



**It's Time to Land Your Dream Job: Ditch the Generic Resume & Win with  
a Targeted Job Search (Part 1**  
*Season 3, Episode 1*

*\*\*transcripts are for reference only and created with AI, no editing is done*

Transcript

Speaker 1:

<Silence> Welcome to Asking for Good a podcast for people who want to make a difference. Hear stories from seasoned non-profit professionals and volunteers on how to begin or further a career in making the world a better place.

Speaker 2:

Hi, I'm Katie Poer, a career fundraiser dedicated to making not-for-profit sector. Better. In today's episode, we are discussing the modern job search. Whether you're applying for your first role or looking to continue your career by transitioning to the nonprofit sector, this episode is for you. Our guest, Emily Christis, will be with us for this episode and a couple more. She is set on both sides of the interview table. As a candidate and a recruiter, she'll share firsthand tips on how to flourish in the job search process. In this series, we'll talk about career exploration and personal branding strategies, optimizing resumes for applicant tracking systems and so much more. She has helped hundreds of early career professionals find their career sweet spot. We're thrilled she can join us today to help you with your search. Connecting people to the work they love has been Emily's hallmark in her career and human resources.

Speaker 2:

She brings 15 years of experience spearheading organizational and talent development initiatives and global organizations spanning the mobile solutions, financial services, and the nonprofit sectors. Shortly after the birth of her daughter in 2018, she took the plunge and launched her own career coaching practice. Her clients range from early career professionals to executives, including contracting with the Columbia University's School of Professional Studies. She's a nationally certified resume writer, one of fewer than 70 people that hold this distinction from the nation's only non-for-profit dedicated to increasing visibility of the industry, encouraging ethical practices, and raising industry standards. She is a LinkedIn top job, search strategies voice, and ask the experts contributor for the National Resume Writers Association. Emily holds an MS in counseling from Fordham University and a BS in business administration from St. John's University. Her graduate work focused on career counseling theory and putting it into practice, including interpreting career and personality assessments. Welcome, Emily. I'm so glad you're here.

Speaker 3:

Same here, Katie. Thank you for the honor and

Speaker 2:

Privilege. Well, I'm thrilled that we'll have a chance to dive into several topics, and the first one is the start of a job search. There's a quote from Alison Wonderland, if you don't know where you're going, any road will get you there. And I think that your approach to the job search really amplifies this quotation. So your first step is not dusting off your resume or starting to write down your credentials. Your first step is to find your North star. So tell me more about that.

Speaker 3:

What a great segue and inspiring quote to, to piggyback off of that lovely Louis Carroll quote. What I'll say to that is, Katie, so many clients, whether they're, you know, early career professionals, students to accomplish c-suite executives, I can't tell you how many people approach me and say, Emily, you know, help me. I need a resume. I need a generic resume that I can repurpose and re jigger for different jobs. And then I stop them whenever they come with that, you know response or request. Because if you do not have a north star for yourself, that north star that is going to be your job, your job target, you are not ready to write your resume. You have to take the time to define it. And it's, it's taking stock of, of who you are, your values, what matters to you, what makes you tick.

Speaker 3:

And and for so many of you on on the call that are, you know, philanthropy, nonprofit professionals, what telling the story of why you wanna do good and infusing that story with, with passion and purpose, you know, that is your North star. And, and when you have that defined, your resume becomes the gateway to opening doors for jobs by grabbing the hiring manager's attention and the recruiter's attention, because now you have a targeted career marketing tool that has your North Star defined and a clear focus on this is who I am, these are the problems I'm great at solving, this is how I wanna do good.

Speaker 2:

And so, what are some of the questions someone might be asking themselves to articulate this North Star?

Speaker 3:

Yeah, so it, it could be things like, you know, what is your unique sauce? What is your legacy? What do people say at the water cooler? When, when you're not in the room, you know, in organizations, in in colleges, universities, and academic projects, what, what would hiring managers or senior leaders that worked with you, what would they say? Are you the person that gets consistently tapped to do what are you recognized by peers, colleagues, professors for x You know, you have deep subject matter expertise and why? These are, these are hard questions I find hard because it takes time to really take stock of those things because we all, we all have a certain style that we bring to a space when we're tackling a project, when we're working in, in different capacities. And it's, it's hard. You, you need to take the time to do it and sort of reflect and ask people like for instance, you know, you can ask yourself, like, when Katie comes on the team, this is what happens.

