

# **WORKBOOK for the Video:**

## **How to Get the Job You Love – Seven Secrets to Success**

For additional training materials, see [www.AutismParenthood.com](http://www.AutismParenthood.com)

Getting a job you love is no small feat. Many people would love to change the job they now have...or get ANY job, let alone a job that they would be passionate about. Can you imagine if every day, when you got up, you could not wait to go to work? Well it IS possible to get that job.

Of course one important step is making it through the job interview. In this video, we are going to focus on how to successfully think like your new employer. By being able to both understand what your new boss wants and how to communicate to him/her that you and you alone are the most qualified candidate, you will soon be driving to a new job...and loving it.

The most important point of this entire video is that you must change the way you communicate with a potential employer. You may be thinking right now "Wow, how am I going to be able to do that?" Well, believe it or not, it's easy. Simply follow the steps in the video and do the exercises in this workbook and you will have a tremendous advantage over anyone else who may be interviewing for YOUR job!

### **Think like your new boss thinks!**

The most important thing to remember in this video/workbook series is that you must understand how your new boss thinks. If you can understand how he or she thinks then it will be a breeze to answer any potential question that comes your way. You can practice all the questions and answers you like, but you really never know exactly what type of question you may be asked. But if you learn to think like the boss, then when a question is asked, you simply answer it in a way that pleases your new boss. Sounds simple? It really is. Trust me. Once you go through this video and workbook, this will become second nature.

## Remember the Three Ps

- *Prepare*
- *Plan*
- *Practice*

### Preparing for the Interview

Never (and I mean NEVER) go to an interview unprepared. This video will help you be prepared for your interview...and to be highly successful. One thing that is often overlooked in job candidates it to learn about the employer before you arrive. Google the company. See if you can learn about their products or services. How big is the firm? How long has it been in business? Do you know anyone who works or worked for them? Current or former employees can be invaluable in helping you understand what the firm is looking for in employees.

It is especially important to try to know something about the person with whom you will be interviewing. If you can find their name in advance of the interview, Google them. Look on the site LinkedIn.com or look on the company's website to see if there is a bio of the person. Knowing something about the person who is hiring you is very useful in establishing rapport and in improving communication.

### Make a Plan of Attack.

On the day of your interview, get a good night's sleep. Make sure you have a map to the location. It's best if you can do it, to drive to the company a day before to make sure you will not get lost. Remember, first impressions are important. Don't start off on the wrong foot by being late. I recommend always showing up at least 15-minutes before your planned interview.

### Practice Makes Perfect

Everything you will need to know to have a leg up on your competition is included in this video and workbook. But it will do you no good if you do not practice interviews in advance. Succeeding in an interview and getting hired is just like playing sports. The player who practices more is going to be more prepared, will do a better job and will be less anxious and nervous during the interview.

So let's get started. Begin the video. The video will tell you when to pause and do an exercise.

Good luck, and enjoy!

Albert Fitzgerald

Speaker, Entrepreneur, and Author (using the pen name Craig Kendall)

**START THE VIDEO, STOP WHEN TOLD TO**

## Remember, think like the boss thinks!

### Key Point ► Principal #1: Everyone is Selfish

Remember that all human beings are genetically programmed to watch out for their own best interests...this is especially true of your potential employer during a job interview.

### Key Point ► Principal #2: What's in it for me?

Because everyone is basically selfish (at least at some subconscious level) we are all thinking "What's in it for me?" Whenever the boss asks you a question you must remember that whatever you say has to answer this critical concern.

### Exercise #1:

**Answer the following question (don't spend more than 2 minutes, your first thoughts are what is important):**

Boss says, " Thanks for coming in today to interview with us. Tell me something about yourself."

