This resource includes powerful tools to guide and aid you on your job search. In this resource, we will cover the following topics:

SHIFTING
YOUR MINDSET

THE STRATEGIC
SEARCH

RESUMÉ
CUSTOMIZATION

THE ART OF
NETWORKING

LET'S GET INTO IT



A Shift in Mindset

"More than education, more than experience, more than training, a person's level of resilience determines who succeeds and who fails."

*Harvard Business Review
Diane Coutu*

Mindset is the secret ingredient to a successful job search & career growth.

Throughout your job search, utilizing and shifting your mindset will help to propel you forward. You will be able to learn and grow from the rejections, the silence, and the tough moments you face during your search, using these things to motivate you and make you stronger. These are all NORMAL parts of the job hunting process that no one is immune to, regardless of how prepared or connected you are.

Creating a WELL-BEING PLAN can help you to support yourself both mentally and physically during this process as well as your career. Here are six methods to help you create one:

STRUCTURE

Allocate time in your day to job search and research. It could be a 2-hour window in the morning to network & connect, source open roles, tailor your resume, etc. This structured time will create intention and impact the energy you put into your growth. It will help you stay motivated and on track.

EXERCISE

Exercise boosts your mood and releases endorphins (the feel good hormone) to keep you motivated, making it a really important practice if you are stressed. A recent study found that three thirty minute nature walks a week can increase happiness - the data revealed three nature walks improved the happiness of those recovering from depression.

A Shift in Mindset

SUPPORT SYSTEM

Decide who will be in your support system during your job search AND in general throughout your career. Pick two-three trusted people that you can share your commitments with, have them hold you accountable, and who you can turn to for support if you are in need of guidance or advice.

VISUALIZATION + MEDITATION

Visualization and meditation are powerful mindset tools to support you in creating a successful outcome and practicing present moment awareness. Science tells us that the brain has a hard time distinguishing between an event that happens through visualization vs in real life. Slow down your breath and visualize achieving the best possible outcome whether it be a new job, nailing your interview, etc.

MANTRAS + AFFIRMATIONS

Mantras and affirmations are positive phrases or statements used to counteract negative or unhelpful thoughts. They can even help prime your brain for your career growth. Pick a phrase and repeat it to yourself over and over. This practice can support you in combatting nerves and self-doubt and support you in staying motivated, boosting your self-esteem, and encouraging a positive mindset.

GRATITUDE

Studies have found that giving thanks can help people sleep better, lower stress and improve interpersonal relationships. When you document what you are grateful for and what went well, you are actually reliving the experience as you are writing it, supporting you in creating a positive mindset.

The Strategic Search

In order to be most effective and STRATEGIC during your search, you need to get clear on what you're actually searching for. Write down the following to help guide you along the way:

INDUSTRIES

COMPANIES

ROLES

TYPES OF WORK

PAY RANGE

LOCATION

TIPS + TRICKS FOR APPLYING ONLINE

Searching for jobs online is a great place to start. It helps you understand the current market as it's a form of research. You will see a variety of job postings and learn about different roles and opportunities that you may have never known about.

Review the job description and pull out key responsibilities and keywords so you can customize your resume and cover letter specifically for the role & the organization, AND help you show up in the ATS!

Slow down and do it correctly (follow instructions, formatting, complete the full application - not skipping steps, check your grammar, and ensure you are stating accurate facts).

Use your networking skills. Submitting your application shouldn't be where you stop. Look at your immediate circle to get your foot in the door and send your resume to their HR contact or someone they know within the organization.

Search LinkedIn for people working in the department and try to get informational interviews or make a good impression via email.

Good to Note

80% OF JOBS ARE NOT
PUBLICLY ADVERTISED

What Does This Mean?

What you are seeing online is approximately 20% of open roles that are currently or are about to be available – we know, it's shocking! THIS is why networking is so crucial to your process – it will help you come across jobs that are not yet posted, increasing your chances of getting hired!

Customize Your Resumé

SHOWCASE HOW YOU ARE A DIRECT FIT

The hiring manager is spending only a matter of seconds scanning your resume for key words/ experience that are a direct match to the job posting. You need to assume there are 100's of applicants to any job and many people will have directly related experience.

UTILIZE THE JOB DESCRIPTION

Look at what the role responsibilities and requirements are and ensure if you have direct experience/requirements you are including it in your resume.

WORKSHOP YOUR JOB TITLES

Many companies have unique role titles that don't make sense outside of the organization if you have a title like "Marketing Guru" update your resume to " Marketing Manager or Coordinator."

INCLUDE SPECIAL PROJECTS, TASKS + ACCOMPLISHMENTS

If you are applying to a Global Marketing Manager role and your previous role was NOT global in scope however you did a project 2 years ago that was global in nature and gave you some strong work experience include that in your bullet points.

Get to Know Your Network

Going to a conference wearing a lanyard and introducing yourself to everyone in the room is a thing of the past. Networking now helps us create authentic connections with those around us and can be seen as a give and take social transaction.

Reframing networking in this way should make it easier and more enjoyable as it alleviates pressure and feels less "salesy" and more human. Always think about how you can add value you someone's life just as much as how they can add value to yours.

NETWORKING IS...

- Creating quality, authentic, and lasting connections – not a one shot deal
- Offering support and adding value to others lives without expectation of receiving
- Asking questions and showing genuine interest others
- Acknowledging and celebrating others success's and telling them about any positive impact they have had on you
- Growing and nurturing relationships regardless if you are looking for a job or not
- Helping others in your network make connections with each other to support their growth

NETWORKING IS NOT

- Reaching out to people when you need something and ONLY when you need something
- Messaging people you don't know asking for a job or a favour
- Reaching out once a year
- One way relationships (taking and not offering your support)

Remember to ask yourself...

How can I support and contribute to others' growth and success?

The Eleven Eleven Difference

11:11

Diversity, Equity & Inclusion

DE&I is an initiative close to our hearts and one we have entrenched our own hiring processes in. Our commitment here is that you can be rest assured we adhere and uphold equal opportunity employment standards to drive and impact your business.

Market Intelligence

We know the market. We pride ourselves on our research and tracking of data and metrics to maintain a strong understanding of the current market place and what it will take to land talent.

Emotional Intelligence

We are the only agency who's trained behavioural interviewing style screens for emotion fit, resilience, emotional intelligence and preserving your culture. This is our edge.

Global Team

We have a robust team of senior level and executive recruiters placed across North America, Europe and Australia expanding out deep global networks of top caliber talent. Having spent the majority of our careers as internal recruiters, we understand the top priorities of the business and have built our firm on the pain points we experienced working with external agencies.

Think of us as your internal, externals.

Interested in hearing how Eleven Eleven Talent can catalyze your career or organization?

Get in touch at:

hello@eleveneventalent.com