

THE OFFERMAGNET

JOB SEEKER

CAREER ADVICE FOR UNDERREPRESENTED POPULATIONS

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by Jennifer Tardy

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Hi, I'm Jennifer Tardy!

I teach historically underrepresented populations how to navigate barriers within the hiring process, break through glass ceilings, and unlock secrets to significantly increase their bottom line earnings.

Through #CareerSuccess Programs by JenniferTardy.com, we are providing insight, short-cuts, and top notch coaching so that job seekers can land top notch careers.



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So listen...

#MYSTORY

Using our #CareerSuccess strategies, I earned \$50K in one promotional opportunity. Overall, my 5-year strategy added nearly \$100K to my paycheck in addition to promotions and increased visibility within corporate America.

#TRUESTORY

Using our #CareerSuccess strategies, one of my longest tenured clients has her own success story. In 2012, a client solicited our coaching services after being fired from a \$40K job she hated. She was seeking new employment in a new field for which she had no experience. The first job she landed by applying our coaching and training was a \$10K increase in pay in a field she enjoyed. She came back again for coaching in 2014 when she was ready for a new job (same field) where she received a promotion and \$20K increase in pay. While at the same company, we worked together to help her get a promotion and a \$10K increase to her base pay. In six years, she has earned a \$50K increase in her base pay, promotions, and is seen as a high potential employee by most definitions.

When we work together I can teach you to do the same!

If you are a job seeker, I want you to do three things **TODAY**:

#1: Subscribe to our channel: www.YouTube.com/CareerSuccess

#2: Join our #CareerSuccess Facebook Community

#3: Get connected to one of our programs

But in this guide, I'm teaching you something very specific...

Little known career advice rarely shared with underrepresented populations that will quickly make you a top candidate, give you more job search confidence, and help you land that top notch job

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#1 Be Clear & Concise

The most meaningful thing you can do during an interview is to articulate your answers in a clear and concise manner.

Clear means two things...

1

First, it means that the interviewer must be able to hear your voice. Project your voice in an audible manner. There are many times that UP job seekers, especially, speak to low, mumble, or speak too quickly – leaving the interviewer unable to understand what we are saying. The interviewer will only strain to understand you for so long before discounting you as a viable candidate.

2

Second, clearly means that you answer the questions that you are asked directly, and you leave out the silence–filler words like, “know what I mean?”, “like”, or “um”. These type of words are only distractions especially when repeated over and over again. Recruiters will begin to focus on the number of times you repeat silence–filler words rather than your answers to their questions. If you have to ask, “Do you know what I mean,” odds are they probably do not.

Concise means...

Concise means that you do not take too long to get to your answer. Long-winded candidates will not get the job. Get to the point quickly and only veer from your point if you are confident that you can easily bring your point back home again.

 **Learn more**

Subscribe to our YouTube channel

See this video at <https://youtu.be/Ve3ZuInAfbw>



Do you have a question about speaking more clearly and concisely?

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#2 Seek a New Job While Employed

The absolute best time to get a new job is while you are currently employed.



The goal with this advice is to prevent you from just taking **any** job in order to receive a paycheck! Our advice is to stick it out for as long as reasonably possible at your current job as you are searching for your next job opportunity. Keep in mind that it also feels like a job getting a new job – so be prepared for the additional hours you will have to dedicate to your endeavor.

Being unemployed will make you feel more anxiety to get the job which will probably make you more nervous at your interview, which will probably make you not perform as well as you would have otherwise.

Most people get nervous at an interview because they want the job so badly. Having a current job will ease the tension a bit and give you a safety net that you need to focus on doing your best – no matter the outcome.

Plus, when you get your job offer, many times your current employer will try and negotiate you staying with them, which can oftentimes get two employers into a bidding war over you, and you want a bidding war.

 **Learn more**

Subscribe to our YouTube channel

See this video at <https://youtu.be/z94N30wnmv0>



Do you have a question about how to find a job when you are employed?

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#3 Create a Bidding War

There's no better situation for a job seeker than two employers bidding for you at once.

As UP job seekers, we often apply to one job and wait to see the outcome before looking for more opportunities. At UP Career Success, we advise our clients to apply to multiple job postings. I recommend you apply to ten opportunities: three that you are overqualified for (safety net jobs), three standard jobs similar to the one you have now, and four dream jobs for which you feel unqualified. These are my favorite because once you get the job, it builds your confidence and makes you realize just how small you had been playing in the past. Applying to 10 jobs at once, especially jobs that have been recently posted, increases your chance that you will be going through multiple interview processes simultaneously.

If one interviewer extends you an offer a week or so earlier than the other job you are interviewing for, it is completely acceptable to ask the employer for a week or so to get back to them with an answer. It is also completely acceptable – and even recommended – to share with the employer that you are interviewing with another employer. You should share this up front. This says to the employer that you are in demand, and a good organization would take this as a sign to move faster to give you the best offer. When you have both offers in hand, be transparent with both what you feel is missing that the other employer has offered. Let them know what it would take for you to accept their offer today.



