




Interview

Get seen.
Interview with confidence.
Kick your competition's 
Get the job.



Hi!

Hiya!

Welcome!!

Hello!

Welcome!!

Welcome!!



Colleen@EmploymentTutors.com

860.519.6809

Colleen Ferrary
President | Founder



EmploymentTutors.com



SmallBusinessUS.com





SmallBusinessUS.com

EmploymentTutors.com

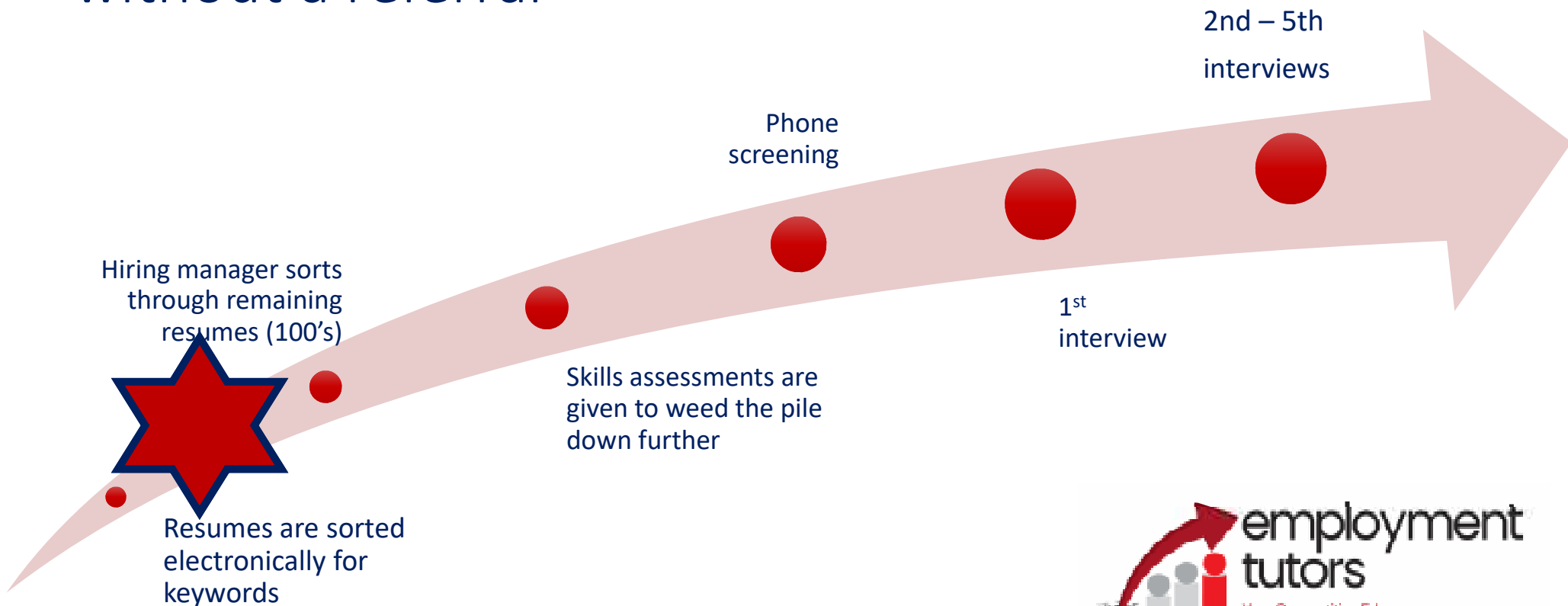
Learn. Network. Land your dream job.



Learn. Network. Succeed Together.



Resumes start here without a referral



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Where did your strategy stall?

During The Pre-game?

Connections?
Introductions?
Networking?

On Paper?

Cover letter?
Resume?
Skills assessment

At Hello?

Prescreening
HR
\$\$\$

At Culture?

Formal Interview
Negotiations

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6 degrees of separation of ...

YOU!!!