Speaker 2:

Yeah. And I feel like I'm being put on the spot, but I'm gonna say something just because it's an awkward process. So here we go. When Katie comes to the team, the pieces come together, you know, I'm a person who's really good at seeing the, the elements that are in play and helping to prioritize what we

need to do next to get to where we're going. So that wasn't very eloquent, and I'm sure it needs some editing, but I'm, I'm hoping that will give people something to go off of.

Speaker 3:

Absolutely. And, and, and I wouldn't, I'm gonna coach you now and say, don't downplay what you just shared, Katie, that that style, that that pieces come together, that you're able to come into a space that has tons of stakeholders and dynamics, corporate, organizational, and you're able, you're the person that gets consistently tapped to, to make things right in, in an ecosystem, say, or enterprise with lots of moving parts and all kinds of stakeholders. Stakeholders. That would be a wonderful I would say content that I would, as a resume writer, I would incorporate that Katie and I encourage you if you haven't already to think about ways that you can infuse that language in your professional summary on your resume and on your LinkedIn profile and in, in your, in your elevator pitch when you're talking to people. That would be a very important crucial behavioral trait that I would encourage you to, to infuse when you're talking about yourself.

Speaker 2:

Thank you, Emily. That is some great coaching, and I am gonna take it to heart. And I'm thinking about how difficult it is to talk about yourself, especially on the heels of a disappointment. Do you have any experience coaching or even personal experience on how to like, prepare for that interview once you've found your north star, once you've articulated on your resume and in your application what you're great at but then to be in the interview in a time when maybe you're kind of down <laugh>?

Speaker 3:

Mm-Hmm. <affirmative>, absolutely. Boy, do I have examples. Personal and, and non-personal <laugh> from clients, I can speak for myself. I remember I was in a incredibly toxic work environment, really unhealthy. It was in the financial services industry. I was laid off shortly after the great recession. And I, I remember it took, it took me quite some time to recover. Frankly, I did get interviews after short, like I was saving a month after being laid off. But I just did not have the energy, and I lacked the confidence and the zing, if you will, that I needed to really showcase the best version of myself. And it's a, it's a lesson learned for, for myself and, and many people that I've helped on this career journey, that, you know, the, the resume is just one piece of it. And, and how you show up at an interview, like taking time to rejuvenate yourself. So you come across with better energy when you're talking about yourself and your achievements. It's not an exaggeration to say it took me a good four or five months to really recover from that very unhealthy work environment. Yeah. I just, I was not, I was not the Emily I am today, <laugh>, right? I was depleted, exhausted, burned out, and that definitely came across and I was not an ideal candidate. I just didn't have the right energy. So that would be, the self-care piece cannot be underestimated. Katie, here

Speaker 2:

In that time when you were feeling exhausted, when you were burnt out through the conversations you had with other people, as you were thinking of your next career move, did you unearth any skills?

Speaker 3:

Yeah, so it took a mentor of mine, a a a senior woman who had held a lot of leadership roles in the nonprofit sector. She took me out for a coffee. I was trying to make sense of where I was going to go next. And it was brilliant because it's in, I cannot underestimate the the power in sharing your story and

helping bouncing off sort of ideas with someone else who's a, who's a good listener. And in this case, this, this woman, this mentor of mine, she heard my career story. She heard my life story, and she was able to connect the dots for me, Katie. And she said, you know, Emily from a, from a young age, you know, you know, I, I won a storytelling contest when I was in elementary school and I won an art contest. And she said, you know, Emily, you've been doing that your whole life.

Speaker 3:

You've, you are a naturally gifted storyteller, and we're a, wherever you go, you bring that. And that was just such an aha for me. I never had anyone say that to me in that way. And I would encourage everyone who's listening in and, and Katie yourself as well, to just find, find that mentor, find that person who, in whatever capacity, whether it's a one-time engagement or, or, or, or a series of, of you know, conversations the, the beauty and power of just having someone actively listening, who has your best interests at heart. But that was such an aha moment for me. And frankly, had I not taken the time to talk with her, I would've never known.