**Do you have a question about how to create a bidding war?
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#4 Interview Conversationally

Treat each interview as a two way conversation in which you are deeply engaged.



A job interview is just as much for the job seeker as it is for the interviewer. Most of my clients experience a light bulb moment when I share this with them. For some reason, many of us feel so honored that an employer would ask us to interview with them that we treat an interview like we are going before the Supreme Court to ask for our freedom.

No, an interview is a two way exchange. You should plan to ask questions just as the interviewer asks you questions, and you do not necessarily need to prepare questions beforehand. Most of your questions should come to you based on the direction of the conversation. Also – and this is the most eye-opening to job seekers – you do not need to wait until the end of the interview to ask your questions either. Ask them throughout just as you would any normal conversation. This actually makes an interview go more smoothly. It feels more natural, and it makes you appear more engaged and interested.

An interview is a two way conversation where you are getting to know the interviewer just as they are getting to know you. In the end, it will help you to better decide whether or not you actually want to work there or not.

 **Learn more**

Subscribe to our YouTube channel

See this video at <https://youtu.be/mpC-7IBlvCk>



Do you have a question about how to create a conversational interview?

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#5 Apply & Follow Up

Your ability to network will be key in landing a job quickly.

Networking isn't easy especially when we feel outside of our comfort zone. As a community, we are often placed in scenarios where we must network with people who look nothing like us. We feel that we have to assimilate to a culture not representative of our own. We have to appear non-stereotypical, and we have to reach more deeply to find similar interests. Well, it's no wonder we merely apply for positions, and that's it!

Unfortunately, that cannot be it. Applying to positions is really only the first step. Once you apply to a position, there are three things I recommend:

- 1** Introduce yourself to a manager (or the) recruiter at the company on LinkedIn. Let them know you have applied to an opportunity at their company. Ask to connect further via phone.
- 2** Introduce yourself to a VP (or higher) within the department at the company on LinkedIn. Let them know you have applied to an opportunity at their company. Ask to connect further via phone.
- 3** Attend a recruiting event or networking opportunity the company has planned to attend.

Following up on each position you have applied for is key to moving forward more quickly in the recruiting process.

**Do you have a question about any of these follow-up tactics?
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#6 Apply, Then Figure Out How to Do the Job

If you wait to meet all of the qualifications, you are probably overqualified.

People who are members of historically underrepresented populations do not apply enough to **reach** positions. Reach positions are **dream** job opportunities! Did you know that men, especially white men, oftentimes apply to positions where they meet only some of the qualifications, and then they figure out how to meet the rest after they get the job? You must follow the same model. This is how we stretch and get ahead in our careers and in our paychecks.

Remember this: As long as you can show how you directly **or indirectly** meet the **minimum** qualifications listed in the job posting, you should apply to the position.

There are two things I'm pointing out here:

1

You can meet the minimum qualifications directly because you have previous experience doing the work, or you can meet them indirectly because you have done work similar or have gained transferrable skills that you can promote during the interview.

2

Only focus on the qualifications that are listed as minimum or basic qualifications. If you meet those, you are golden regardless of whether you meet the preferred qualifications or not.

**Do you have a question about applying to reach positions?
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#7 Keep Banning the Box

Understand the laws in your state so that you can increase your ability to gain employment.



“Ban the Box” is the name of a campaign by civil rights groups and advocates for ex-offenders, aimed at persuading employers to remove from their hiring applications the check box that asks if applicants have a criminal record. Its purpose is to enable ex-offenders to display their qualifications in the hiring process before being asked about their criminal records. The premise of the campaign is that anything that makes it harder for ex-offenders to find a job makes it likelier that they will re-offend, which is bad for society. (https://en.wikipedia.org/wiki/Ban_the_Box)

Without Ban the Box, “applicants who indicate a criminal record on applications are much less likely to get a call back: 34% of whites without a record were contacted while only 17% of those with a record did; and among African Americans, 14% without a record got a call back, but only 5% of African Americans with a criminal record heard back from the potential employer”. (<https://www.verifyprotect.com/ban-the-box/facts>)

What are the Ban the Box laws in your state? Learn more about them and how they can help to protect you.

Do you have a question about Ban the Box laws?
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#8 Never Tell Your Salary History

An employer is not in the business of making you rich – ever.

An employer is not in the business of making you rich; they are in the business of earning revenue (yes, even non-profits) and saving on costs. In addition, legislation is being passed in jurisdictions across the U.S. making it illegal for employers to ask about your salary history.

What does this have to do with you?

Everything. Each time you share your salary history with an employer, you are giving them leverage to pay you less than the market would pay for someone with your knowledge, skills and experience. Even if they offer you more pay, odds are it is just enough to get you to accept the offer.

Rather than provide your salary history on an application or to a recruiter, provide your desired salary expectations. Base your desired salary on research that the market pays for the position to which you are applying.

