

Only one person will get  
the offer, will it be you?



Get The Offer  
Interview Coaching™

## A successful interview starts before you apply

Get The Offer Interview Coaching<sup>™</sup> is for any professional who desires to improve their presentation and marketability to compete in today's saturated job market.

Our coaching program offers a dynamic framework to bring forward your most outstanding competencies, attributes and key achievements to sell yourself confidently with an authentic resume, a dynamic online profile and an interview that *"gets the offer"*.

There are no secret keywords or short cuts. Bottom line, you get out what you put in.



On average, hiring managers spend 7 seconds screening each resume



### Get The Offer Interview Coaching<sup>™</sup>

**Resume Toolkit:** Through personal and professional inventories and behavioral assessments, we build a personalized competency model which outlines your personal attributes, values and key accomplishments. You will use that knowledge to sell yourself in an authentic and confident manner on paper (*your resume*) and in person (*the interview*).

**Job Search Toolkit:** An action plan designed to teach you to rely less on job boards, target select opportunities, leverage your professional networks and use social media to enhance your marketability to build a wide-reaching search campaign.

**Interview Preparation Toolkit:** A mock interview designed to diagnose presentation blind spots before you ever walk into an interview. Learn to “interview the interviewer” to gather relevant 360° insight and recognize worthwhile opportunities where your values match the prospective employers for a corporate culture fit.

**You may purchase individual toolkits or the complete Get The Offer System, pricing on page 7.**

## Resume Toolkit

Resume Toolkit is the focal point of a complete self-discovery in 2 parts, My DNA and My Pitch. Designed to inventory your personal and professional DNA so that we may develop a competency model to demonstrate your unique makeup and produce a super-star resume which attracts quality employers.

## Is your resume an effective marketing tool?



### My DNA: What Do I Offer An Employer?

Our competency model exercises will encourage you to reveal in-depth information about yourself to communicate, navigate and negotiate better throughout the interview process.

#### The Competency Model:

Resume Review & Skills Inventory	A Snapshot
Candidate Scorecard	A Recruiter's Critique
Core Competencies	Understanding My Key Competencies
Personal Attributes	The Stuff You Can't See On Paper
Key Accomplishments	Brag Without Bragging
Understanding Self	Writing Exercise & Dialogue Role Play
My Professional Development	Developing An Action Plan

#### Assessments You'll Take:

My Emotional Intelligence (EQ)	<i>Self &amp; Social Awareness / Self Management &amp; Social Skills</i>
Jung Typology Test	

### My Pitch: Building A Marketable Resume & Online Profile

Your resume is your personal ad; and you have one shot to make it count. We believe the writing should reflect the style of the person authoring it (you), which will enable you to own your successes and share them confidently in any interview.

#### Resume & Online Profile Exercises:

The Hundreds Of Resumes	Your Biggest Competition, The Delete Button
Resume Overachievers	Stick To The Facts
Resume Underachievers	Missing An Opportunity?
Putting My Content All Together	Creating A Powerful Advertising And Marketing Tool
The Classic Resume Layout	Simple, Professional, Visually Appealing
Your Social Profile Matters	Is Yours Cringe-Y, Clickable Or Non-Existent?

#### Module 1 My DNA Includes:

- Introduction Telephone Consult & Module 1 Two-Part Workbook
- Jung Typology Test & Emotional Intelligence Profile
- 1 Hour Coaching Session

#### After Completing Module 1 You Will Able To:

- Showcase your key competencies and personal attributes in demonstrated business related achievements
- Differentiate yourself with an authentic and confident profile
- Professionalize your content and maximize key word search
- Construct a marketable LinkedIn profile using your resume



# Job Search Toolkit

Making a solid career move translates into more than taking a job that pays well. Fitting in with the culture, the team and aligning your professional values with select organizations that will allow you to thrive is key.



## Focused Job Search Strategies and Action Plans

Making an outstanding career move is not always easy. Understanding what drives you and what is the underlying foundation that will enable you to say yes or no with good reason to a prospective employer. My Search Strategy instructs you on how to become less dependent on job boards, target select opportunities and build a wide-reaching search campaign that fits you.

### My Career Values: What Do I Want From My Next Employer?

- Will I fit in, will I be happy?
- What will motivate me to stay?
- What type of corporate culture excites me?
- Is there a clear path to reach my goals?