---

---

---

---

---

---

---

---

---

---

---

---

**Once You Finish Exercise #1, Restart the Video**

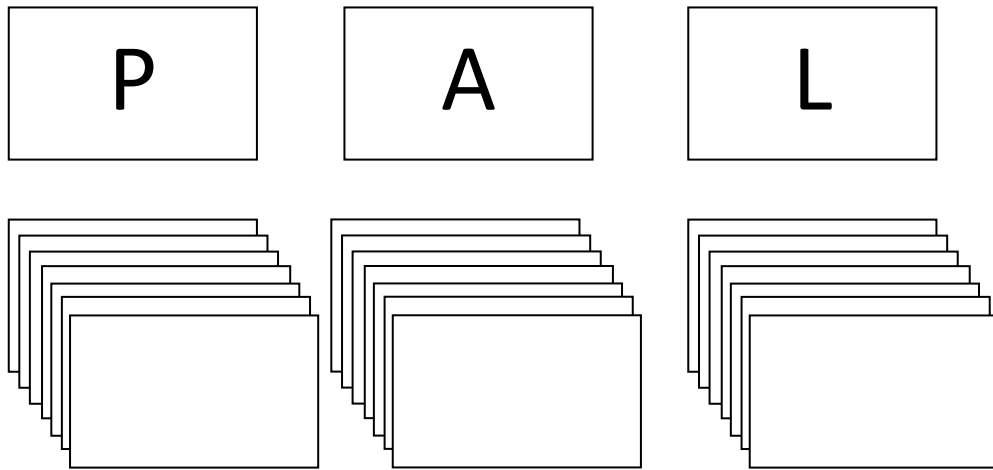
## Exercise #2:

### Write down your "Golden Tickets"

Remember, when the interviewer asks you a question, you have to score points. You score points by answering the interviewer's question, "What's in it for me?" Your Golden Tickets are basically positive attributes about yourself that benefit the interviewer.

#### (Step 1) Prepare 3 Piles of "Golden Ticket" Cards

1. For this exercise you will need a scissors and a pencil.
2. Cut out the squares on each of the next three pages. There are 8 squares on each page for a total of 24 pieces of paper.
3. Create three piles, each with 8 squares of paper.
4. Take the top square and write the letters P, A and L respectively on the top of each pile (see this diagram). Then place this square of paper above the pile of 7 remaining squares.



## (Step 2) Fill in Each Golden Ticket Card

For each square on each pile write down a positive trait about yourself. Remember the following:

- **P = Personal Traits**

- These are adjectives such as "I am \_\_\_\_\_."
- Examples:
  - I am creative
  - I am a problem solver
  - I work well with others
  - I am a quick learner

- **A = Activities Where I Gained Experience**

- These tend to be action verbs such as "When I did this activity I \_\_\_\_\_."
- Examples:
  - When I was on the basketball team I managed our schedule.
  - When I was in the girl scouts I sold cookies, and I managed the inventory of cookies.
  - In my last job I supervised three people.
  - As the assistant coach of the swim team I organizes the transportation to get the team to events

- **L = Learned Knowledge**

- This is information that is typically gained through some type of formal training. These items tend to be nouns and often for the sentence "I know \_\_\_\_\_" or "I learned \_\_\_\_\_", or "I learned how to \_\_\_\_\_."
- Examples:
  - I know accounting.
  - I learned Spanish in school.
  - I know cost accounting.
  - I know math.

## (Step 3) Sort Your Golden Tickets with Strongest on Top

Once you have filled in the 21 Golden Tickets (7 for each of P, A and L) you should sort them with your strongest characteristic on top. Let's face it, you are better at some things than others and depending on the company, some of these traits may be seen more positively.

At this point you should have three piles of Golden Tickets with 7 positive attributes about yourself in each pile.

