

VVR ASK DA FAC – AVOIDING THE BLACK HOLE Edit  
Monday 06-23-14

TIME TALENT DIALOGUE

00:00 01:48 INTRO TELL US ABOUT YOUR SELF & WHY TAKE BLACK HOLE

CD 00:08 This is Charlie Duquette reporting for Veterans Voice Radio from the Norwood One Stop Career Center. With another segment of Ask the Workshop Facilitator! Today we are sitting down and talking with Wendy, who is the facilitator for the Avoiding the Black Hole workshop- sounds exciting doesn't it? First of all could you answer many of our customers most dreaded question, during a job interview, "So Wendy tell me about yourself?" [00:37]

WG 00:38 I am a workshop facilitator, and career coach I have been with employment and training resources for a number of years now, and I have also worked in a similar capacity outside of here. [00:48]

CD 00:48 Okay, thank you. Now if you go to the avoiding the black hole workshop description, on the ETR CC.com website. It is described as useful if you are applying to jobs online. You learn how to optimize your resume for the computerized applicant tracking system. That screens all resumes to determine whether hiring managers get to read them. Increase your odds of avoiding the black hole. Bring in your most recent resume and any job postings that you're interested in and we have a prerequisite that you must attend a resume development workshop, or just get a staff to sign off on your resume.

Other than this information that they can read on the website, what other information could you share with our listeners about the workshop – to help answer that customers question "So why should I take this workshop as my next workshop?" [01:48] (go ahead)

01:50 02:28 WG ANS#1

WG: 01:50 We have been hearing from our customers who have taken the workshop, and who have applied what they have learned. That as a result of the information in that workshop, they are getting more activity, getting more hits from employers. We have been hearing that A lot of times when people apply for a jobs that they feel truly qualify for, and for whatever reason they're not hearing back. And what is happened in the last few years we have started to discover a little bit about as to why that is. So just a few formatting changes, or in a few cases, some content changes to the resume are sometimes all it takes to actually get the resume through the computerized system and in front of a human being. [02:27]

CD: 02:28 I just got to know – so How did you come up with the name, Avoiding the Black Hole?

02:35 02:45 WG WHERE DID THE NAME COME FROM? ANS#2

WG: 02:33 It came from the jobseekers themselves because we kept hearing from people “I’m sending my resume out but I don’t hear a thing and it feels as if the resume is just landing in some black hole somewhere. [02:44]

CD 02:44 Where light, energy and nothing can escape, yes I have had that feeling before! Well thank you very much Wendy for taking the time out and sharing your insight with us and giving us your input. And now for the rest of the story we are going to talk with 2 Career Ctr. customers who are human resources specialist that recently took avoiding the black hole and wanted to share some of their insights on this popular presentation. [03:11]

CD 03:12 And first of all were going to hit you with the same question “So tell us about yourself?” give us your name and a little bit about your background. [03:19]

03:20 03:33 Phyllis TELL US ABOUT YOURSELF? ANS#1

03:20 03:19 Hello I’m Phyllis, and I have worked in the human resource fields for many years, and helped create an Applicant Tracking System for the most recent company for which I worked.

CD 03:31 And ah- So that’s very good and thank you for giving us that background on you but, what could you share, or what did you learn, or take away when you had your experience of taking the workshop Avoiding the Black Hole? What could you apply, pretty much to your career development? [03:48]

03:50 04:17 Phyllis WHAT DID YOU LEARN? ANS#2 KEY WORDS ARE KEY

PH 03:49 Well I learned that the resume that I used back 10 years ago is just not going to work in the newest electronic systems. Fancy outlines, or shaded areas, they just don’t translate well into the new systems it’s necessary to customize your resume but how do you customize it to optimize the views. Applicant Tracking Systems have specific search functions that could miss all your qualifications if you haven’t optimized your experience with keywords. [04:16]

CD 04:18 Okay, and so Why would you tell your brother-in-law Harry that he really needs to take this workshop? What would you tell Harry?

04:26 04:35 WHY TAKE AVOIDING THE BLACK HOLE?

PH 04:26 He’s got to forget what he learned before about creating a resume, he needs to look at it in a different way, and yes you have to have more than one resume, there are no two ways about it!

