

Job Hunting in a Pandemic:
A Survival Guide to
Rejoining the Workforce



HANNA RESOURCE GROUP

July 8, 2020

Welcome!



**Lyle S. Hanna SPHR,
SHRM-SCP**

*President and CEO
Hanna Resource Group*

TODAY

*The Unemployment Self Check
Rediscovering WHO you are and WHERE you want to go*

July 15 at 11:00

Drafting an Impactful Resume' in Today's World of Work

July 22 at 11:00

*Overcoming Digital Disappointment:
Enhancing your Digital Footprint, Creating a Digital
"Handshake" and Conquering the Challenges of Digital Job
Hunting*

July 29 at 11:00

*Interviewing in the "New" Normal: Determine Your Plan for
Landing Interviews and Turning Interviews into Offers*

August 5 at 11:00

*Job Offer Decision-Making:
Evaluating/Negotiating Offers During Uncertain Times and
the Importance of Sustaining Your Search*

INTRODUCTIONS



**Lyle S. Hanna SPHR,
SHRM-SCP**
*President and CEO
Hanna Resource Group*



Ray Davis
*Career Transition
Coach*



John Coffee, IV
*Director of Talent
Acquisition*



Andrea Tyra
HR Coordinator



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July 15 at 11:00

*Drafting an Impactful Resume' in
Today's World of Work*

Guest Speaker:

Christie Jackson

**Talent Acquisition Consultant -
HRG**

July 22 at 11:00

*Overcoming Digital Disappointment:
Enhancing your Digital Footprint,
Creating a Digital "Handshake" and
Conquering the Challenges of Digital
Job Hunting*

Guest Speaker: Beth Davisson

Executive Director, Ky Chamber Workforce Center



July 29 at 11:00

*Interviewing in the "New"
Normal: Determine Your Plan for
Landing Interviews and Turning
Interviews into Offers*

Guest Speaker: Perry Sholes

**President of Progressive HR
Strategies, Inc.**



August 5 at 11:00

*Job Offer Decision-Making:
Evaluating/Negotiating Offers During
Uncertain Times and the Importance
of Sustaining Your Search*

Guest Speaker:

David Baumgartner

Executive Coach

GUEST SPEAKERS



TODAY TOPIC

*The Unemployment Self Check:
Rediscovering WHO you are and
WHERE you want to go*

