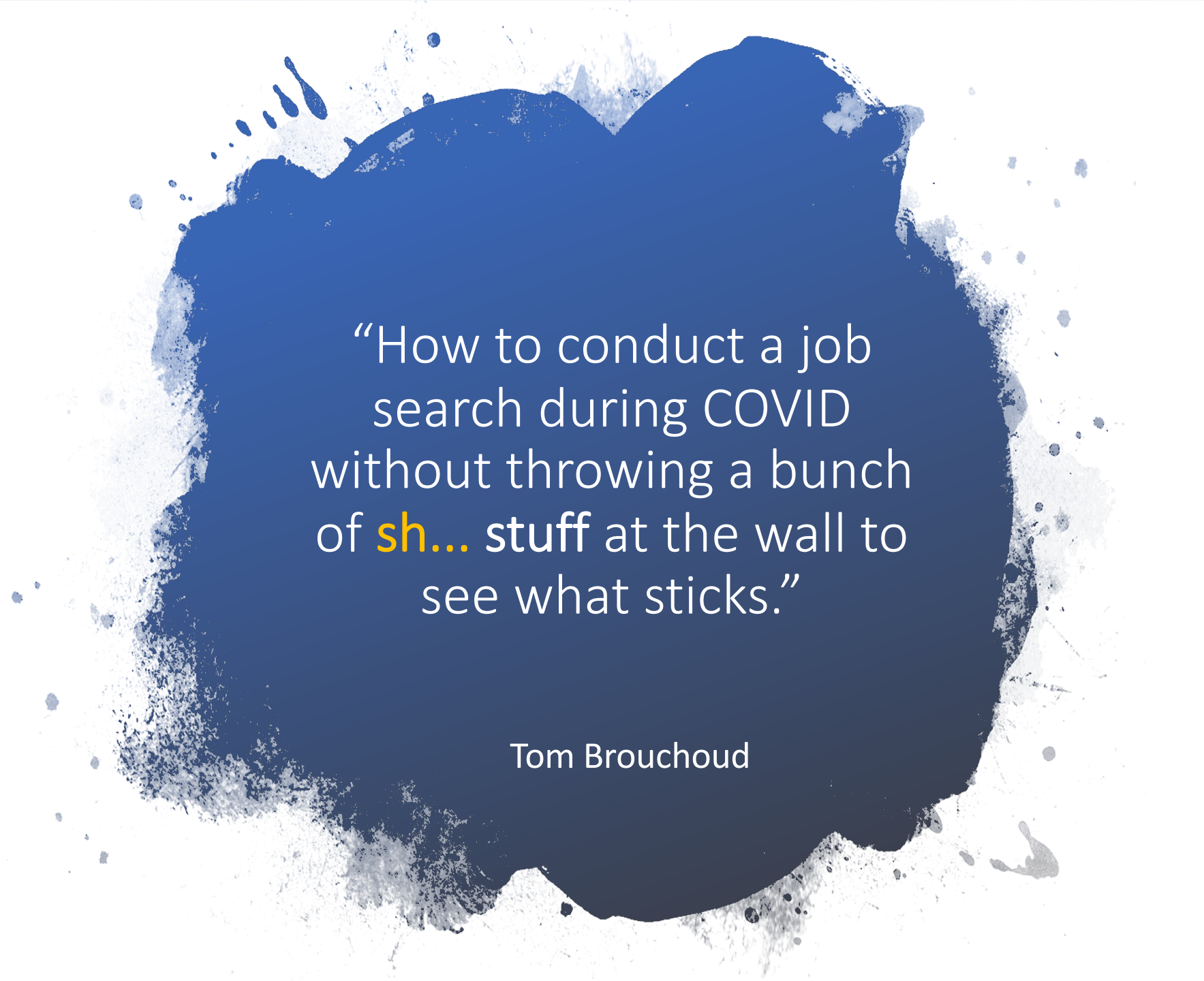




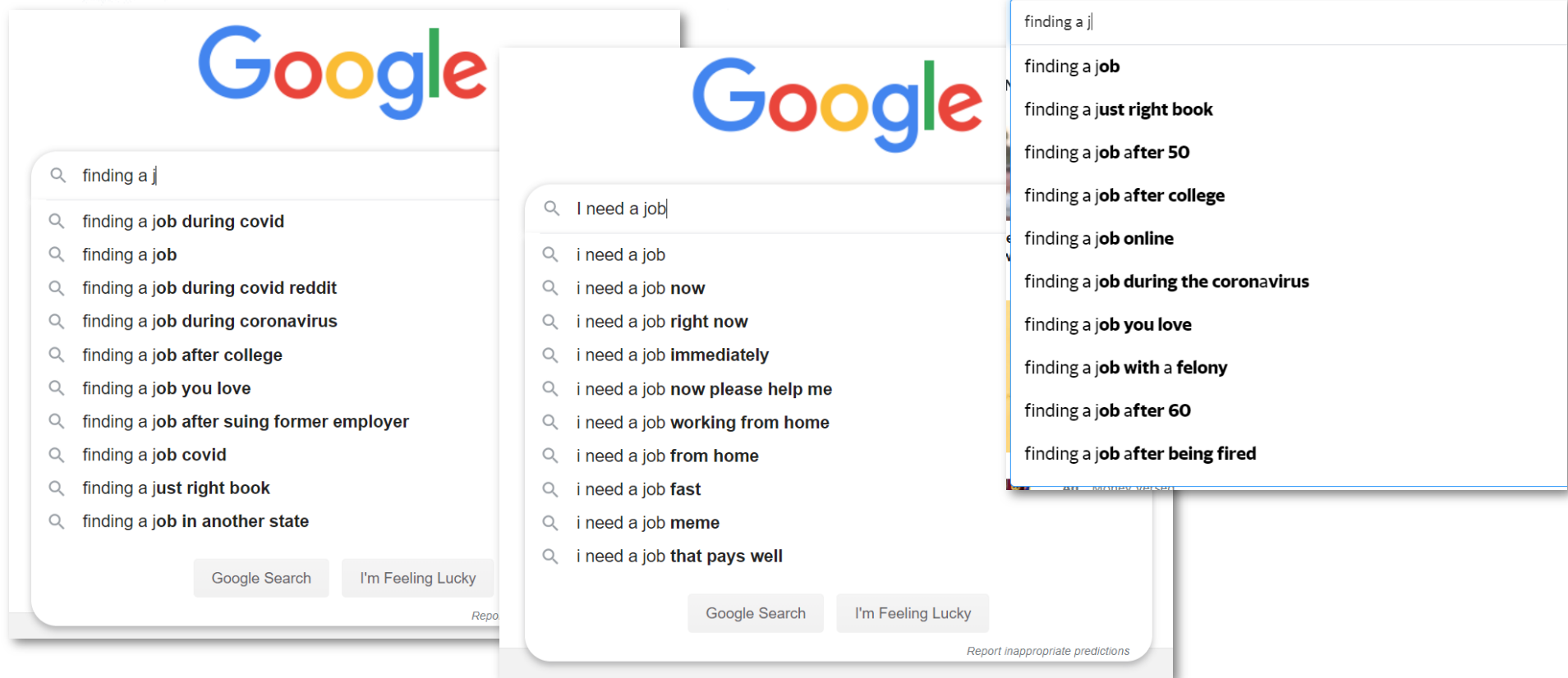
Job searching today...



“How to conduct a job  
search during COVID  
without throwing a bunch  
of **sh...** stuff at the wall to  
see what sticks.”