Great tools research your salary history are Glassdoor.com, salary.com and payscale.com.

 **Learn more**

Subscribe to our YouTube channel

See this video at <https://youtu.be/sq7z4RDCNj4>



**Do you have a question about understanding your market worth?
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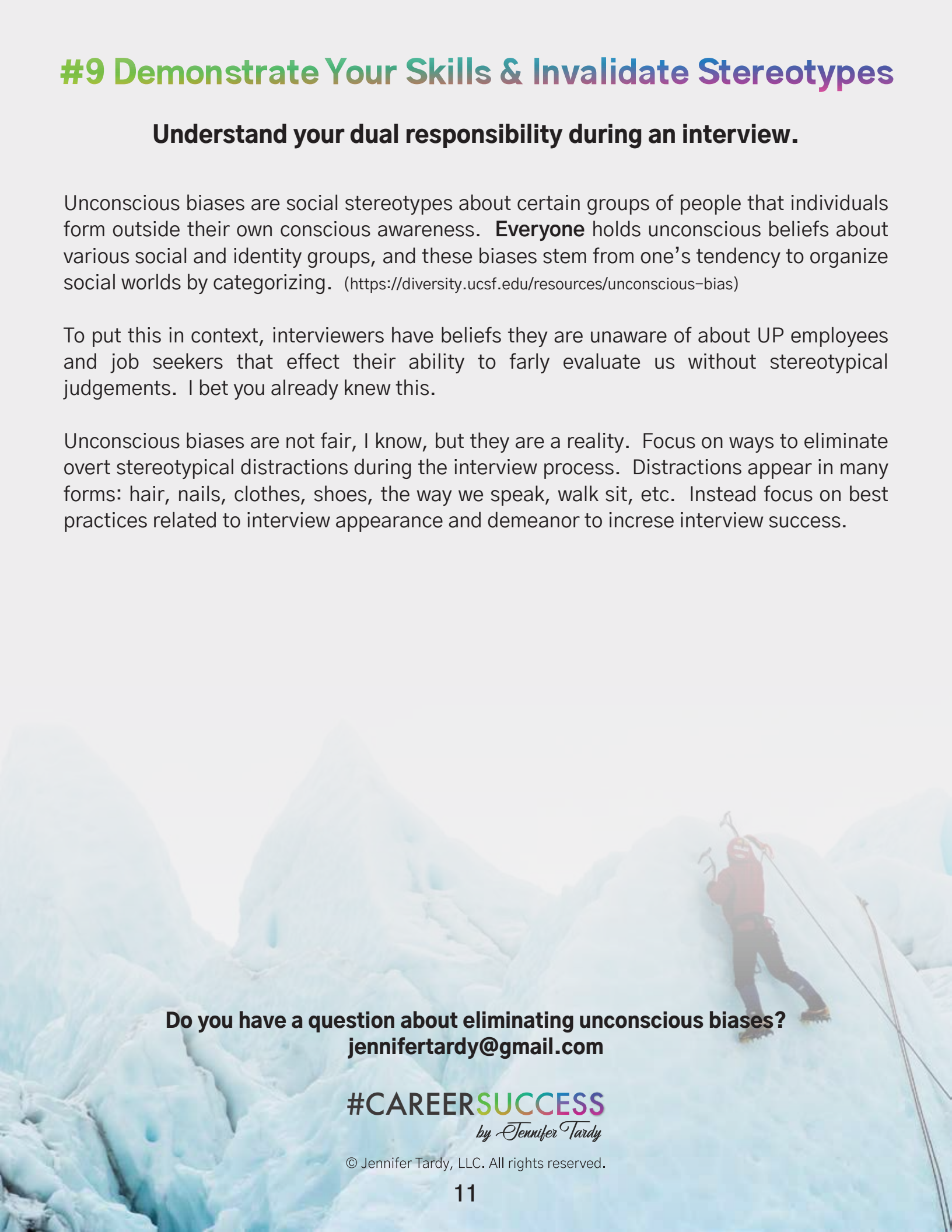
#9 Demonstrate Your Skills & Invalidate Stereotypes

Understand your dual responsibility during an interview.

Unconscious biases are social stereotypes about certain groups of people that individuals form outside their own conscious awareness. **Everyone** holds unconscious beliefs about various social and identity groups, and these biases stem from one's tendency to organize social worlds by categorizing. (<https://diversity.ucsf.edu/resources/unconscious-bias>)

To put this in context, interviewers have beliefs they are unaware of about UP employees and job seekers that effect their ability to fairly evaluate us without stereotypical judgements. I bet you already knew this.

Unconscious biases are not fair, I know, but they are a reality. Focus on ways to eliminate overt stereotypical distractions during the interview process. Distractions appear in many forms: hair, nails, clothes, shoes, the way we speak, walk sit, etc. Instead focus on best practices related to interview appearance and demeanor to increase interview success.