WHAT WE'LL COVER TODAY

1

Starting from
Ground Zero

2

Importance of
Self-Evaluation

3

Charting your
Career Path

4

Creating a
Measured Plan
of Action

1

The Unemployment Self Check – Starting from Ground Zero

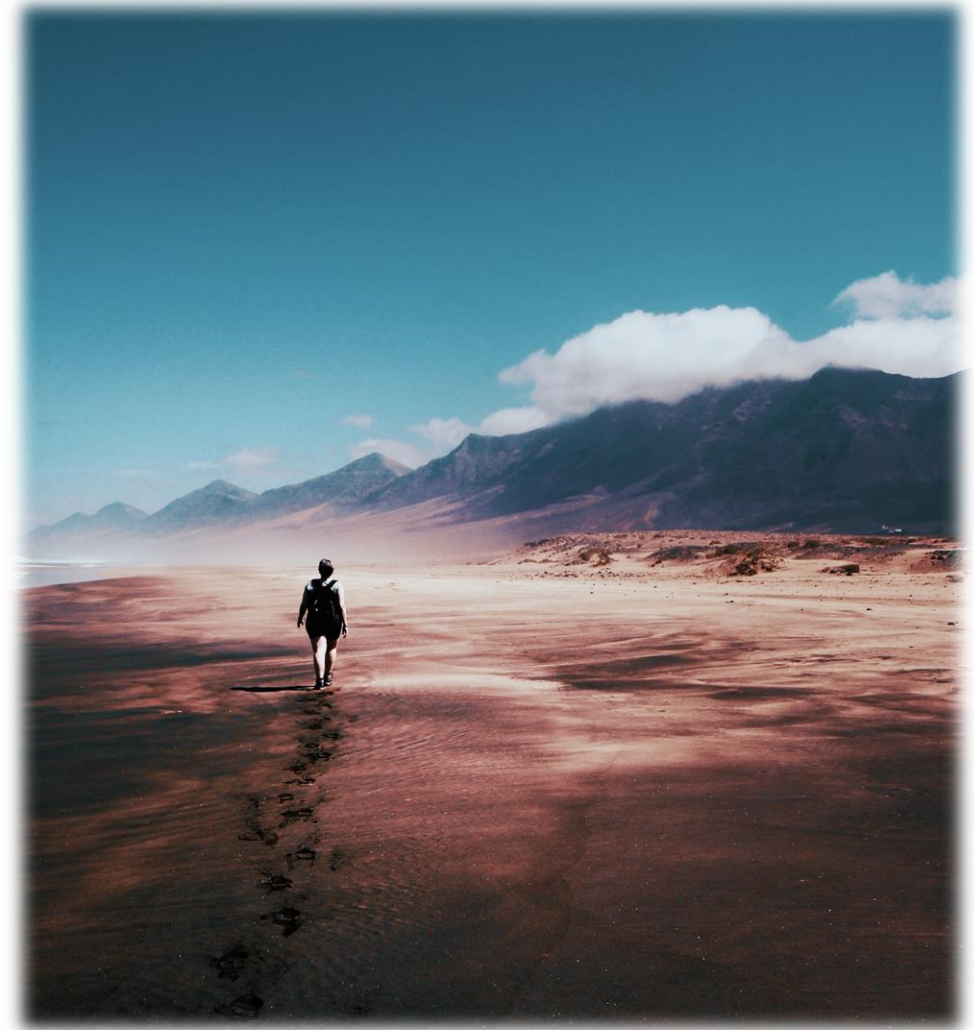


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1

Starting from Ground Zero

- Help! I'm unemployed....
 - Now what do I do?
- Take a deep breath
- Remember, you AREN'T alone!
- Statistics according to the Department of Labor
- Where do I go from here?
- It's time to ***take action!***



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2

The Importance of Self-Evaluation



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2 Rediscovering Who You Are

SELF EVALUATION: DEFINING YOUR STORY

REFLECT ON YOUR --

- *EXPERIENCE*
- *SKILLS*
- *PERSONAL BRAND*
- *LIFE GOALS*
- *CAREER STAGE*



WHAT'S
YOUR
STORY?

2 Your Personal SWOT Analysis

STRENGTHS *(Your)*

WEAKNESSES *(Your)*

OPPORTUNITIES *(External, uncontrollable)*

THREATS *(External, uncontrollable)*

Competition will be stiff

Your search may be a marathon

Prepare yourself and your family

It is a full-time Job!



3

Charting Your Career Path



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3 Understanding Where You Want to Go

***NOW THAT YOU HAVE SELF-EVALUATED,
IT'S TIME TO DECIDE THE PATH YOU WANT TO COMMIT TO:***

WHAT DO I NEED OUT OF MY NEXT JOB?

WORK/LIFE BALANCE

BETTER PAY

UPWARD MOBILITY

LESS STRESS

SOMETHING DIFFERENT



3 Weighted Criteria for Next Job

Opportunity Rating: 1 – Poor 3 – OK 5 - Excellent						
#	Criteria to Judge Job Opportunities	% Importance Weight	Opportunity A Rating	Opportunity A Weighted Total	Opportunity B Rating	Opportunity B Weighted Total
1	Comparable Salary	50%	5	2.5	1	0.5
2	Stay in Current Home	20%	3	0.6	1	0.2
3	Stay in Kentucky	10%	3	0.3	5	0.5
4	Commuting during the week	10%	3	0.3	5	0.5
5	The Job Title	0%	1	0	3	0
6	Job Security	10%	3	0.3	3	0.3
7	Total	100%		4		2
9	Note: In this Example Opportunity A looks better (4) than Opportunity B (2).					
	How To Use This Chart: Replace the Criteria, Importance Weights and Ratings with your own. Review your criteria and weights with your significant other or someone who knows you well. This helps to ensure that you have not omitted something important and allows you to verbalize your thinking.					
	Evaluation Insights: When you look at the Totals at the bottom of each of the opportunities, you may choose to go with the one that has the smaller Total. That's OK; follow your instincts. But this process will ensure that you have done a thorough evaluation of your options and made a good decision.					

4

Creating a Measured Plan of Action



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4 Defining Your Job Objective

“My objective is to find a job as a senior level cost accountant. I want to use my strong analytic and people skills, my CPA and 7 years of cost experience to help my next employer find ways to improve its bottom line, and to progress, ultimately, to VP Finance/Accounting.”

The more **specific** you can be, the easier it will be for you to focus your job search on the job you want and the easier it is for other people to help you find suitable opportunities. Sometimes, you may want to **broaden** your job objective. That’s fine as long as you have the credentials to support it!



