

# CareerSMARTZ (CS27)

***A highly effective career success strategy built around “Find a need and fill it.”***



## **Task 4: Determine Your Employment Value**

**Note:** All underlined words are hyperlinks to Internet websites and will only function when viewing this document on your computer.

***If there is one question that brings fear to most job seekers it is when in a job interview the employer asks, “Why should I hire you?”*** With this question, the pressure is on for you to come up with the correct answer knowing that your answer will determine whether you are hired or not! **Failure to prepare for this question before an interview can be disastrous!**

### **Objective**

The objective of this guide is to determine your “employment value” (aka Professional Brand) for each employer on your target list. By doing this, you will be able to define how you can be of value to each employer, why you’re the best candidate for the job, and have a winning answer to the above question that so many job seekers fear and fail to answer properly.

### **Materials needed**

- CS27 (the document that you are reading now)
- CS26 (My Target Employers) – completed as instructed
- CS28 (My Employment Value)
- CS22 (My Talent Profile) – completed as instructed

### **Why is the “Why should I hire you?” question so important to employers and you?**

Consider this... When an employer hires you, he or she is investing a great deal of money in you. Money in the form of:

- Salary
- Health care benefits
- Retirement plan
- On-the-job training
- Office space, equipment, and supplies
- Travel expenses
- Vacation leave
- Sick pay
- And other benefits (company phone, auto, etc.)

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Considering the above, what happens if you screw up on the job? Yup, you guessed it correctly – the company loses money and, often, as a result, you are fired! Not only do you lose your job, but the employer loses money, and possible damage to the company’s reputation and future sales. Some screw ups are so costly that they result in the company closing its doors.

The potential cost of hiring the wrong person is very high, so employers will go to great lengths prior to offering you a job to determine if you’re the right person for the job. Therefore, it’s up to you to demonstrate that you can bring value to the company, and in the job interview you typically have only minutes to describe how.

**Fortunately, there’s a winning answer to the above question!**

Employers know that if all employees perform their jobs well, the business has great potential for success. Therefore, the answer to the question “Why should I hire you?” can be found in **how you plan** to achieve success if hired and **why** you think your plan will succeed? **This guide will guide you in determining the “how” and “why” for each employer on your target list.**

Don’t discount the importance of the “how” and “why” as they define your employment value – which is what you have to offer for sale in the employment marketplace.

**Follow the steps below to complete this guide:**

1. Obtain a blank copy of CS28 (My Employment Value).
2. Review Parts A, B, and C to familiarize yourself with the contents of CS28.

Items in Part A should look familiar as you addressed them in CS22 (My Talent Profile). When completed, Part A will help you demonstrate to employers that you have a solid understanding of the occupation that you have selected as your career goal and what talent is needed for success.

Part B outlines how you plan to achieve success in your job, and Part C lists various criteria for measuring the level of success when using your plan.

**CS28 is a document that you can share with employers when they ask you, “Why should I hire you?”**

**Consider this...**

**As with most tasks, there are good, better, and best ways of doing something.** When presenting your ideas to a potential employer, it’s BEST to incorporate specific facts directly

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related to the employer’s business to demonstrate your understanding of the employer’s goals and needs.

However, such information is not always possible or easy to obtain. In such cases, you may have no choice but to present your ideas based solely on your understanding of the occupation in general with no reference to information specific to the employer. **Try to avoid this option if possible!**

**Here’s how you can get information about an employer:**

- Visit the employer’s website.
- Review marketing materials published by the employer.
- Search local newspapers for articles about the employer.
- Contact the employer’s Public Relations department.
- Ask your personal contacts for information and referrals.
- Ask the company for a copy of their annual report.
- (If possible) visit the company.
- Call the local Chamber of Commerce and Better Business Bureau.
- Conduct Informational Interviews with current, past, and retired employees, and personnel from competing companies.
- Use your social media contacts to gather information.

3. Summarize your understanding of the true nature of your career goal.

From your completed copy of CS26 (My Target Employers), select one of your “Prime targets” (employers) where you would like to secure employment. List the selected employer’s name and address and the title of the position that you would like to secure at the selected employer under the sections (Position title: and Employer:) on CS28 (My Employment Value).

**Do this now.**

4. Carefully review your completed copy of CS22 (My Talent Profile) where you outlined your understanding of how your chosen career goal functions, including what talent, resources, and strategies are needed for success.