A person in a red jacket and black pants is ice climbing a large, jagged glacier. The climber is using ice axes and ropes. The background shows more of the glacier and a hazy sky.

**Do you have a question about eliminating unconscious biases?
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#10 Apply to Jobs Within 2 Weeks of Posting


Employers want to fill positions quickly so you must apply early.

Positions are posted to multiple sites, and fortunately most job sites will let you know the date it was posted. This information is very important! A recruiter's responsibility is to fill a job as soon as possible with the best qualified candidate. So you want to be one of the first applications they see. If you are one of the first applications they see, and you meet the minimum requirements, it is more likely that your resume will be seen by the recruiter and maybe even the hiring manager.

The more time that passes since a position has been open and posted, the more candidates there are that can apply. The more candidates that apply, the more competitive your resume will need to be in order to be seen.

If a position is posted 30+ days, odds are the company already has candidates and are now interviewing. IF they have candidates they are interviewing, they are spending more time on them than looking for new candidates.

Set up job alerts at companies of interest so that you are alerted when the organization posts a job of interest to you so that you are one of the early applicants.



**Do you have a question about applying to jobs quickly?
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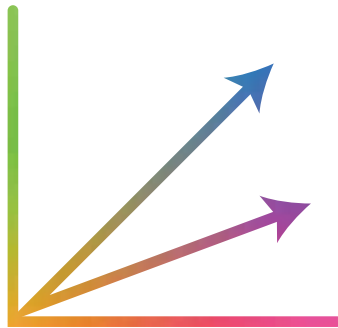
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#11 Understand How Your Loyalty Affects Your Pay

Typically, the longer you stay with the same employer, the greater the difference in your pay compared to market worth.

An employer is not in the business of making you rich; employers are in the business of earning revenue (yes, even non-profits) and saving on costs. Your salary is one of those costs. I mentioned this earlier, but it is worth mentioning again. In most organizations, the longer you remain a loyal employee with a standard 3%–4% annual increase, the more likely it is that you are paid less than what the market suggests that you are worth. This is especially true if you have been employed with the same organization in the same position for at least three years. If you have ever received a “pay adjustment” for what seemed like no reason, there was a reason. The reason is usually because someone is being hired into the same role as yours, and in order to pay them in alignment to the market, they must adjust your pay to give you an increase too. That is called managing internal equity.



There is nothing wrong with being a loyal employee. My only advice here is that if you decide to stay with an organization for a long period of time, be sure to keep your eye on market indicators that your pay should increase. You are the only person who will keep your salary in alignment to your worth.

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#12 Always Know Your Reputation

If you continue to get overlooked for promotional opportunities, there's something about your reputation no one is sharing with you.

There are two things that will always be true in the workplace:

- 1** Most managers are afraid of confrontation and will not tell you what is really preventing you from receiving a promotion.
- 2** If you have been overlooked more than once for a promotional opportunity, there is something about your reputation that no one is sharing with you – not even your co-workers.

It has been my experience that these two truths affect women and people of color more than any other group. Your manager may feel that telling you the truth will mean risking being seen as sexist or racist, and not person wants that label especially in the workplace.

So if this is your situation, and you have been overlooked for promotions and want to understand your reputation, try asking a person that you trust, specifically a manager, for the truth about how you are perceived in the workplace. Keep in mind that it does not matter what you perceive to be true about yourself. The the decision makers, their perception is reality. You can only get that promotion if you first understand how you are perceived and change what is negative into a positive.