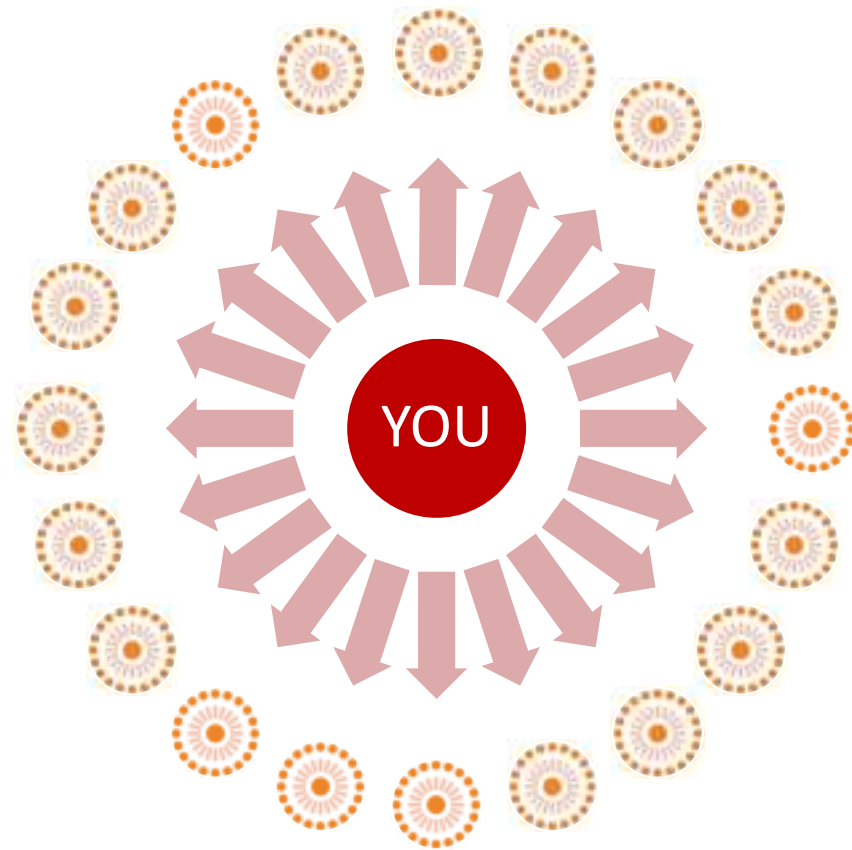
**SOMEONE
WHO KNOWS
YOU AND
BELIEVES IN
YOU**

DREAM JOB



Circle of Influence

Done right,
you will have
400 people
helping you
stand out from
your
competition



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On Paper

Is it the way you market yourself?



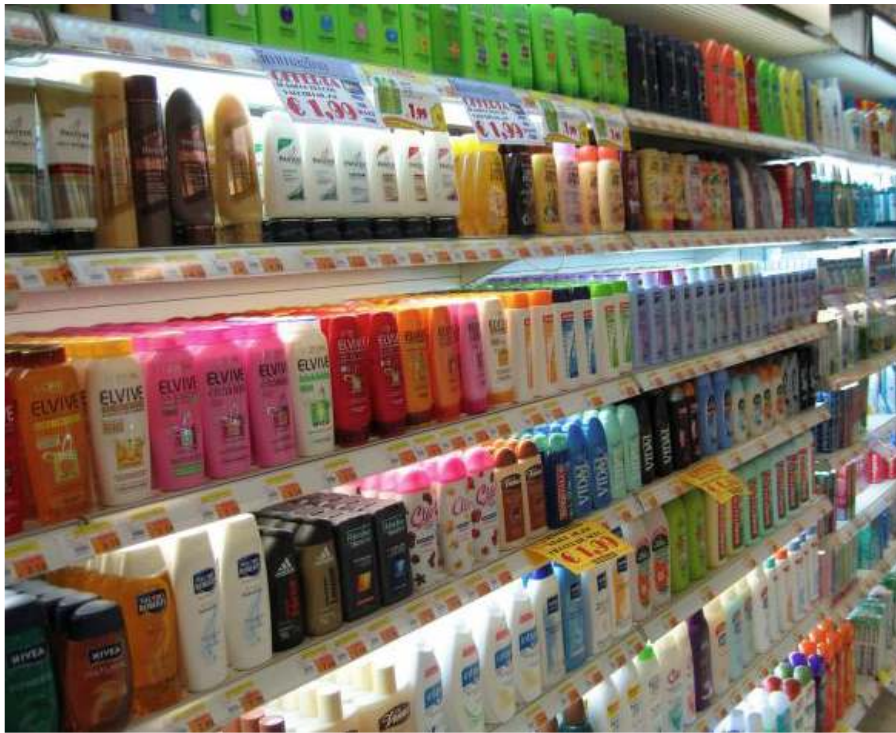
I'm applying for a
job...

