



This is Who We Hire: How to get a job, succeed in it, and get promoted.

By Alex Groenendyk

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This frequent **No 1 Amazon Best Seller Career Guide** is required reading at the **University of Central Florida** (2nd largest University in the USA). It is used in **The College of Business Administration** and the **Department of Psychology** for their Professionalism and Career Readiness classes for **over 10,000 students**.

It shows you how to;

- Identify **activities** and hence **jobs** you will **enjoy**
- **Target** those jobs with **employers & industries** that will make you **proud**
- Build your **competitive advantage** to meet the **specific needs** of those employers
- Make your **relevance stand out** on **social media**, a **resume** and in an **interview**
- Trigger a **job offer & negotiate for more**

The challenge - Many college students, recent graduates and even people in their late twenties & early thirties **do not know** what they **really want** to do.

If you are not **excited** about a specific type of job and career it is difficult to develop yourself into a **job winning candidate**. Your degree by itself will not be enough. Without a **motivating** target you won't have the **energy & drive** to make **enough additional effort** to prepare & compete well in a selection process **or succeed in the job**.

According to sources such NACE, Accenture, and Gallup this is a common problem. Over **80%** of students graduate with no job lined up and **49%** will take longer than **2 years** to land a career job. Over **20%** **lose their first job or quit** in less than **6 months**. Over **70%** of all employees languish for long periods feeling unengaged, under perform as a result, and are unlikely to get promoted.

This is why employers **specifically** look for your **drive** and the **actions** you took

to develop yourself to **meet their needs**.

This guide shows you the **interpersonal skills**, including **the right questions** to get the information you need, so you can decide what you want to do, where, & how to get selected. It will teach you how to communicate your **value** so that **you stand out from the crowd** and trigger a "**This Is Who We Want!**" reaction.

Most books stop at getting the job. However, statistics show that **succeeding in the job is just as hard as landing it**.

This "**two in one**" book provides a continuous process called the **job cycle** that ensures you not only land the job of your dreams but succeed in it. It covers how to understand and **exceed expectations** so that you **succeed in the job** from the day you join and soon get **promoted**.

You can revisit and repeat this process to secure your first career job and every promotion thereafter. It covers the promotion strategies and leadership skills that will take you all the way to the top.

Note: Everything you learn in this book about being selected and aligning to your leaders can and should be applied to selecting, managing and leading your own team.

SUMMARY

FIRST - HOW TO GET A JOB YOU ENJOY

Learn how to;

- Build the **interpersonal skills** to make people **like** and **trust** you
- **Network** to get information, introductions & find jobs & promotion opportunities
- Identify the **top priority responsibilities and challenges** in any job opportunity
- Develop the **top ten skills and attitudes** those employers **specifically** search for
 - Build relevant profiles on social media such as LinkedIn using "**key words**"
 - Write **targeted high impact** resumes that will **get you an interview**
 - Connect with the interviewer and **avoid a personality clash**
 - Prepare for and answer **critical questions** to succeed in the interview
 - **Prompt** them to make you an offer and **negotiate** a better one

SECOND - HOW TO SUCCEED IN A JOB AND GET PROMOTED

- What you must do **on the day you join**
- Understand an **employer's expectations** from you & how to outperform them
- What to do if a job is **not going well**
- Develop **mentors and raving references** you can count on your entire career
- Learn a process to consistently **solve problems & complete difficult tasks**
- Continue to develop your **communication skills**
- Build **management and leadership** skills & learn how and when to apply them

- Three strategies for **getting promoted** you must have at all times

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Editorial Review

Review

A very comprehensive and actionable career guide. I am delighted that **This Is Who We Hire** will now be the text to drive the activities in all four of our Career Professionalism classes. It is also a book each student can and should take with them for continued guidance in their workplace. It provides an actionable and repeatable process they can use to manage their *entire* career.

Paul Jarley, Ph.D. Dean of the College of Business Administration with over 8,000 students at the University of Central Florida, the second largest university in the U.S.

Highly recommended! I have taught college seniors and MBA students for more than 10 years, *This is Who We Hire* provides actionable skills to help them find a job and build a career after they graduate. I am also the parent of a recent college grad and a rising junior. I am buying a copy for each. Parents make a huge investment in a college education for their children. A happy, successful graduate is their goal. A couple of dollars more to buy this book is a small and wise investment.

Professor Allen H. Kupetz, Co-Chair, Department of Business, Rollins College.

Review

Excellent career guide! A College or University degree is *only a part* of what employers are looking for. To be selected for a job, succeed in it and get promoted into leadership, there are *many* other skills, attitudes and actions you will need to demonstrate. ***This Is Who We Hire*** covers in detail what a future or current employer expects from you to help you start your career - and to proactively drive your way to the top.