**Do you have a question about understanding your reputation?
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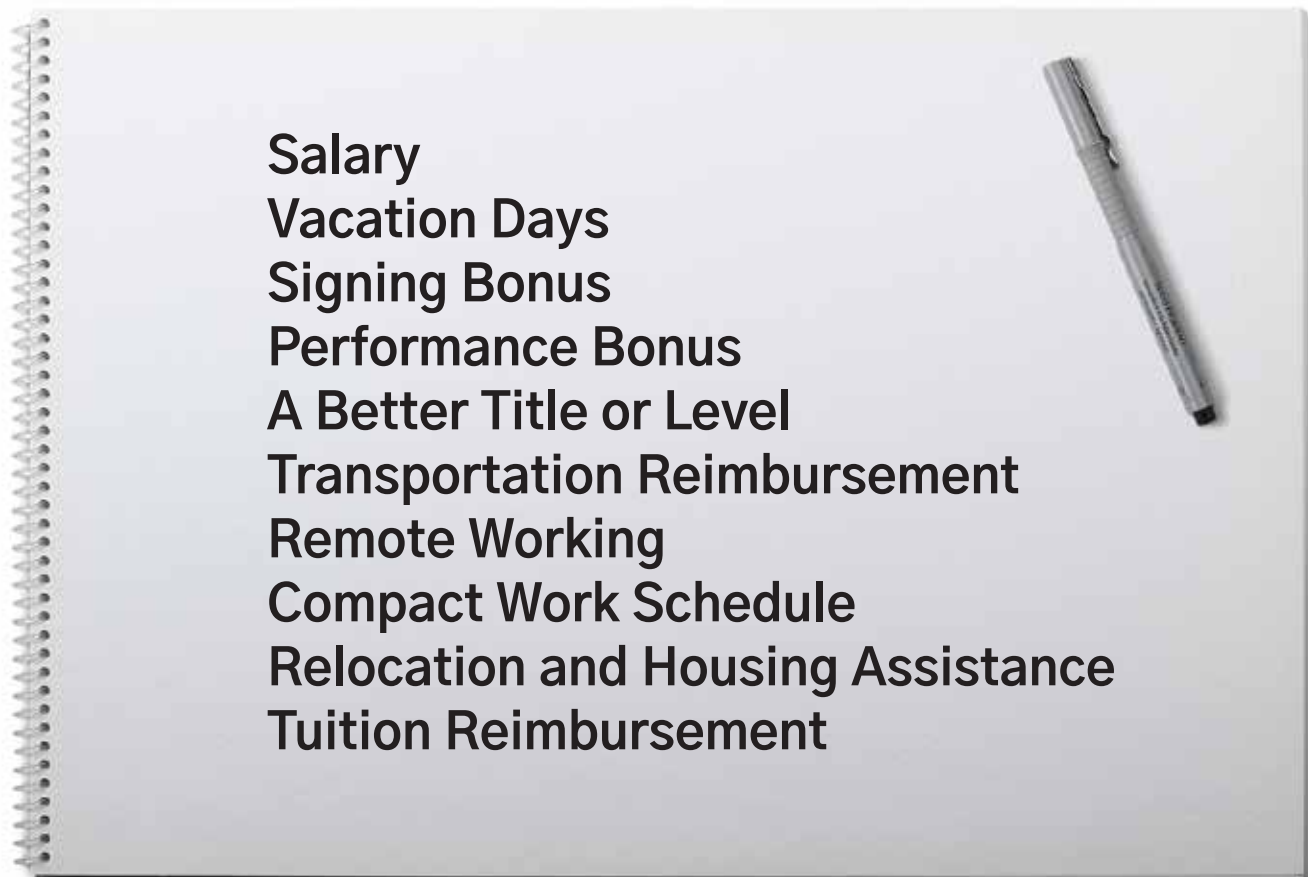
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#13 Negotiate Your Job Offer

Even if you do not negotiate salary, negotiate other items that matter most to you and your family.

Most job seekers feel that salary is the only thing to negotiate in a job offer, but that is incorrect. The top ten items I see negotiated most often are:



Once you receive your offer letter, consider negotiating one of the above items for yourself.

**Do you have a question about offer negotiations?
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#14 Gain Skills In “Write Your Own Ticket” Jobs

Learn which jobs are in high demand, specifically for UP job seekers. Gain experience in those fields.

Diversity is a word that is heard quite often in organizations. Many of these companies understand that diversity allows them to better understand the client, and that understanding of the client makes them even more competitive.

Diversity needs you. Recruiters are being trained to find UP job seekers in fields of high demand. Once they find you, they are willing to pay a premium to get you to accept their offer over other companies. There is no coincidence that fields of the highest demand are typically STEM fields: Science, Technology, Engineering, and Mathematics. Millions of dollars are going into programs that help to increase the supply of people of color in STEM fields. If you are thinking about a career track or are considering going back to school, keep these fields in mind.

Should you graduate in one of these areas or gain skills and working experience in one of these areas along the way, you will be highly competitive. Wherever there is a field where there is low supply but high demand, you are typically able to write your own ticket. In other words, you can expect to be highly compensated, not only for your expertise in this area, but also because of some other identifying factor such as your race or gender.