Employment
Coach



Colleen@EmploymentTutors.com

5 Qualities of the Perfect Candidate



Using a scale of 1-10,
honestly rate MY ability to teach this
class



Colleen@EmploymentTutors.com



Colleen Ferrary

- CEO | Founder of Employment Tutors
- Director for Target Stores, managed a team over 3000 employees in 3 states.
- Managed a \$1B market while driving profitability, expenses, and operational excellence.
- Saved over \$1M annually by overhauling benefit program for a high-growth tech company
- Published third work of fiction this fall.
- Mom, wife, friend, church and town committee volunteer

Colleen@EmploymentTutors.com

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honestly rate MY ability to teach this
class





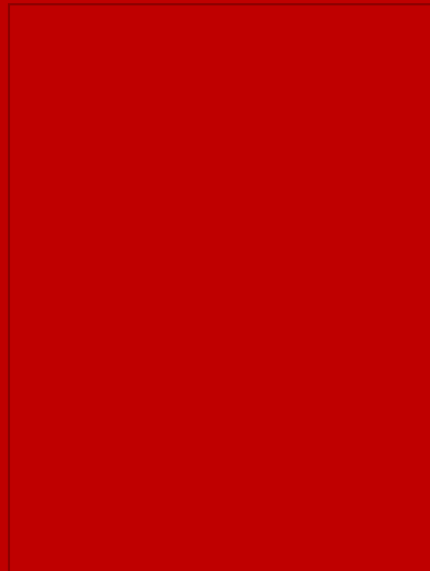
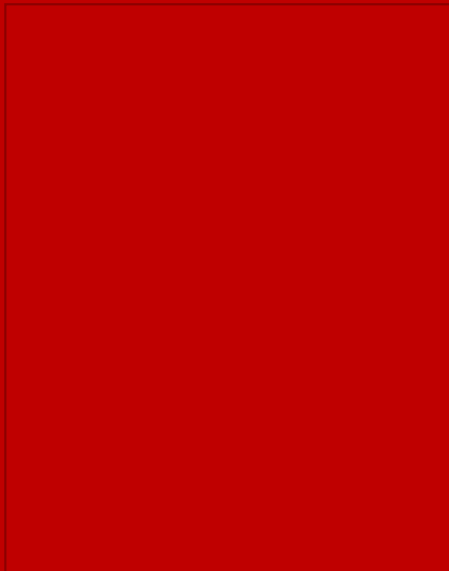
Colleen@EmploymentTutors.com

Colleen Ferrary

- Manage all hiring and recruiting for several international film and media companies in N.Y.C., L.A., Miami, and London.
- Recruit and hire for over 25 NYC-based companies
- Hired 1,200 candidates in a 2-month period with 94% retention after 1 year.
- Promoted more leaders per year than any other director in a Fortune 100 company's 60-year history
- Delivered unprecedented team satisfaction, engagement results, and the lowest turnover rate in company history
- Created several prolific campus hiring programs
- Consistently deliver a balanced and diverse workforce year-over-year

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Where did your strategy stall?



At Hello
Prescreening
HR
\$\$\$

At Culture?
Formal Interview
Negotiations



At Hello?

Could it be
your initial
introduction?



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Be prepared.



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“Our team works closely with the hardware and software designers to optimize the user experience.”

While in graduate school, Kristi explored the role of aesthetics in human experience and performance. It helped her understand just how much design can make technology more approachable and usable. Today, she brings this passion to her work as a Human Factors lead in Apple's Industrial Design group.

For every Apple product, she and her teammates consider how the hardware and software design influences the user experience. On Apple Watch, for example, they obsess over details like how the product fits the wrist and how easy it is to put on and take off. On iPhone, they work to ensure that the interface and Multi-Touch display both respond to the user intent, no matter how the device is being held.

The Human Factors team's emphasis on fit, comfort, and performance is a big reason nothing else looks or feels like an Apple product.

An open invitation to open minds.

Come to Apple, where thousands of individual imaginations gather together to pave the way to innovation. Here, you'll do more than join something — you'll add something.

Design is more than the way something looks. Apple designers understand how design defines the entire experience.

Different together. At Apple, we're not all the same. And that's our greatest strength.



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join

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Story telling
PREPARING FOR the pre- interview



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Apple wants someone who is:

- Trained in Widget making
- Wants to be paid under \$120K
- Can commute to NYC
- Is articulate and friendly
- Community driven
- Wants to be first, the leader, best



At
the
ur





What scares a hiring
manager with an
experienced | over-50 |
under-qualified | young
candidate?