### Let's Prepare:

- Search Effort Scorecard
- Tracking My Job Search
- Gathering My References
- How Successful Am I In My Current Efforts?
- A Method To Staying Top Of Mind
- Asking For Competency Based References

### Peeking Behind The HR Curtain:

- Responding To Blind Ads
- The Ugly Truth Of Job Boards
- Staffing Agencies & Recruiters
- The Hidden Job Market
- Do A Little Digging
- Who Is Screening?
- Trusted Advisor Or Not?
- For Gen Y, Gen X & Baby Boomers

### Using LinkedIn To Market Yourself:

- Professional Network Ramp-Up
- Targeted Job Searches
- Building Social Authority
- Online Profile Killers
- Who Do You Know?
- Leveraging LinkedIn
- Get Yourself Noticed
- Do's And Don'ts

### Module 2 Search Strategy Includes:

- Introduction Telephone Consult
- Current Efforts Scorecard
- Network Builder
- Company Research Checklist
- 1 Hour Coaching Session
- Job Tracker
- Competency Based Reference Template
- LinkedIn Action Plan

### My Search Strategy Will:

- Enhance your job search strategy and increase your online visibility
- Uncover confidential opportunities
- Teach you how to use LinkedIn to market yourself
- Define and develop a target company list to execute upon
- Provide you with informed methodology to research any prospective employer

## Interview Preparation Session

Most candidates show up for the interview believing they are thoroughly prepared, only to find through the Get The Offer process they have only touched the surface. Our process is intense and we will challenge you to dig deep.

### Address Interview Anxieties & Concerns:

Re-Entering Workforce: Self-Employment,  
Motherhood Or Other Issues

Layoff | Resignation | Termination

Few To No Callbacks | Frequent Runner Up

Introverted Personality | Interview Stress

Considering a Career Change



### Mock Interview: My Interview Juju

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Diagnose interview presentation blind spots before you ever walk into a prospective employer. Practice demonstrating your career achievements with confidence.

#### Interview Preparation Guide:

The Recruiter Scorecard  
Company Research  
The Behavioral Interview  
Communicate Effectively  
Get Concrete Answers  
Your Interview Questions  
Salary Discussions  
Final Impression

I Will Judge You The Minute You Walk In  
How Well Did You Prepare?  
Competency Based, Cause for Panic  
Attributes, Competencies & Accomplishments  
Interview The Interviewer  
Business Minded or Me Maniac?  
Candid And Confident  
Lasting Impression

#### The Offer Stage Guide:

Career Move or Career Disaster?  
Turnover Rate  
Internal Politics  
Acquisition in the Horizon  
Show Me The Money  
The Offer is Not What I Expected  
Counter Offers  
Resignation Letter

Evaluating The Prospective Employer  
Read Between The Lines  
What Employers Don't Reveal  
Unkept Promises  
Informed & Confident Negotiations  
Get It In Writing  
You'll Regret Them  
Break Up In Person, Not Over E-mail

#### The Interview Preparation Session Includes:

Introduction Telephone Consult  
Mock Interview  
Interview Scorecard  
Behavioral Based Interview Guide

#### Interview Preparation Will:

Provide candid feedback on your interview presentation  
Construct a tailored plan to improve blind spots  
Provide valuable company research insight and tools  
Instruct on preparing in-depth and confident interview questions  
Learn how to build strong rapport with the interviewer  
Improve your ability to evaluate a prospective employer based on your needs

# Scheduling Your Coaching Session

**Get The Offer Program Coaching** sessions are scheduled a minimum of 14 days in advance, once you have paid for the program. This provides ample time to complete your toolkit work sheets in full, scan and return the written portions via e-mail for review and personalized action planning.

**Individual Coaching Sessions** are scheduled by availability and will require pre payment to reserve your time. Rescheduling policy requires 24 hours notice. Missed appointments are non-refundable.

## Each Session Includes:

- Initial telephone consult 15 minutes
- Module workbook & behavioral assessments with specific instructions for each
- 1 hour coaching session with action plan

## You Will Need:

- Your most recent resume in WORD format
- 4 hours minimum per module to complete your work sheets
- Access to the internet to take personality tests
- Access to a scanner to scan and return written exercises
- A laptop with MS Word for our working sessions together

## Cynthia Herrera, Founder HR Guru | Coach



We're in the business of helping people make outstanding career moves. HR Guru®, a recruitment and retention consultancy, has hired and managed over 6,000 financial professionals and executives at different stages of their career through direct hire placements and consulting engagements with Fortune 100, private mid-market companies and well-funded startups.

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## Get The Offer Program Pricing

You may purchase the complete interview system or each module individually.

<b>Resume Toolkit and Session</b>	<b>\$450</b>
<b>Targeted Job Search Session</b>	<b>\$299</b>
<b>Interview Preparation Session</b>	<b>\$299</b>

## Method of Payment

We only accept payment through Pay Pal. You do not need a Pay Pal account. You will receive a Pay Pal invoice via e-mail which will allow you to pay by credit/debit card.

## Executive Coaching & Training Hourly Rates

<b>Issue Specific - By Phone, Skype or FaceTime</b>	<b>\$99 Per 1/2 Hour</b>
<b>Issue Specific - in Person</b>	<b>\$99 Per 1/2 Hour</b>
<b>LinkedIn Profile Building</b>	<b>\$99 Per Hour</b>
<b>LinkedIn Networking and Job Search Training</b>	<b>\$99 Per Hour</b>

**HRGURU®**

Financial Staffing | Retention Consulting | Interview Coaching

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