Speaker 2:

Yeah. Having someone talk to you about what they see in you is a real gift, and it's a gift you can give to others. So in this process, in this job search, in this finding your North Star, don't feel like you're always taking, you can certainly provide this for others. So I want to talk about the modern job search, but I also kind of wanna wrap up what we're talking about here with this finding your North Star piece. So some things I'm hearing are that you don't need a generic resume. You need really your north star, and then you need to build your resume toward a specific job, and that it takes some time to articulate what you're trying to do. You've gotta bounce ideas off people, and finding an active listener is really key to helping you do that.

Speaker 3:

Yeah. I find it helps when, you know, I was one of those people, Katie, that never knew what I wanted to be when I grew up. And the lesson learned for me was I was naturally drawn to certain bodies of work, and that became an indicator of my North Star. So I feel like if you take the time to do this work, if you take the time to sort of mine and think back to times in your life that brought you like bodies of work, or even if it was outside of work, like, you know, you volunteered at your child's school, or you remember fondly, you know, lemonade stands in the summer, and the joy that you got out of those experiences, then, then take the time to, to really reflect on those stories, to come up with a theme that has carried you throughout your life. And I, I feel that if you take the time, it's, it's worth it because it'll, it'll be so authentic in the job search. You'll be able to better target jobs. So that would probably be like, like another sort of practical next step would be if you're still still not clear, Katie, it's usually a good idea to just mine source jobs that are appealing to you, and then look for themes there.

Speaker 2:

It doesn't have to Oh, great idea. Yeah. Like looking at the job descriptions to see what you're drawn to. Yes,

Speaker 3:

Exactly.

Speaker 2:

We had a guest who actually pulled her friends. She used a Google form, and she pulled friends and family and former colleagues, and she said it was really useful. And, you know, people were happy to help in that way. You know, it's, your friend is looking for a job and they ask for 10 minutes of your time, of course you're gonna do it. So that's great. And I, another thing I'm hearing a lot of is the importance of knowing your unique sauce, as you said, and that that might include soft skills, you know, not just hard skills. Last thing that I'm really thinking about is that your North Star doesn't have to be your life plan. It can be a short term Mm-Hmm. <Affirmative> North Star, right?

Speaker 3:

Absolutely. There's certainly things that are sort of baked into you sort of how you tick, almost like in your DNA Katie, I think those things won't change, but how they play out in your career and your choices might and will. And that's part that, that's, that's sort of the journey that we're on. So in other words, for me, you know, being, you know, being a strong storyteller, I use that to, to really grow in my HR career in, in both the profit and nonprofit sector. So what does that mean? On a practical level, I was consistently tapped by senior leaders to put together executive presentations to speak at town halls on, say, an enterprise wide talent management system and, and why this matters and five point scale versus three point scales. And then when I pivoted to career coaching and resume writing, well, I'm still doing storytelling that's sort of my north star.

Speaker 3:

And it, it gives me a lot of joy. It gives me a sense of purpose to help people uncover their North Star. And I do that on a regular basis and I help people. So I'm still drawing from that, that sort of, that core of what makes what makes me unique. Yeah. So I would, you know, I would encourage everyone to sort of reflect on that. Like what are those things that, wherever you've been, Katie and I would venture that even though you're in this current space, there's certain things that you, you do pretty consistently a certain style that you bring, the, the soft skills that you talked about the fact that you, you know, wherever Katie comes on the scene things, you just, you're able to pull the pieces and together. So I, I think there's, there's, there's wisdom in that. Well,

Speaker 2:

Let's talk about the modern job search. This is something I'm so intrigued by because we have listeners who are applying for their first job ever. We also have listeners who may be considering a career transition, but no matter who you are, if you're in a job search, it's the wild west out there. You know, there's tons of ways to find jobs, there's tons of ways to apply to jobs, and it can be quite overwhelming. So can you tell us about just, you know, what is going on, what's going on with AI and hiring practices and, you know, what's on the horizon too?

Speaker 3:

Mm-Hmm, <affirmative> absolutely. And, and, and my, for my firm disclosure right at the top, Katie, is, you know, whatever I say, it's, it's probably already dated <laugh>. Yeah. And I'm here, I hereby declare I am not the expert. But what I will say is in my work with personal private clients and my work at, in higher ed institutions, generative AI is really disrupting how we approach finding work and how companies recruit applicant tracking systems, the, you know, essentially the digital filing system for your resume that keeps evolving as well with the, with the added layer of generative ai. So from the classic job board sites, right, like LinkedIn and indeed Glassdoor to niche nonprofit job boards like Idealist and

philanthropy news the, the places the platforms to go are ginormous <laugh> too many, too many, too many, yeah.

