

Sierra Executive Solutions, Inc.

(A Nevada Corporation)

State of the Workplace:

Job Searching During COVID-19

Cover Letter

Resume

Job Search

2021

Workplace Has Changed

Virtual Connection



The information in this presentation is predominantly subjective and sourced from a culmination of:

- 1. Insights from the perspective of SES Executive Recruiters – experienced liaisons between job seeker and employer over the last 15 years during extreme economic, social/generational and technological change.*
- 2. Surveyed, experienced Human Resources leaders and Corporate Recruiting Talent Acquisition professionals employed internally within multiple industries regionally.*
- 3. 1000's of real job seekers and employer/hiring managers and HR teams experiences and frustrations when hiring and job searching, relayed to SES Recruiters 1:1 during the COVID-19 pandemic crisis and prior.*
- 4. Factual public information on topics such as unemployment rate and trends.*
- 5. Peer Recruiting Agency ad hoc surveys on hiring trends.*

Debate, updated information, contrary points of view are all encouraged and welcome.

A 30-minute Q&A session to follow, to hear your experiences from around the U.S.

- Founded 2012, local Northern Nevada corporation founded by local, ex-military Executives and Leaders offering numerous services from Six Sigma Consulting to Security, Emergency Management, Strategic Planning and more.
- A Service – Disabled Veteran – Owned Small Business.
- In 2017, the Executive Recruiting division was launched and specializes in ‘headhunting’ for any direct hire, salaried, professional role from Staff to C-Level in F&A, IT, HR, Operations, Sales & Marketing, Engineering and more... local, regional and national and multi-industry.
- SES brings 55 years of team experience and placement success in strategic direct hire/agency recruiting and corporate recruiting aka Talent Acquisition.

contact: Craig Wroblewski COL(Ret.), CEM, CEO @ (775) 358-2800 or cell: (775) 636-1408, email: craig.wroblewski@ses-nev.com
NAICS: 541611, 541612, 541690, 611430, 611699 / DUNS: 078788715 / CAGE:6WBZ5

Business Support

- Process Improvement (Lean Six Sigma) and Organizational Management
- Legal Business Structure and Fiscal Management Development
- Strategic Plan Development
- Continuity of Operations and Business Resiliency Planning and Execution

Security

- Personal Security and Investigations
- Facility Security Planning, Execution, and Exercises
- Anti-Terrorism and Force Protection Planning and Exercises
- Special Security Event Planning and Support

Emergency Management

- Emergency Operations Center Development, Training, and Exercises
- Emergency Management Plan Writing / Development
- Exercise Development and Execution

Aviation Programs

- Rotary-Wing Aviation and Unmanned Aerial Systems / Remotely Piloted Aircraft Operations
- Incident Awareness and Assessment Consulting

International Affairs

- Foreign Business Liaison / Security
- Educational Exchanges and Security Cooperation Development

Tough Times To Be Lost Job Seeker



Employer

- Unemployment Rates Can Be Misleading
- Talent Shortage Still Exists, now add Risk Aversion
- Social Media is a blessing and a curse
- Advancements in Technology – web, phones, tools
- COVID – Health/Safety and Fear/Trust
- **Remote Work – Good or Bad – Our Future?**
- Progression in Human Resources Careers/Roles

Long gone are the days of discrimination of protected classes. We now have brand new challenges to face!

Future of Remote Work

A new approach

COVID-19

Remote
Work

Hybrid
Business

Social
Distancing

RESKILL

TESTING-
COVID
VACCINE



The percentage of workers permanently **working** from home is expected to double in 2021, according to a survey from Enterprise Technology Research (ETR). Dec 27, 2020

For Remote Work

A Cost or Savings?

- Businesses lose **\$600 billion** a year in workplace distractions.
- **48%** of respondents to CNBC Technology Executive Council survey say team productivity has increased since the pandemic.
- Employees spend **60% of the commuting time** they save performing work for the company (Sun Microsystems)
- Remote working increased workplace productivity by **14%**. (Cisco Corporation)
- IBM slashed real estate costs by \$50 million.
- Nortel Networks estimates that a saving of \$100,000 per employee if they work remote

Remote Work – A Different View



David Solomon ; CEO of Goldman Sachs

"I do think for a business like ours, which is an innovative, collaborative apprenticeship culture, this is not ideal for us. And it's not a new normal. It's an aberration that we're going to correct as soon as possible,"



The State of Remote Work

Would you like to work remotely, at least some of the time, for the rest of your career?

98% ☒ Yes

2% ☐ No

Would you recommend remote work to others?

97% ☒ Yes

3% ☐ No

What percentage of your work time do you spend working remotely?

57% ☒ 100%

16.5% ☐ 76 - 99%

10% ☐ 1 - 25%

8.5% ☐ 51 - 75%

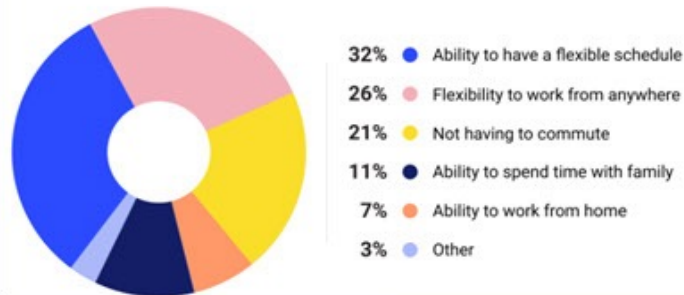
8% ☐ 26 - 50%



Benefits & Conditions

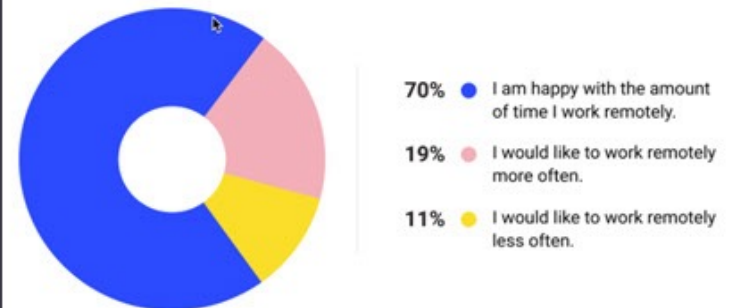
Remote Work

What's the biggest benefit you see to working remotely?