**Do you have a question about “write your own ticket” jobs?
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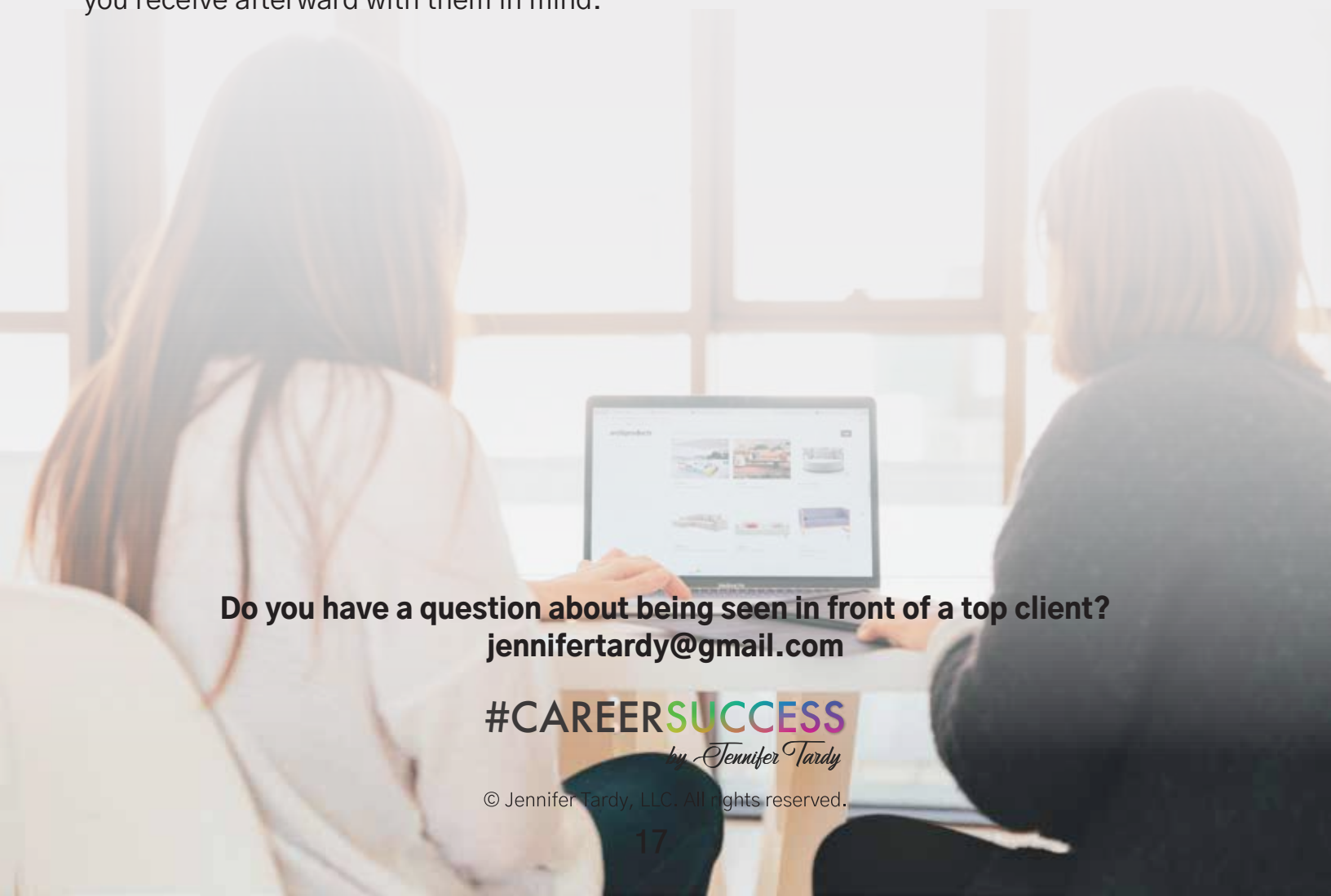
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#15 Be What the Top Clients Need

Every interviewer needs to know that you are the best person to support the top client.

Do you have what it takes to successfully support the top client or customer for the department or organization? If you do, you must get that point across to the interviewer. Approach your interview by visualizing yourself in front of this top client. How would you need to conduct yourself? That same person that you have visualized must show up at the interview too. This is the best way to show the interviewer that you can be what they believe is a great representation of the department or company – not necessarily what you may view as good representation. And that is important enough to repeat. It is not what you believe – this is all about what the interviewer believes.

Interactions with you during the interview easily answer this question. The interview is your chance to show off your ability to best support their top client. During your interview, ask about the client. Once you have learned enough about them, respond to every question that you receive afterward with them in mind.



**Do you have a question about being seen in front of a top client?
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#16 Be Part of the Solution

To be valuable to an interviewer, you must be able to solve their top challenges.

Every hiring manager has challenges in their department. If you are the person that can solve these top challenges, you are the person that WILL get the job. To solve each challenge, you must first know what the challenges are—through your own research, or by asking the hiring manager directly during the interview.

Once the hiring manager tells you about the challenges, respond letting them know that you have the answer to their problem. The best scenario is if you have had experience solving this challenge in the past. Tell the interviewer about your experience:

- ✓ **What the challenge was**
- ✓ **Your approach to solving it**
- ✓ **The outcome**