**Once You Finish Exercise #2, Restart the Video**

P

Personal Trait

Personal Trait

Personal Trait

Personal Trait

Personal Trait

Personal Trait

Personal Trait

A

Activity where I gained Experience

Activity where I gained Experience

Activity where I gained Experience

Activity where I gained Experience

Activity where I gained Experience

Activity where I gained Experience

Activity where I gained Experience

L

Learned Knowledge

Learned Knowledge

Learned Knowledge

Learned Knowledge

Learned Knowledge

Learned Knowledge

Learned Knowledge



### Exercise #3:

**Now that you have your Golden Tickets, answer the following question again. (Use 1-3 Golden Tickets from each one of the three piles):**

Boss asks, " *Thanks for coming in today to interview with us. Tell me something about yourself.*"

**Key Point ► It's all about scoring points. Every time the boss asks a question, hand him a Golden Ticket (figuratively, not literally).**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

Do you see how your answer is now more focused and more likely to answer what the boss is looking for? (What's in it for me?)

**Once You Finish Exercise #3, Restart the Video**



## Action Verbs

<b><i>Management skills</i></b>	<b><i>Communication skills</i></b>	<b><i>Clerical or detailed skills</i></b>
administered analyzed assigned attained chaired contracted consolidated coordinated delegated developed directed evaluated executed improved increased organized oversaw planned prioritized produced recommended reviewed scheduled strengthened supervised	addressed arbitrated arranged authored corresponded developed directed drafted edited enlisted formulated influenced interpreted lectured mediated moderated motivated negotiated persuaded promoted publicized reconciled recruited spoke translated wrote	approved arranged catalogued classified collected compiled dispatched executed generated implemented inspected monitored operated organized prepared organized prepared processed purchased recorded retrieved screened specified systematized tabulated validated

<b><i>Research skills</i></b>	<b><i>Technical skills</i></b>	<b><i>Teaching skills</i></b>
clarified collected critiqued diagnosed evaluated examined extracted identified inspected interpreted interviewed investigated organized reviewed summarized surveyed systematized	assembled built calculated computed designed devised engineered fabricated maintained operated overhauled programmed remodeled repair solved trained upgraded	adapted advised clarified coached communicated coordinated developed enabled encouraged evaluated explained facilitated guided informed initiated instructed persuaded set goals stimulated

<b><i>Financial skills</i></b>	<b><i>Creative skills</i></b>	<b><i>Helping skills</i></b>
administered allocated analyzed appraised audited balanced budgeted calculated computed developed forecasted managed marketed planned projected researched	acted conceptualized created designed developed directed established fashioned founded illustrated instituted integrated introduced invented originated performed planned revitalized shaped	assessed assisted clarified coached counseled demonstrated diagnosed educated expedited facilitated familiarized guided referred rehabilitated represented

**Once You Finish Exercise #4, Restart the Video**

## Exercise #5:

**"The Landmine" – It is very common to be asked about your weaknesses during an interview. This leaves you in a tough situation. You have to say something, but you don't want to say anything that will hurt your chances of getting a job. A common way this is asked is....**

- ***"Tell me three things you could improve on."***
- ***"You've told me about your strengths, what are some of your weaknesses?"***
- ***"What are three things your last employer mentioned on your performance evaluation that you should improve on?"***

- Key Point ►**
- **Remember, you should answer this question. Saying you have no faults or weaknesses is not only unrealistic, but not answering the question may irritate the boss.**
  - **You must say something that *sounds* negative but make sure it is a positive from the boss' perspective (or at least does not damage your chances of getting the job).**

### ***Tips:***

1. **Unimportant Negatives** - select something that is relatively unimportant to the job for which you are interviewing. For example, you could say you have a tough time learning foreign languages (assuming this is not a key component of the job). If you will be dealing with the general public, perhaps as store clerk, you could say that you only speak English. This may not matter to the boss but is somewhat relevant and, at least makes sense in a job interview.
2. **The Negative is a potentially a positive to the boss** - a classic example of this is to say that you are a "workaholic" and that you have trouble balancing work and non-work. You can elaborate that you really are motivated by work and tend to spend a lot of time at the office.
3. **Negatives that you manage to overcome** - an example here is that you can be forgetful but that it has never been a problem because you write everything down. If you have a smart phone you can say you are meticulous about always entering things into the calendar on your smart phone so that you don't miss deadlines because something important slipped your mind.