- Expensive
- Management intimidation
- Won't want to work the hours
- Old dog – New trick concern (adaptability)
- Health
- Different expectations
- Energy
- Entitlement
- Technology
- No grit
- Forgetfulness



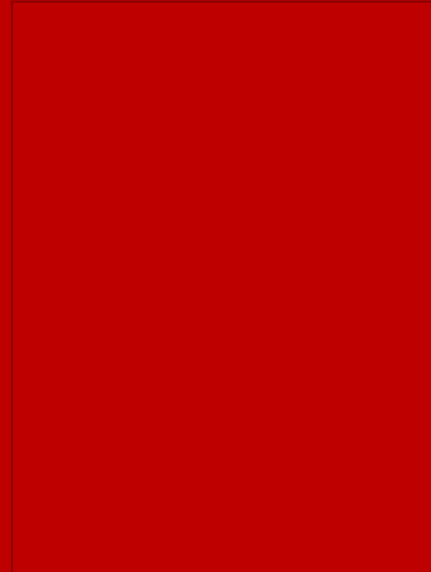
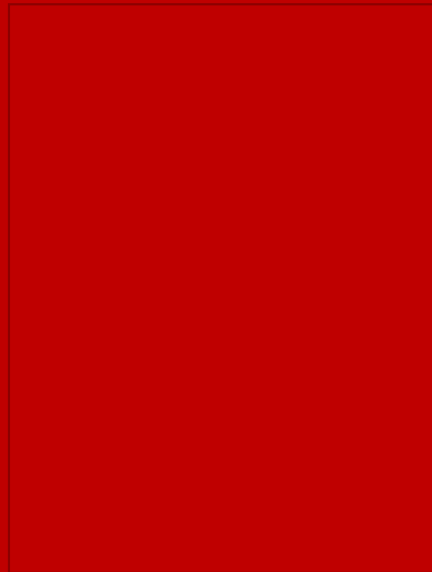
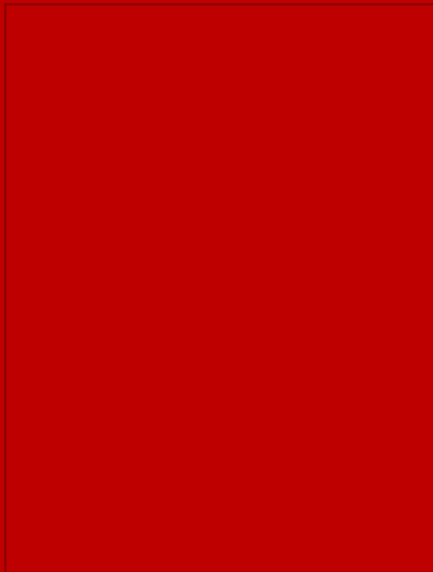


Language and experiences
will overcome their
concerns.



- Expensive *Valuable! Will be with you for 15 yrs*
- Management intimidation *Works well with diverse leaders!*
- Won't want to work the hours *Efficient!*
- Old dog – New trick concern *Innovative!*
- Health *Healthy!*
- Different expectations *Aligned team player!*
- Energy *Energized!*
- Entitlement *Hard worker!*
- Technology *Connected & relevant!*
- No grit *Overcomes obstacles easily!*
- Forgetfulness *Organized and doesn't skip a beat!*

Where did your strategy stall?





Be prepared.



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RESEARCH



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Learn who
they are.

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“Our
hard
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While
human
much
Today,
Apple

For ev
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iPhone
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The H
is a big

An open invitation to open minds.

Come to Apple, where thousands of individual

the way to
n

Story telling
PREPARING FOR the interview

Apple wants someone who is:

- Innovative
- Team Player
- Not afraid to share new ideas or opposing opinions
- Collaborative
- Unique
- Community driven
- Wants to be first, the leader, best



At
he
r

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Storytelling

PREPARING FOR the interview

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Apple wants someone who is not afraid to share new ideas or opposing opinions...

Tell me about a time when you shared new ideas or opposing opinions ...



Hi!

Hiya!

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Welcome!!

Welcome!!

Welcome!!



Confidence



You
deserve
this



imposter syndrome

I don't belong
I'm a fraud
I'm not good enough
I don't fit in
I was fired therefore I'm not qualified
I'm too old
I'm too young
I'm not a white guy
I have no experience
They think...

Tips to build your confidence

Call Family



Call your cheerleader



Remember, I am really, really hoping you're the right fit for the job!

Have a list handy of all your accomplishments





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