 **Learn more**

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**Do you have a question about how to show that you can solve top challenges?
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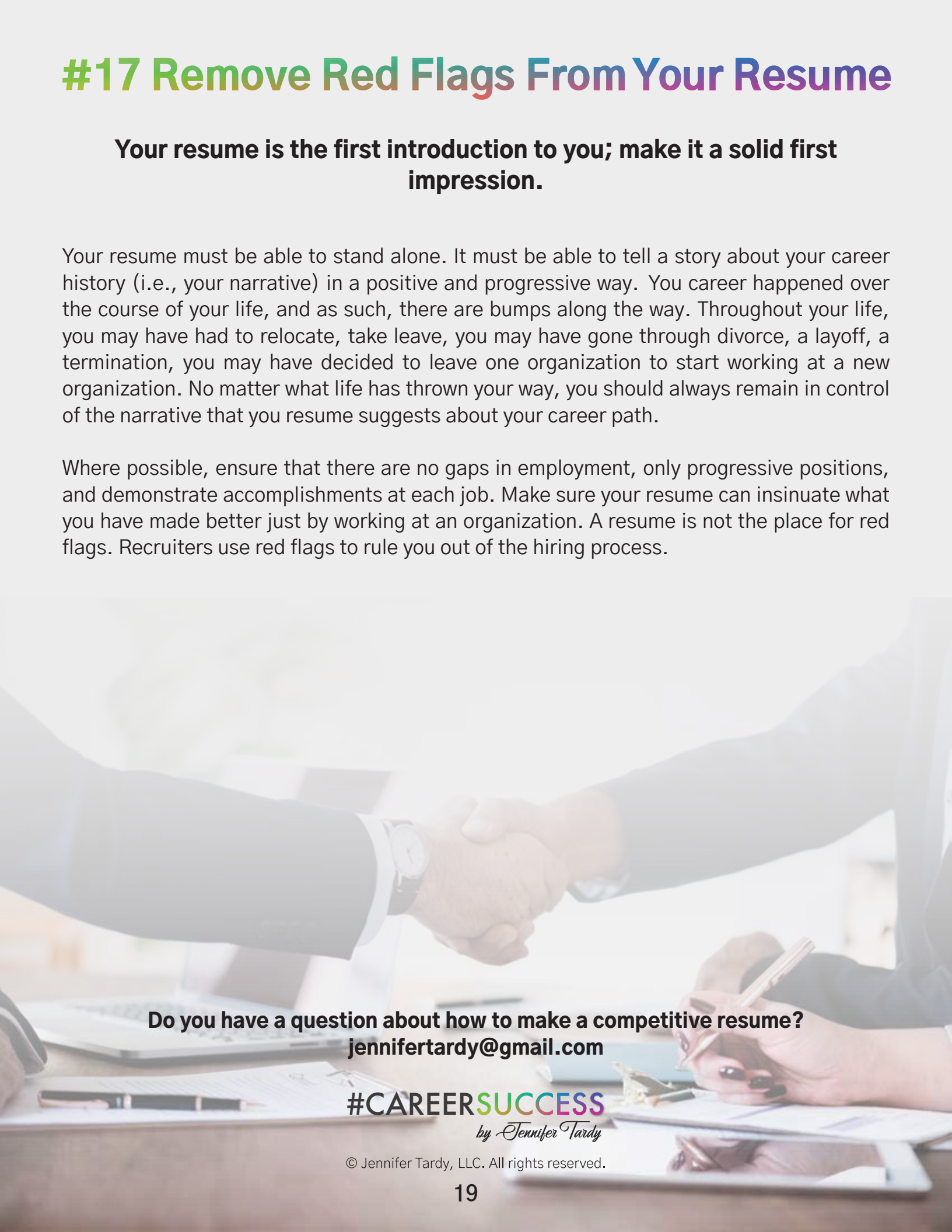
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#17 Remove Red Flags From Your Resume

Your resume is the first introduction to you; make it a solid first impression.

Your resume must be able to stand alone. It must be able to tell a story about your career history (i.e., your narrative) in a positive and progressive way. Your career happened over the course of your life, and as such, there are bumps along the way. Throughout your life, you may have had to relocate, take leave, you may have gone through divorce, a layoff, a termination, you may have decided to leave one organization to start working at a new organization. No matter what life has thrown your way, you should always remain in control of the narrative that your resume suggests about your career path.

Where possible, ensure that there are no gaps in employment, only progressive positions, and demonstrate accomplishments at each job. Make sure your resume can insinuate what you have made better just by working at an organization. A resume is not the place for red flags. Recruiters use red flags to rule you out of the hiring process.



Do you have a question about how to make a competitive resume?
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#18 Make Eye Contact

To the interviewer, eye contact makes you appear engaged and trustworthy.

This is the area where I've witnessed UP job seekers struggle most often and I have witnessed many, many well qualified individuals get rejected because of this. Eye contact may seem like such a minute detail, but to an interviewer, it can be everything. In our culture, eye contact may seem rude, as if you are staring, so it is easy to understand why we choose to look away. But to other cultures, eye contact means that you are confident, trustworthy, and that you are engaged in the conversation.

If you are not comfortable making eye contact, try this one exercise. Imagine an invisible, upside down triangle on your interviewers face. The triangle goes from the left eye, to the right eye, down to the mouth. If you trace this invisible triangle with your eyes, you appear to be making eye contact on their end and you feel more comfortable on your end.