4. **Negatives that additional training will fix** - you can mention a lack of training or experience with a task or with software, perhaps Microsoft Excel. You can then indicate that while you do not know how to use it you are a quick learner and would be willing to take a class after work to learn it.

Write down at least 3 answers to this question that discuss negatives about yourself—but which will not hurt your chances of getting a job.:

(1)

---

---

---

---

---

(2)

---

---

---

---

---

(3)

---

---

---

---

---

**Once You Finish Exercise #5, Restart the Video**

## Exercise #6:

**The Magic of "Because" - It has been shown that at a subconscious level, the word "because" can be highly persuasive. When we make a statement and follow it with "because [reason]" the human mind tends to be much more likely to accept the original statement as fact. Interestingly, the reason given does not have to be especially good.**

**A common way this works is....**

- *"I am very detailed oriented because I check my work thoroughly."*
- *"I am very creative because I find it easy to design things."*
- *"I have a great memory because I rarely if ever forget things"*

**Key Point ► It's all about being persuasive. Many sales people use this technique. Think of getting a job as selling yourself to the boss.**

**This also gives you the opportunity to enhance your Golden Tickets with additional positive statements about yourself.**

Take each of your 21 Golden Tickets. At the end of each of these, write the work "because" followed by a persuasive argument.

Example:

- **Original:** I am a quick learner
- **After adding because:** I am a quick learner because in my last job I finished the in-house training course in half the time that others took to go through it.
  
- **Original:** When I was on the soccer team I organized our schedule.
- **After adding because:** When I was on the soccer team I organized our schedule because I am very detail oriented and take responsibility. (Note how this allows you to enhance the original statement making it even stronger)
  
- **Original:** I know accounting.
- **After adding because:** I know accounting because it was part of my major in college

**Once You Finish Exercise #6, Restart the Video**

## Exercise #7:

***Telling Stories – this is one of the most effective ways to be persuasive and leave a memorable impression with the boss. People not only love stories, but they REMEMBER stories. When the boss asks a story, try to communicate your Golden Tickets in story form.***

***Stories have four parts as follows:***

- 1. State the problem***
- 2. Make the problem worse***
- 3. Be the hero***
- 4. State the solution***

**Key Point ►** Keep your story short. Your story should not last more than one minute.

**Ensure your story actually address and answers the question that was asked.**

Here is an example of a story:

Boss asks: What was your biggest accomplishment in your previous position?

**Answer:** My biggest accomplishment was keeping customers happy. Let me tell you an example.

**(State the problem)** A very important customer had placed an order but somehow it did not make it to our order processing department.

**(Make the problem worse)** This was a very serious problem because they were our biggest customer and if we lost them as a customer it would have seriously hurt our firm's bottom line.

**(Be the hero)** As soon as I heard about this I took control. I called the customer to explain what happened and that I would expedite a shipment. I gave them my personal cell phone and told them I would always know the status of the order as it went through our system and they could call me personally. I called three other warehouses that we have in other states and found enough parts to at least send them a partial shipment that went out via overnight delivery. Within two days they had everything that they needed.

**(State the solution)** The customer was happy in the end because I took quick action, communicated with the customer, and found sufficient parts to make an immediate partial shipment.



Here are several possible interview questions. Select at least three and provide a short answer in story format.

- What problems have you encountered at work?
- What is your greatest strength?
- Do you work well with other people?
- How do you handle stress and pressure?
- What motivates you?
- What do you find are the most difficult decisions to make?
- If you know your boss is 100% wrong about something how would you handle it?
- Describe a difficult work situation / project and how you overcame it.
- Why should we hire you?
- What can you contribute to this company?