Speaker 2:

Part of the reason why there are too many of these platforms is because there're all new

Speaker 3:

Mm-Hmm.

Speaker 2:

<Affirmative>, correct. Like, we're trying to figure out who's gonna be the winner of this market. And so that's just the state of things that there's just a ton of choices because there's no clear best platform. Is that correct?

Speaker 3:

Yeah, AB absolutely. Ultimately, you know, when you hear like a applicant tracking system, it is a digital filing system of your resume. Everyone, well, many companies, many startups are jumping the bandwagon to sort of monetize this generative AI revolution. There are some neat tools. There are a, there are AI powered resume builders and like teal job scan skills sinker where they optimize your resume based on high priority keywords that show up for certain jobs that you're applying for. So it is definitely can be overwhelming. So if you're feeling it I hear you, I do this for myself is, you know, pick one, pick one or two and tinker with them and, and see what, what works for you.

Speaker 2:

Yeah. So you don't need to be on every single AI powered resume builder to get the benefit.

Speaker 3:

Correct. Yes.

Speaker 2:

So navigating the job market, thinking about that, and going back to our idea of finding your North Star. If you've got your North Star, and even if you're in a tight job market, are you going to be applying to several jobs or are you going to, how big should your job search be?

Speaker 3:

I have a direct quote from a client who will remain, remain anonymous, Katie and she told me, Emily, I applied to 500 jobs and I got zero interviews.

Speaker 2:

Oh my goodness.

Speaker 3:

Yes. And when I hear statements like that, I worry, I worry about the person, their self sort of care. I worry that, you know, typically when, when someone comes to me like that, and I, you know, I, I get it

quite often, Katie, in this AI driven job search market, you have to remember that there are many facets of the job search. That it's not just resume you know, applying. It's not just your resume and sitting at your computer all day hours on end applying online. And yes, a lot of the tools I mentioned earlier, like Teal for example, has you know, AI power job search tool that it can help you track the jobs you've applied to. But I would tell you that there's just too much emphasis placed on this one aspect of the job search. When you consider, and again, the, the data keeps changing, but on average for every one job, there are roughly 250 applicants.

Speaker 3:

That's according to zia.com. Less is more. I find that if you, again, you have your North star, right? You're clear on your, say you sourced five target job titles and you have about five targeted job postings that you wanna pursue and apply to, you'll yield greater return. If you say it's even 2020 jobs you applied for in a week, week, I think that's a healthy amount. It might seem low to some, but I do feel less is more and and beyond just, again, applying to these with a very targeted resume and cover letter that speaks to why you are the best person for this job and why your knowledge, skills, and abilities are uniquely compiled to solve the problems that this, this hiring manager is hiring for. It's important to, to talk to people, to network, to get your story out there. It's, it's the resume piece sitting in front of a screen that should be one piece of a greater pie, a job search portfolio,

Speaker 2:

And I know we'll get into resume writing in another episode, but while we're talking about job descriptions and averaging about 20 applications a week, a career coach once told me that the first three bullet points are the most important for the hiring manager. And if you are enamored with the position on the last three bullet points and your whole resume and cover letter, speak to the last three, you are not the ideal candidate because the ideal candidate is answering the first three,

Speaker 3:

Right? There's definite wisdom in that sort of, so theoretically, the most important job requirements or qualifications would be the top three bullets of that job posting. So going back to, you know, the resume piece, you the most important real estate on your resume Katie, is that professional summary that's very prominently displayed, typically right after your contact information. And, and sort of the core competencies that you bring. So it could be a bulleted list, it could be a table format, but it's essentially answering the two critical questions for a hiring manager, who is Katie and what are the problems she can solve for me?

Speaker 2:

What about our LinkedIn profile during this process? Is it better to have none at all? Make sure yours matches your resume? Exactly. How about that?