Frank Martire, Chairman of the Board at FIS - the world's largest provider of banking and payment technologies to over 20,000 financial institutions in 130 countries with 55,000 staff.

Great read for job seekers at every level! Highly recommended!

I can attest that **This Is Who We Hire** hits the mark. We recruited candidates who spoke *our* language, talked about *our* challenges and how they could help us over come them. We wanted to feel their intensity and drive to want to join us and help us meet our objectives. This is a must read for anyone entering the job market and a great refresher for experienced candidates at all levels.

Shewell Smith Previously a Human Resources executive at John H. Harland and at Ernst & Young.

From the Author

SOME GREAT NEWS

The great news for you, the job seeker, is that virtually no business can keep growing without employing more of the right people.

Senior executives *constantly* discuss the need to find, attract, develop, and retain good people because without them, sustainable growth is not possible. Without growth many CEO's will be looking for jobs themselves!

In fact, I have spoken to managers at many different levels, and they often complain that there is ***a shortage of the people they are looking for*** and that this is a constraint on their ability to meet their objectives.

They have to spend too much time and effort scanning non relevant resumes and online profiles followed by arranging and conducting too many interviews with poorly prepared candidates. As a result, many managers also admit that when they finally do find the right person, ***they get a sudden rush of excitement*** as they decide, "***This is who we want!***" It's the moment in which they can clearly visualize how the new recruit will help them achieve their objectives and career ambitions.

Your abilities to connect with a potential employer, understand what they are looking for and why - so you can trigger this reaction - are a key focus of this book.

However, it is very disappointing and embarrassing for a manager if one of their new recruits subsequently fails. It forces the manager to terminate them and start the expensive and time consuming process all over.

This is even more embarrassing and disastrous for you. As you look for a new job, the second your next interviewer realizes that this has happened to you, they will probably select someone else. Your next job search will be even harder.

To make things worse, many repeat job seekers have no clear idea of what a better job looks like, or how to find it, land it, and be more successful in it than their last job.

Taking a long time to land a job is clearly frustrating and depressing. However, to finally land a job after much effort and then not be able to perform in it, to hate it and lose it, is the definition of futility! It is often the beginning of a downward spiral.

This is why making sure you understand your manager's expectations and have the ability to exceed them is an equally important part of this book.

MAKING THE CAREER BREAKTHROUGH

It can be done!

There are many success stories:

- * People who landed career positions before they even graduated. Some are on their second promotions within two years. ***What did they do differently?***
- * People who lost their jobs but landed others within weeks. ***How?***
- * People who actually find their work enjoyable, and a 10-hour day flies by. ***What is their secret?***
- * People whose careers are alive with fulfilling relationships. Their bosses have become both mentors and references. ***Were they just lucky?***
- * Young people in management positions who oversee significant numbers of staff, including some up to twice their age. ***What got them on the fast track?***

I will share with you what these people know and do that makes the difference between rapidly climbing toward their goals versus spiraling away from them.

IT REQUIRES A PROCESS AND YOU NEED TO START IT EARLY

The key to the above success stories is that the individuals recognized that developing the dream, i.e. identifying what you want to do, then developing and maximizing your relevance to that dream, followed by finding and landing the actual job of your dreams, with good pay and benefits, and then succeeding in it and getting promoted - involves a number of activities and skills that need to be applied in a well thought out and well timed process.

Many of these activities such as building your network and developing your interpersonal skills to do so - need to start as early as possible. Preferably LONG before you graduate.

It is your network that will help guide you to decide what you WANT to do as your dream career, and what you will HAVE to do to become "THE" dream candidate.

Without detailed guidance from people actually already doing what you want to do you are guessing about what job you want and how to become the winning candidate. With 50% of graduates failing to land a career job inside two years and over 70% indicating they do not enjoy their job - statistics clearly indicate that without a well executed plan over half of you will get this wrong. Building such a network takes time. Lots of it. You therefore need to start now. Those who leave it until after graduation often describe themselves as falling off a cliff. Out of desperation, as debts mount, they often choose the wrong job and lose it or quit within 6 months with many negative consequences to both themselves and their employers.

This is a step-by-step guide that teaches you how to genuinely develop and market yourself as THE candidate that employers of your choice want to HIRE. It also ensures you are the candidate employers want to KEEP by teaching you how to succeed in the job, how to make a positive and fulfilling impact, and how to become a future leader.

Users Review

From reader reviews:

Angie Dean:

This book untitled This is Who We Hire: How to get a job, succeed in it, and get promoted. to be one of several books that best seller in this year, honestly, that is because when you read this guide you can get a lot of benefit in it. You will easily to buy this particular book in the book retail store or you can order it by means of online. The publisher of this book sells the e-book too. It makes you more easily to read this book, because you can read this book in your Smartphone. So there is no reason for your requirements to past this book from your list.

Richard Moyer:

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Alma Hillyer:

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Donald Labelle:

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