Extra credit:

- When was the last time you were angry? What happened? (turn this into a positive using a story format)

Question: \_\_\_\_\_

State the problem \_\_\_\_\_

---

---

---

Make the problem worse \_\_\_\_\_

---

---

---

---

---

---

---

---

Be the hero \_\_\_\_\_

---

---

---

---

---

---

---

---

State the solution \_\_\_\_\_

---

---

---

---

Question: \_\_\_\_\_

State the problem \_\_\_\_\_

---

---

---

Make the problem worse \_\_\_\_\_

---

---

---

---

---

---

---

Be the hero \_\_\_\_\_

---

---

---

---

---

---

---

State the solution \_\_\_\_\_

---

---

---

Question: \_\_\_\_\_

State the problem \_\_\_\_\_

---

---

---

Make the problem worse \_\_\_\_\_

---

---

---

---

---

---

---

---

Be the hero \_\_\_\_\_

---

---

---

---

---

---

---

---

State the solution \_\_\_\_\_

---

---

---

---

## Final Thoughts

No matter how well or badly the interview is going (or went) always stay positive. Even if you do not get this job, another one is likely just around the corner. And every time you interview you gain experience and get better at the interviewing game.

### Do's and Don'ts

#### *Do...*

- Send a thank you note to everyone with whom you interviewed. This should be a personally hand written note on a thank you card. Mail it within 24 hours of the interview.
- Look the interviewer in the eye. If you have trouble concentrating when looking people in the eye, they look at the tip of their nose or forehead.
- Dress well. No one ever got into trouble for showing up at a job interview overdressed.
- Make sure you understand a question before you answer it. If you do not take the time to understand the question, your answer may make no sense.
- Focus on your job skills and why you would be a good fit for the organization.

#### *Don't...*

- Badmouth your previous employer. Even if your last boss with the devil reincarnate, never, never say anything bad. This will simply tell your new boss that you will be saying negative things about him if you ever leave his firm.
- Don't fidget. While it can be very difficult to control nerves and anxiety, try not to fidget. Also, watch where your hands go. Don't pick at any body parts (in other words, keep your fingers out of your nose!!!).
- If asked what your salary requirements are, try not to give a firm number. If you say too high a figure you may not be given the job. If you say a low figure you may just have lost yourself a lot of salary. Instead be noncommittal. Statements like, "Salary is not the most important thing to me. I am looking for a long-term career opportunity."
- Don't ask about weeks of vacation, health benefits etc. during a job interview. Once you are offered the job you can get all of these details. If the boss thinks that you are too focused on the number of weeks of vacation you will receive, he may think that you are not willing to work hard.
- Don't appear too desperate. If you seem desperate, this is a turn off.
- Keep your answers focused on what matters to the company. Don't go into your life story, your hobbies, your family and that you need a job to take care of your kids and your ten guinea pigs.
- Don't space out. Stay focused. If you lose concentration during the interview this will be seen as a major negative.

## **Time to Practice**

### **Now practice everything you have learned.**

Dress up as you would dress up to attend a job interview. Put on a tie, put on a dress, whatever. If you dress up now, at least you know that your suit still fits and you can find a shirt and tie that match.

### **Have a friend be the boss**

Have a friend, family member or colleague agree to interview you and act like the boss. Provide your friend with a list of potential interview questions (some are listed above but there are tons online). To find interview questions simply Google "sample job interview questions". When I did this lately there were 26,400,000 results.

### **Don't stop once you start**

This is a big mistake. Once you start the practice interview, follow it through to completion. This will give you an idea of how it feels to go through a full interview.

### **Video tape the practice interview**

This is one of the best tips I was ever given. When I was finishing my MBA at the Wharton School of Finance at the University of Pennsylvania, the placement office offered this service. I am pretty old so back then it was difficult to be videotaped. Not so today. Simply prop up your cell phone or digital camera and video record the interview. You will find that you are your strongest critic. By watching the video tape of the interview, you can see where you droned on and one and were not concise. You should also pay special attention to your posture. Where you slouching? Picking at your ears? Staring at the ceiling rather than looking at the interviewer?

### **Reducing stress and anxiety**

While practice makes perfect and it seems obvious why you would want to practice interviewing, a major benefit may not be so obvious. The more prepared you are the less nervous and anxious you will be. If you practice extensively, you will find that when a "real" interview comes your way, you are much more confident and relaxed.

**Now go out and conquer the world!**

**Good Luck**