Speaker 3:

Yeah. So it, in many ways, it's not the, what is it, like the chicken or egg problem that could either resume first, you need both. Please take advantage of this incredibly important tool. I'll give you some stats. LinkedIn now has more than 1 billion members on its platform. 20 million companies are listed on LinkedIn. And again, these numbers are consistently growing. 87% of recruiters regularly use LinkedIn, and myself included, I'm part of this, you know, 122 million people receive an interview through LinkedIn and, and I'm, I'm one of those 122 million. Yeah. it's an incredibly important platform, and it

would be a huge miss to not have a robust LinkedIn profile activated. You're engaging with the platform, infusing your profile with those high priority keywords that showcase your unique value proposition, your knowledge, skills, abilities, your North Star story. That is, it, it, it would be such a huge disservice to not take advantage of this incredible platform.

Speaker 2:

Well, I remember that you said people get caught up in one part of the search, like the resume or the application. One of the listeners of the podcast reached out to me and said, I'm getting to the first interview, but not the second. So she was getting over and over again the same stopping point, and she was spending time rehashing her resume and application. And I said, you've got to think about that first interview and what's going on in this first interview that is allowing other people to have the interest of the hiring manager. Certainly there are some jobs that are just not the right job. Mm-Hmm. <Affirmative>. But if you're seeing over again that your process is breaking down in one part of the cycle, you need to address that part. But I think it's really difficult to have the self-awareness.

Speaker 3:

Mm-Hmm. <Affirmative>

Speaker 2:

To think through it that way.

Speaker 3:

Yes. I have, I have this theme as well with several of my clients where they'll get the resume has gotten them the interview, which is great. So what I would tell that person is, congratulations, you nailed the resume and the cover letter, it's a targeted marketing document. You got the interview because that's what the resume is, right? It's that interview tool. It's that getting you that first foot in the door. My, my recommendation as far as interview prep articulating and rehearsing out loud, your north star, your 32nd elevator pitch. Again, who are you? Who are you, Katie, what are the problems you can solve for me? Using frameworks? I know that interviewing is never <laugh> not on my favorite top things to do. It's very anxiety producing for many people, myself included. So I cannot emphasize the importance of practicing and practicing out loud.

Speaker 3:

Cannot emphasize that enough. You know, whether you're, you're recording yourself, there's free tools, including on LinkedIn now, there's like an interview prep tool under LinkedIn jobs that you can use, and I'm sure you Google and you'll find more free, you know, AI sort of simulating tools, mock interviews, have another human being a trusted friend to rehearse in front of you. I do love the, the interview. There's many, this is, but my, one of my favorite ones, because it's so simple, Katie, is whenever you're answering any interview question, you use the car model. So you talk about a challenge that you tackled, you dealt with at the job, the action you took to deal with that challenge and the result. And I will tell people like, you don't wanna ramble. You don't wanna go past two minutes because you lose your audience. You lose, I mean, just record yourself. Talk for two minutes. I feel like I'm talking too much now. You know, you start,

Speaker 2:



That happens <laugh>, if you mention talking too much, it makes you wanna stop talking <laugh>. Exactly.

Speaker 3:

So practicing using the car model. Mm-Hmm. <Affirmative> and infusing, backing up, if, if, if you remember nothing else with the, with sort of nailing interviews backing up every story with a proof point. I, I recently heard another resume writer say data tells stories sell.

Speaker 2:

Oh, that's great. Yeah. If you if you are in your job search and you find yourself stuck in the process over and over again, is this when you should get a career coach or get a coach? And how would you find one? Or, you know, when do you suggest getting a coach and how would you find one?

Speaker 3:

Yeah. So if, if things like these statements resonate, like, I'm stuck in a career rut, I'm thinking of switching jobs, but don't even know where to begin. I'm having a hard time articulating and finding my North star. I'm, I'm, I'm stuck. I'm experiencing imposter syndrome, my best friend on a daily basis, Katie I, I, you know, you're, I'm spending hours. You're, you're that person that made that statement. I spent hours, I sent out 500 applications and I got zero interviews and I'm getting ghosted. That's probably a good time to, to cast your net wide and lean, get some support. Look for a career coach. I'm also a huge fan of tapping alumni. Tap your alumni, your career services center. Many of them offer, you know, career services that are available to alumni regardless of when you graduated. As far as career coach Katie, if you were to do a search, I didn't even do this on Google, I can imagine, but on LinkedIn, when I did a search for career coach, it pulled up 41,000 results. So