Transfer the information on CS22 (items 1-7) to the corresponding sections in Part A on CS28.

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**Important!** When completing Part A of CS28, do not use long sentences. Rather, use single words or short phrases (see example below) and bullet your answers. This will make it easier for employers to quickly review your information during an interview.

## **Example of Part A**

### **Position title:**

Career Counselor

### **Employer:**

Bluff Point Community College  
Elk Highway North Branch  
Denver, CO 80014

### **Goals of the position:**

- Increase student participation in career guidance services
- Develop greater awareness of the value of career guidance by faculty

### **Major objectives:**

- Increase number of career planning workshops offered each semester
- Provide staff with more in-service training
- Install computerized program of career assessment

### **Main strategies for reaching the objectives:**

- Bring in graduate students to teach workshops
- Purchase virtual career training service for staff
- Use Career Center model created at Denver University

### **Major obstacles expected in reaching objectives:**

- Limited staff and budget
- Current level of expertise is unknown
- Cost and technical support is unknown

### **Solutions to employ:**

- Find local employers willing to financially support department
- Seek federal grant
- Ask alumni to contribute

### **Critical resources needed:**

- Support from college President and VP

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- Faculty evangelists
- Outside consultant(s)

**Strategy for achieving success** (See attached flowchart or description – item #7 on CS22)

**Do this now.**

5. Outline your plan of action.

Knowing the true nature of your occupation and what is needed for success is especially important, but it alone is not enough to guarantee success on the job. You must also have a step-by-step plan regarding how you intend to conduct yourself once you start your new job. We refer to this as your “Plan of action.”

Employers consider such a plan critical to success in any job, as it demonstrates how you plan to operate within the organization. Without such a plan, you could be seen as someone who has no idea regarding how to work within the corporate structure. If this is the impression that you make, then your chances of being offered employment are reduced considerably.

Check out the sample “Plan of action” in Part B on CS28.

This information outlines a basic step-by-step procedure that many people follow when attempting to carry out the duties of their position. You’ll notice that the plan begins with a meeting with your supervisor to draft the goals, objectives and strategies of your position, and then outlines how you plan to tackle your job and determine your success.

You should prepare a plan similar to this example to demonstrate to potential employers **how** you plan to succeed in your job.

If you plan to use our plan as it is written on CS28, then consider this step done. If you wish to create your own plan, produce it on a separate sheet of paper and attach it to CS28.

**Do this now.**

6. List your criteria for success.

At some point in the future, you will have to evaluate how successful your “Plan of action” was after implementation. In addition, others will also evaluate your performance, such as your supervisor, colleagues, and clients (customers). Such evaluations will determine whether you’re allowed to continue in your position.

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Therefore, it’s important to identify the criteria that will likely be used in the future to judge your performance while you are developing your plan. By doing so, you’ll be able to build into your plan action steps that will generate the information that you will later need to determine the success of your plan.

For example, assume that you were interested in securing a job as a Career Counselor. Using the data found in the Example of Part A (see item #4 above), a list of criteria for measuring success might include such items as:

- Student surveys illustrating their impression and use of the career guidance service.
- Percent of increase in the number of undecided students who select a career goal within the first year of study.
- Increase in the number of faculty sending students to the Career Center.
- Increase in the number of students who visit the Career Center.
- Follow-up surveys to all career workshop participants to judge the effectiveness of each presentation.

Now, create a list of criteria that you will use to measure the success of your plan of action and list your criteria under section Part C – Criteria for success.

### **Do this now.**

7. Repeat, repeat, repeat.

Repeat steps 1-6 above for all additional “Prime target” employers (on CS26) where you would like to seek employment. Use a separate, blank copy of CS28 for each employer.

### **Do this now.**



Finally, stop worrying about what your answer will be to the question outlined at the beginning of this guide - “Why should I hire you?” When asked, simply present your copy of CS28 as evidence that you are prepared to succeed in the job!

### **What’s your next step?**

Move on to Task 5: CS29 (Resolve Your Employment Obstacles) to identify and resolve barriers that may block you from securing employment.

**Need more help?** Visit the [Contact US](http://www.CareerSMARTZ.com) page at [www.CareerSMARTZ.com](http://www.CareerSMARTZ.com).