

EXCELLENCE LEADERSHIP INTEGRITY INCLUSION COMMUNITY TEAMWORK

**The Disruptive Candidate:
Landing the Job When You Are the Unexpected Applicant**

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1

Learning agenda

IF YOU WANT SOMETHING YOU'VE NEVER HAD, THEN YOU'VE GOT TO DO SOMETHING YOU'VE NEVER DONE.

- The unique challenges of the unexpected candidate and how to overcome them
- The two key questions to you need to answer to move forward
- Network, network, network
- When to heed advice and when to push past it
- Simple steps to rebrand yourself
- Seeing past job ads
- Overcoming employers' reservations at interviews

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2

The 4 career options

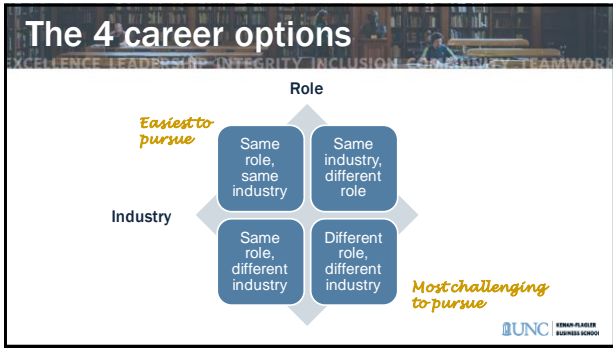
Role

Industry

Same role, same industry	Same industry, different role
Same role, different industry	Different role, different industry

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3



4

The 2 key questions you need to ask

1. Will I like this option as much as I think I will?
2. Will the employers in this market like me - i.e., will they see me as a viable candidate?

The answer to both must be "yes" for an option to be good for you!

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5

Unique challenges of the disruptive candidate

- The "ideal" candidate is the safest hire.
- The safest hire is the person who has already done that job in that industry.
- So, by definition, you will not appear to be the "ideal" candidate, at first...

But that doesn't mean you are not a great candidate!

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6

Key steps for success

“THE ELEVATOR TO SUCCESS IS OUT OF ORDER. You'll have to use the stairs! ONE STEP AT A TIME.”
- JOE GIRARD -

- Remember: landing a job requires convincing employers that you are the best candidate to meet their needs
- Realize that you will be competing against “ideal” candidates...
- So, you **MUST** research your market to determine its needs, challenges, etc.
- Identify **specifically** what makes you a strong candidate
- Craft your marketing message to tightly tie these strengths to their needs.

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7

Online research

- Job postings
- Trade/professional association sites
- Career information sites

O*NET Online | <http://online.onetcenter.org/>
Developed for the U.S. Department of Labor, profiles hundreds of careers, including skills, earnings, etc.

Occupational Outlook Handbook | <http://www.bls.gov/ooh/>
Profiles careers in a more narrative format than O*Net.

CareerOneStop's Toolkit | <https://www.careeronestop.org/Toolkit/ACINet.aspx>
Sponsored by the U.S. Department of Labor, has occupational and industry info similar to O*Net. Includes information relating military careers to civilian jobs, a professional-association finder, and more.

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8

Networking will help you to...


- Learn more about and validate options
- Familiarize yourself with target markets' business needs
- Gain insights into selling yourself most effectively
- Learn their language
- Enhance credibility as an “outsider”
- Become known – improve visibility in the market
- Increase the chances of being in the right place at the right time
- Ultimately, find job leads in the hidden market!

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9

Networking tools / resources


- Alumni Directory
- Alumni Career Advisors Network (ACAN)
- UNC Kenan-Flagler LinkedIn profile Alumni tab
- UNC Kenan-Flagler Alumni LinkedIn Group
- Professional / trade associations
- LinkedIn Groups by industry / profession



10

Sample networking / research questions


- How did you get into this field?
- What are the biggest business challenges right now?
- Which degrees/certifications do employers typically look for?
- Who are the key players in the field (organizations/businesses)?
- What are the best sources of job openings?
- What are the most relevant professional or trade associations?
- What kind of compensation might I expect?
- What is the lifestyle like: travel, schedule, etc.?
- Who else might I talk with to learn more?



11

Prepare for challenges

- People will give you the obvious answers – the typical path
- But since you are not the typical candidate this advice won't fit
- Look past limitations to find possibilities – how can you make this work?




12

Push for the rest of the story...

- Get comfortable politely pushing back to get clarification
 - Why do employers seek that – how does it help? What is the real need behind the stated need?
- Ask exception-to-the-rule questions:
 - Have they seen someone enter the field mid-career?
 - How did they do it?
 - Would they be comfortable connecting you?

People who have made similar career changes will be the very best people to learn from!




13

You must rebrand yourself

what got you here
won't get you there

Your resume/LinkedIn profile may be great!
But if you don't intentionally redirect them...


They are going to sell you right back to where you've been!



14

2 simple ways to rebrand your message


- Call out the skills, knowledge, and achievements that future employers will be seeking and de-emphasize the others
- Translate your message into concepts and language that future employers will understand, relate to, and value!



15

Breaking through the job ad “barrier”

- Job postings are written for the typical candidate, so many of them will not seem to fit
- **If** you have done your due diligence, don't let this deter you!
- Think of job postings as wish lists – employers don't always get everything they want in a candidate, anyway!



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16

Interviewing | Overcoming Employers' Doubts

Remember:

While it is critical to understand employers' viewpoints...

It's not your job to buy into an employer's view of you...
it's your job to get them to buy into yours!

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17

Interviewing | Overcoming Employers' Doubts

- Don't disagree with the objection
- Don't agree with it, either
- Consider it a cry for reassurance!
- Acknowledge their point and then present your case for why it shouldn't be a concern

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18

Interviewing | Overcome Employers' Doubts

Call out employers' concerns

- Allows you to address them directly
- Demonstrates confidence that you can resolve their concerns
- Builds an impression there are no real impediments to hiring you!

"Are there any remaining questions you have about my fit for this role, as I would love the opportunity to address them for you?"




19

Know your market!


Remember...

The more you know about your target market and its needs...
 the better you can present yourself as the person who can best address them!




20

Career & Leadership Resources

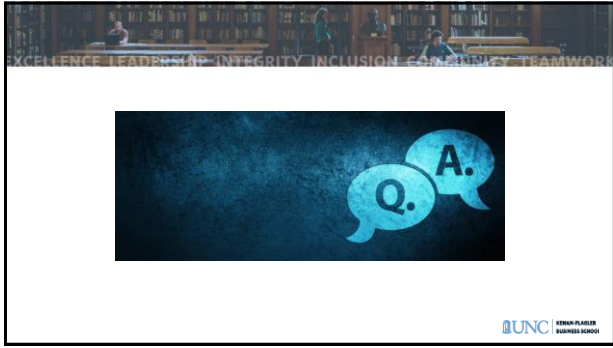


UNC Kenan-Flagler Alumni Career Management Website: <https://www.kenan-flagler.unc.edu/alumni/career-management/>

UNC Kenan-Flagler Career Connections: <https://mba-kenan-flagler-unc.12twenty.com/Login>



21



22