Speaker 2:

How do you sort that

Speaker 3:

<Laugh>? Yeah. So the industry is not regulated, right? Anybody can wake up and say, I am a career coach, I'm a resume writer. It's not regulated. So what I would encourage anyone who is considering hiring somebody to help them with their search, I would look for their education, their background, look at, look for social proof. Are they part of a certifying organization that you know, sort of contributes to the industry to best practices? So you really need to do your homework. I'll, I'll make a plug for the national Resume Writers Association, where, which I went through quite a rigorous months long worth of intensive courses and work to become certified. They're the only nonprofit, the oldest one trade association dedicated to advancing the professionalism and standards of specifically the resume writers. Industry career directors International is another one, as well as the Professional Association of Resume Writers and career coaches.

Speaker 2:

Great. Thank you for all those resources and for letting us know how we should be determining who could be good for us when it comes to a career coach or job search coach. And I know part of your career journey, as we mentioned at the top of the podcast here, was part in the corporate sector, partly in the not-for-profit sector. And I'm very interested to hear how did you make that transition from one sector to another?

Speaker 3:

So when I in my late twenties that corresponded with the closing of the Nokia's corporate headquarters in, in the Americas, I was working in their global HR department, and the closing of the headquarters location coincided with the birth of my son, my first son. And that was my sort of forced career break. And when I was ready to reenter the workforce, after taking that pause, and I wanna say it was about 18 months, Katie, I, I took time to just raise my son. I owned my career break, and when I was in front of hiring managers, including the one that ultimately hired me at the Girl Scouts of the USA I, I found it was fairly easy to sell myself because I, I had a strong HR background, and this was another, this was an HR role within a nonprofit organization that was as large as the Girl Scouts.

Speaker 3:

You know, I highlighted my transferable skills, but the, the biggest hurdle for me was just owning my career break and talking about it and not sort of feeling like I was this passive victim of another layoff as I was in my Yeah. My, you know, financial services days. I, yeah, I almost, I spun it like, and it wasn't spinning. Sounds disingenuous. What I'll say is I, I positioned it as this was a, a place of privilege for me that while the, the Nokia headquarters closed, and, and yes, my job was redeployed overseas and I was, I wasn't gonna go redeploy overseas when I'm pregnant with my son. I, I framed the story as a positive that I was able to take the time I was privileged to be there for those early milestones for my, for my son, my firstborn. And that's great. It didn't feel like I was apologizing for this break and feeling bad about it.

Speaker 2:

I had a similar situation. I didn't have a child, but I had a situation where I was moving geography to help a family member, and I was intending to per permanently relocate to that geography. And I just told people in the job interview, you know, I took six months, I did a little bit of nonprofit work, but I couldn't do it full-time. I was helping our family. And just being upfront about it I think was key. You know, not being ashamed and back to that, practicing for interviews, knowing what you're gonna say about that. Mm-Hmm. <Affirmative> making it sharp and making it genuine. Mm-Hmm. <Affirmative> will, will be acceptable. You know, people understand that layoffs happen, that family hiring managers are people too, and they have experienced life just as you're experiencing. And if they don't understand your choice, they probably are not a good fit as a manager for you.

Speaker 3:

Absolutely. Katie and, and beyond manager. How about just company culture? Right,

Speaker 2:

Right, right. So any other advice you have for someone thinking about moving from the for-profit to the nonprofit sector? Or was it something that you even realized you were doing? Was it very intentional or was it just like, oh, this sounds like a cool job?

Speaker 3:

Yeah, I think it, it, what I will say is from the insane hours I was working in financial services, I was very intentional about ensuring that the next organization I was joining would absolutely be a lot more balanced. And heck, if girl scouts of the USA isn't, then I don't know who is who, who can't understand mothers. So that was very, I was very intentional. I think it's important for any career switcher or pivot to get smart about the jargon, right, the language Oh,

Speaker 2:

Great idea. Yeah.

Speaker 3:

That, that every industry uses and the nonprofit sector right, is no less. So, so I'll flip the question to you, Katie. When it comes to what would be your equivalent of a key performance indicator in the nonprofit space?