Tom Brouchoud

# Looking for answers? Me too.

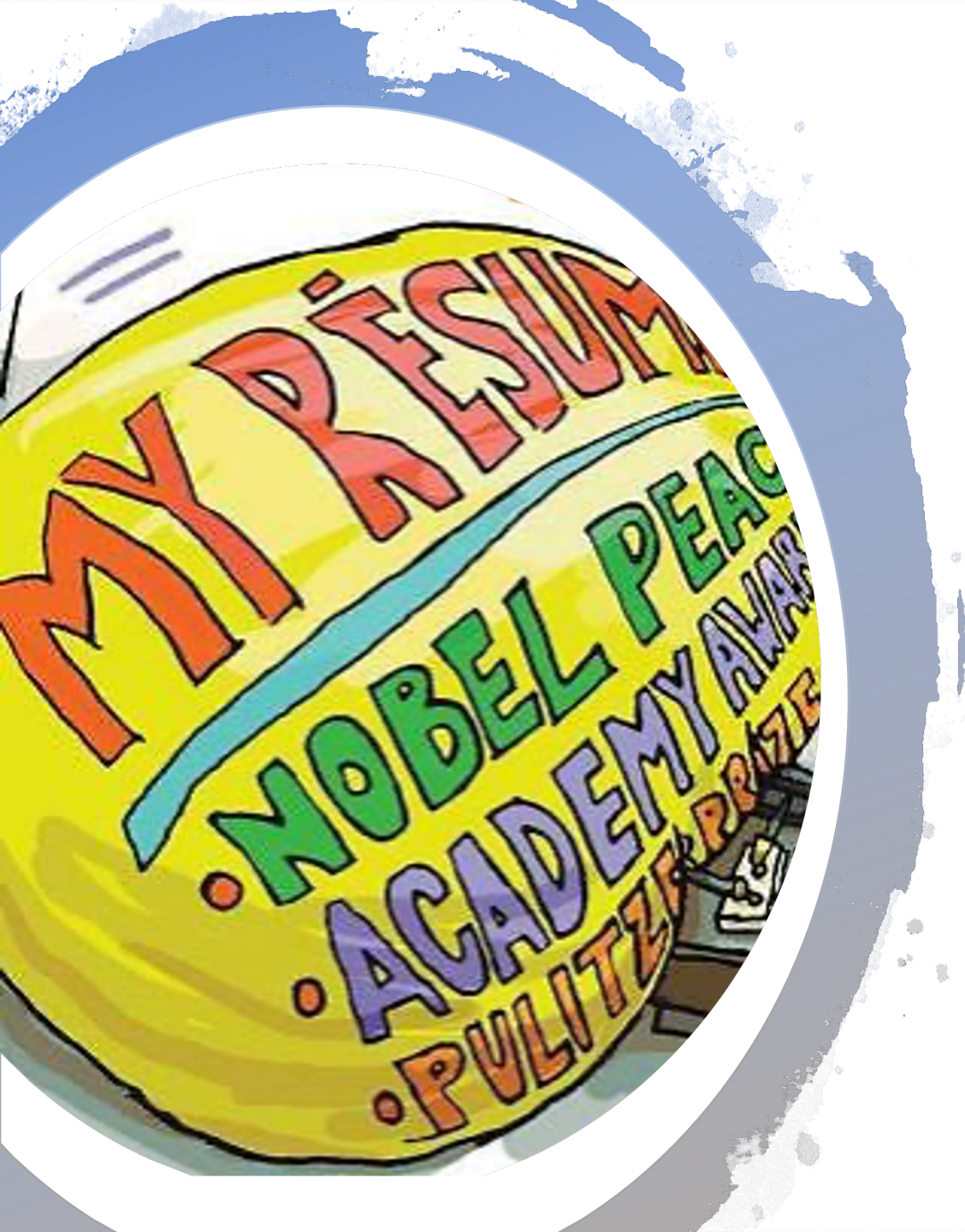


Resume tenants  
remain the same:

### A resume should:

- Be **relevant** to the job you want.
- Provide **real examples**, not hypothetical ones.
- Use **data** (%s and #s) to highlight accomplishments.
- Write a **chronological** resume.
- Keep it to **2 pages** max, unless you're have a lot of relevant publications and/or patents to share.
- Have a **summary** of you as a professional @ the top.
- Know the **details** so if asked, you can answer easily.
- **Puff-reed** your regime. Spell-check is not enough.





Over-inflating your  
experience **remains**  
a bad idea ...

# Interviewing **has** shifted a bit ...

## What stayed the same:

- Be on time and **prepared**.
- **Research** the company and team.
- **Know** what you've done and be able to talk about it, successes & importantly, failures.
  - Successful product launches, leadership, customer acquisitions and **learnings**
  - Failures in leadership, decisions, customer interactions and **learnings**
- Prepare insightful **questions**.

## What's different:

- Find a **private** place to do the ZOOM
- Enable your video feed **avoiding distracting** virtual backgrounds if possible.
- Make sure you have good **lighting**.
- Avoid **distracting** hand gestures.
- Don't get **too casual**. It's an interview after all, so put on a nice top, and make sure to *wear something* on your lower-half in case there's a reason you need to stand up.
- Practice **authenticity**.

# Additional advice ...

Specifically for **Product Management**, companies call use different titles. Some say PM, others say NPI or even Program Managers. Some are in marketing, others engineering

Leverage your network:

- **Referrals** remain the best way to get a job, resulting in 33% to 50%+ of hires
- **Referrals** can speak for you when you aren't there.

Outreach:

- Don't be afraid to reach out to a **hiring manager** directly, using professional social sites and/or work emails. If you're qualified, recruiters are your friends.

The reality? Unemployment is **up** and attrition is **down**. It's still, however, a #s game.

In closing, here are a few *resume* blunders from those who **didn't get the job** ...

- Languages: English, Mandarin and Spinach.
- Skills: Demonstrated ability in multi-tasting.
- Job Duties: Filing, billing, printing and coping.
- Job Duties: Career break in 2019 to renovate my horse.
- Experience: Stalking, shipping & receiving
- Objective: I am anxious to use my exiting skills.





Questions ?