CD 04:36 All right one size does not fit all. Okay now are going to go to your compadre over here and could you tell us a little bit about yourself? (go ahead your name)

04:45 05:06 T TELL US ABOUT YOURSELF? INTRO

TR 04:45 Yes hi my name is Tricia, and I have many years of experience in human resources, in a couple of different industries, --My main focus has been in compensation, and HIRS but I have certainly worked with much of the responsibility in HR. [05:06]

CD 05:07 OK and also, could you also share with us what you have learned, what you took away after taking avoiding the black hole that you were able to apply to your own situation? [05:17]

05:19 06:22 T ANY TAKE AWAYS? FORMATING KEY WORDS

TR 05:19 Well we did learn that applicant tracking systems have been engineered by engineers and even though we worked with applicant tracking systems, and we have selected some of the features. Not all features have we selected, not all companies will pay to turn on certain features. What I learned, is that, formatting is key! That you use the common symbols on the keyboard and you don't create anything that is fancy, like a fancy bullet. I have also learned, don't send your resume by PDF. Make sure that it is a common txt or Doc or DocX format. Keywords are critical, because you want to make sure that those words, not action words are selected. So for example, if analytics is in a job posting, you want to make sure that analytics is in your profile, your accomplishments and in your core competencies! [06:22]

06:23 06:48 T WHY SHOULD YOUR BRO LAW TAKE IT? KEEP AN OPEN MIND

CD 06:23 So that will increase your chances of avoiding the black hole. So what would you tell your brother-in-law Larry why he should take this workshop? [06:30]

TR 06:31 I think he needs to have an open mind, as to the work that he is already done on his resume and on linked-In; but to really pay attention to the new changes that have been engineered for applicant tracking systems. [06:48]

07:26 PAUSE OTHER EXAMPLES?

CD 06:32 And were going to end up Wendy's can have the last Word. Now these are two HR specialists, generalists whatever. That have been in the field for a while. They are learning stuff, they are learning about the applicant tracking systems, that they haven't actually reloaded the matrix for. What other examples could you give to summarize that basically knowledge is power in you can be able to know how to navigate the system better to increase your chances of getting that call that is going to lead to a career fulfilling position. What other kind of examples could you give us in the applicant tracking system? [07:26 ] (( you got me stumped..you can edit that out—yeah I can edit that out – I was going to say where they misspelled etc OK)

07:41 08:30 WG SUMMARY – EX MISSPELLINGS

WG 07:42 So One sort of basic example if there happens to be a misspelling in the job posting and use spell the word correctly that's not going to be a match, the computer won't recognize the word on your resume as the word in the job posting because they are not spelled the same way. And of course vice a versa, if you misspell something on your own resume but we have always known that because we

are human beings, but with applicant tracking systems that exact match matters a whole lot more than we knew it did! [08:11]

08:19 08:30 WG 85% AND 95% OF FORTUNE 500 AND OTHER COMPANIES

CD 08:12 What percent would you say approximately of companies that are using applicant tracking systems?

WG 08:19 If you are talking about the Fortune 500 companies, you're looking at about 95% or higher (Wow) if you're talking about companies in general, you're probably talking 85 to 95%! [08:29]

09:09 09:45 WG WHAT OTHER REASONS – BETA TEST RESULTS

CD 08:30 Wow that much, and this is a relatively recent change. So that is really important to know that there has been a major paradigm shift in the job search market. And one of the things would you share with the people to encourage them? [08:46]

WG 08:47 (LOL -- I'm laughing because Charlie Always Teases me because I have to think 1-2 -3— How about the results- when you beta tested it? You know better I make it up..Perfect!)

WG 09:08 We Before we launched this workshop we did a pilot study – and we brought in a group of people and gave them the information and asked him to apply the information and come back to report to us how things work for them, and we found a significant improvement in the results. Out of the 12 people that reported back to us three of them had heard from employers when before they were not hearing from anybody! So it does seem as if these changes do make a difference and do help people to get screened in, rather than getting screened out! AND THAT IS OUR GOAL.. [09:44]

CD 09:45 Alright so thank you, so you don't want to be eliminated or self eliminate type of thing. Oh thank you, will thank you ladies for sharing that, and I appreciate you for taking the time and sharing that with our listeners. This is Charlie Duquette reporting for Veterans Voice Radio now back to WATD 95.9 Studios and our Host Gregg Brasso – go ahead Gregg!

09:57 10:08 CD OUT TRO TAG – BACK TO THE STUDIO