Speaker 2:

Yeah, people use that term. Sometimes there's metrics. Every nonprofit is measuring different things in different ways. So you might have a charity who is doing international aid, and for one charity, they are gonna look at like the number of people they educated. Another charity might be looking at the number of meals they served and not necessarily the number of people who they, that they fed. And so it's really about reading the website of the Not-for-profit, it's about reading their annual reports. It's about looking at other charities with a similar mission and seeing how they're measuring their impact. So in youth services, you have Girl Scouts, boys and Girls Club, boy Scouts, big Brothers, big Sisters. If you were to go and spend an hour looking at all those different websites, you'd start seeing that they're all talking about youth development, but how are they talking about it? So then you can tailor your resume or cover letter to some of the jargon that that specific charity is using.

Speaker 3:

And, and you just gave, you know, career switcher, resume writing tip number one, find the language, use the language and find ways to infuse it. Using those high priority keywords you'll find them. There's, there's tons of them in any job posting. So I would encourage for any career switchers, get familiar to your point Katie, all those places, whether it's the press release or the annual report, get really smart about how they measure success and speak to it and translate your, say, sales experience to the fact that I'm a seasoned salesperson who has realized double digit increases. And you can translate that story to, you'll realize double digit increases in all your fundraising goals.

Speaker 2:

Yeah, great. Or programmatic goals, you know, if Right. You're telling the story of how you can be successful in an environment. And I think the next episode we're gonna go into

Speaker 4:

How to articulate this on your resume and other resume tips from Emily, you our certified resume brighter. And following that, we're gonna talk about the power of networking and how to employ weak ties and how to get over imposter syndrome so that when you're in these interviews, you know the jargon and you feel like you belong.

Speaker 2:

To wrap up this episode, Emily, why don't you give me a couple of recommendations for books or websites or podcasts or something, something that's your favorite relative to finding your North Star and the current state of our, of the job search.

Speaker 3:

Great. So my number one, and it's not just mine, Katie. There's a reason it's still the number one bestseller on Amazon in the sort of career section, job search section. It's been a New York Times bestseller for like forever. It's sold over 10 million copies and it's been around and it knows what it's talking about. And that is the, what color is your parachute book? Yes. By Richard Bowles. You know, no, no surprises here. He, he talks about networking to find, quote, the person with the authority to hire you rather than sending out resumes in bulk shotgun fashion. He also, it's, it's sort of the hallmark of the book. It's called the Flower Exercise. And it sounds a little cheesy, but it's a key element of the book. And it, it talks about ways to cultivate and take out sort of the stories that make you, that, that jive with you, that give you joy and passion.

Speaker 3:

And these are the, the things, the seven ways that job seekers can define themselves in order to inform their job search. The other one that I, it's a reliable, valid assessment. It's, it's called these Strong's Interest inventory. I, I love this tool. It's built on, it's backed by more than 30 years, excuse me, 80 years of research on into how people of similar interests are employed and what motivates individuals in the workplace. And it essentially helps you kind of discover your work personality and it's kind of buckets people into six broad areas of interest. So things like realistic investigative, artistic, social, enterprising, and conventional. And what it does is it kind of ranks your top five or 10 most compatible occupations. And unlike other assessments that are out there on, on, on the internet, and like you can Google and, you know, say, oh, help me figure out what I wanna be when I grow up. And this one is so solid, it's, I believe it's validity and validity score reliability scores are like 0.9, meaning it's measuring what it's supposed to measure.

Speaker 2:

90%. Yeah. <Laugh>.

Speaker 3:

Yes. And if you, whether you took this, so to your earlier point, Katie, about maybe your North star changing, well, it's not gonna change that much. It's your core, right. And if you took the strong interest inventory in your early twenties and you take it now in your late fifties, it's probably gonna say you're gonna come with the same sort of type. So I

Speaker 2:

Oh, great. Yeah. And I bet that will help you identify the, the common threads for your job search. Yeah, that's awesome. The

Speaker 3:

North, the North Star.

Speaker 2:

Yes. Your North Star. Perfect. Well, Emily, thank you so much for your time today. We'll be back with you for a couple more episodes and I can't wait to get the conversation going again.

Speaker 3:

Ditto. Thank you for having me, Katie.

Speaker 2:

Thanks

Speaker 4:

For listening today and if you have questions for us or ideas for guests that could join us on the podcast, email us at [hello@askingforgood.com](mailto:hello@askingforgood.com).