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4 Putting Your Work into Action: Preparing Your Resume

Set comfortable parameters around what type of work you are willing to take on and what type of environment fits your life:

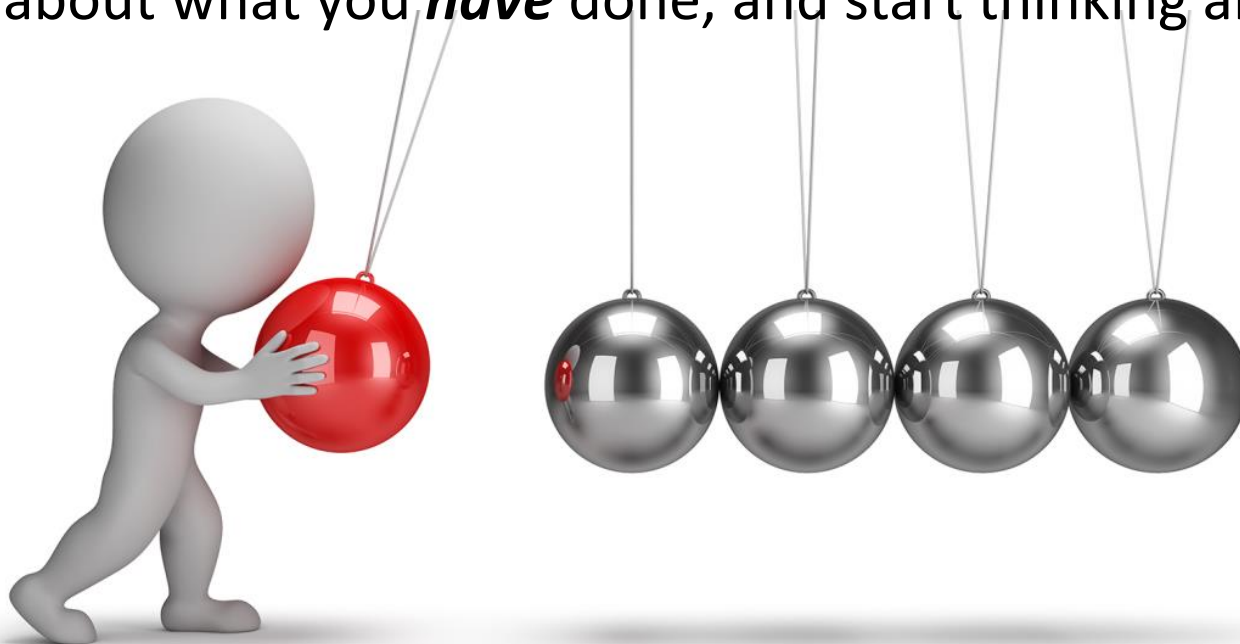
Where are you **Flexible**?

Where are you ***Inflexible***?

Begin to think about your personal mission statement... what is your personal brand?

What is most important to share with the world?

Stop thinking about what you ***have*** done, and start thinking about what you ***can*** and ***want*** to do!



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4 Writing Your Accomplishments

Begin with an action verb

- Increased volume 5.1%, sales 11.2% and gross profit 8.7% in FY2018 through organic growth

Follow it with the result of what you did (if you can quantify the result, do so)

- Achieved \$30+ million in annual administrative cost savings through a process redesign effort

Explain briefly what you did

- Led a Steering Committee that achieved construction of the outdoor athletic facilities at Dunbar High School
- Redesigned our accounts payable process, saving 10 hours a month and \$3,000 annually



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4 Homework Assignment for You!

1. SELF- EVALUATION – KNOWING YOUR STORY
2. PERSONAL SWOT ANALYSIS
3. UNDERSTAND WHERE YOU WANT TO GO (CREATE YOUR BLUEPRINT!)
4. WEIGHTED CRITERIA FOR NEXT JOB
5. CREATING YOUR JOB OBJECTIVE (YOUR PERSONAL MISSION STATEMENT)
6. PREPARING FOR WRITING A RESUME
7. WRITING YOUR ACCOMPLISHMENTS



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Questions & Answers



THANK YOU!

Mark Your Calendars!

Next Session Reminder Date:

July 15, 2020

Contact information for John and Ray

John Coffee IV – john@hannaresource.com

Ray Davis– ray@hannaresource.com

Find us on LinkedIn!





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