Do you have a question about making eye contact during an interview?
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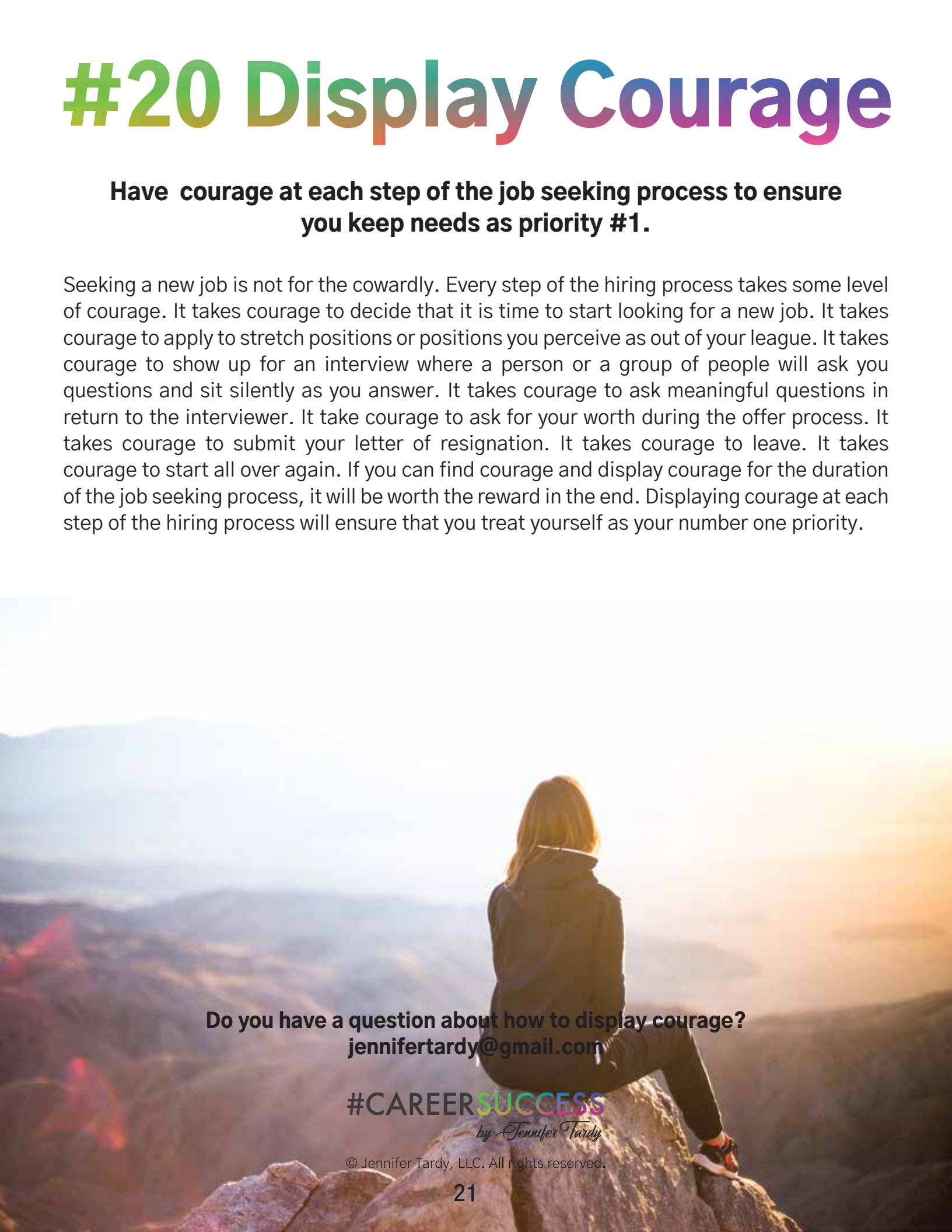
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#20 Display Courage

Have courage at each step of the job seeking process to ensure you keep needs as priority #1.

Seeking a new job is not for the cowardly. Every step of the hiring process takes some level of courage. It takes courage to decide that it is time to start looking for a new job. It takes courage to apply to stretch positions or positions you perceive as out of your league. It takes courage to show up for an interview where a person or a group of people will ask you questions and sit silently as you answer. It takes courage to ask meaningful questions in return to the interviewer. It takes courage to ask for your worth during the offer process. It takes courage to submit your letter of resignation. It takes courage to leave. It takes courage to start all over again. If you can find courage and display courage for the duration of the job seeking process, it will be worth the reward in the end. Displaying courage at each step of the hiring process will ensure that you treat yourself as your number one priority.



**Do you have a question about how to display courage?
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#21 Ask for Feedback

It is rare that an interviewers will volunteer feedback on your interview.



If you do not receive the job offer, ask for feedback. Ask the hiring manager or recruiter what the reason was for declining you. This information can be valuable to you as you are preparing for an upcoming interview. Maybe you have a blind spot, maybe you did not articulate yourself well enough, or maybe it was not you at all. Maybe it was another reason that has nothing to do with you as to why you did not receive the job offer. Either way, it is rare that this information will be given to you unsolicited by the employer.

It is rare that you will know the real reason you were hired or not hired for a job opportunity. Do what you can to gain feedback and then apply what you have learned to opportunities moving forward.

**Do you have a question about asking for feedback?
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