Satisfied with Conditions

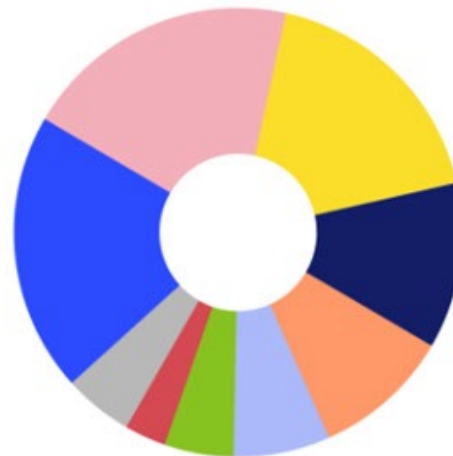
Which of the following statements best describes you?





Connection

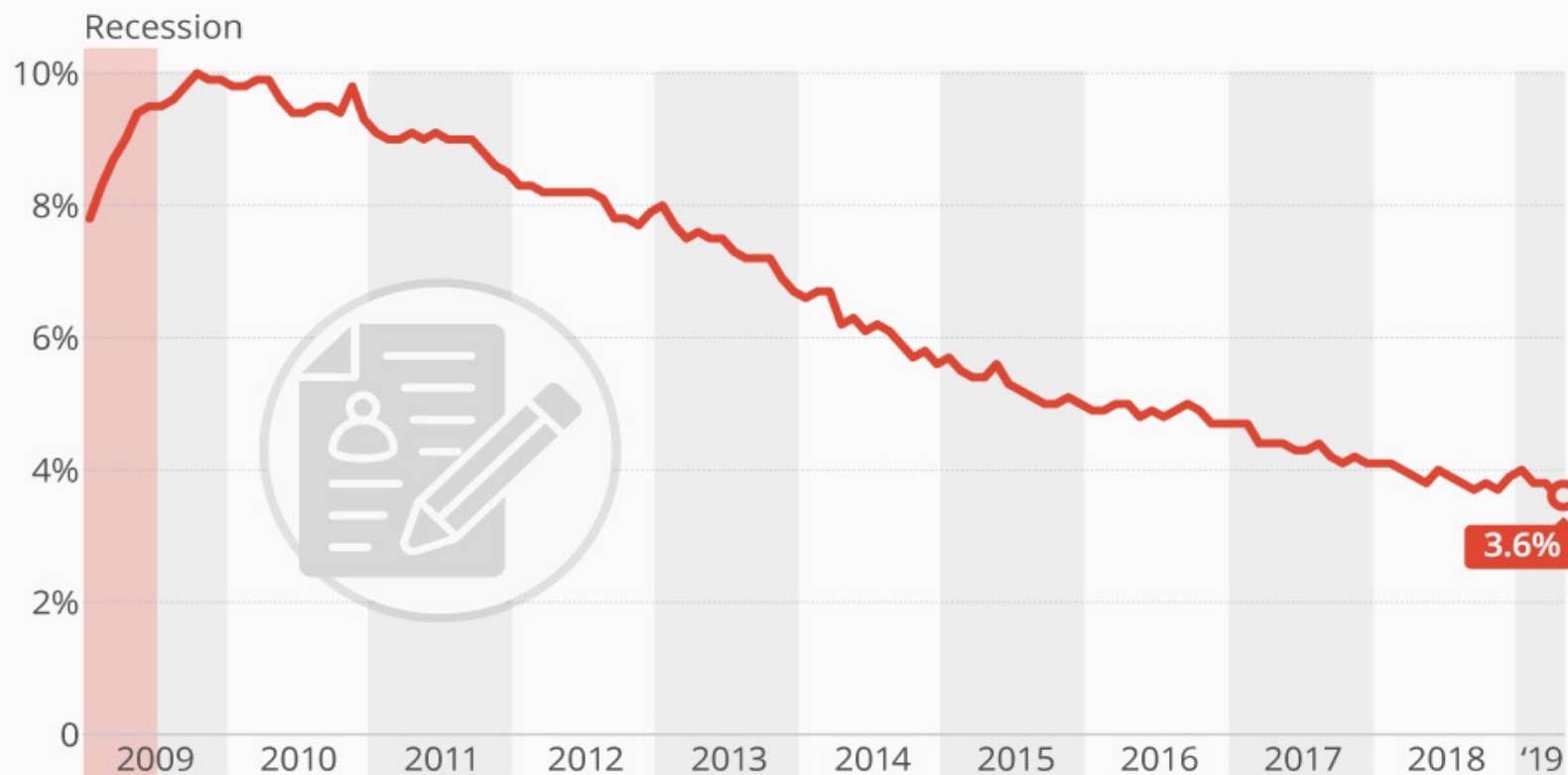
What's your biggest struggle with working remotely?



- 20% Collaboration and communication
- 20% Loneliness
- 18% Not being able to unplug
- 12% Distractions at home
- 10% Being in a different timezone than teammates
- 7% Staying motivated
- 5% Taking vacation time
- 3% Finding reliable wifi
- 5% Other

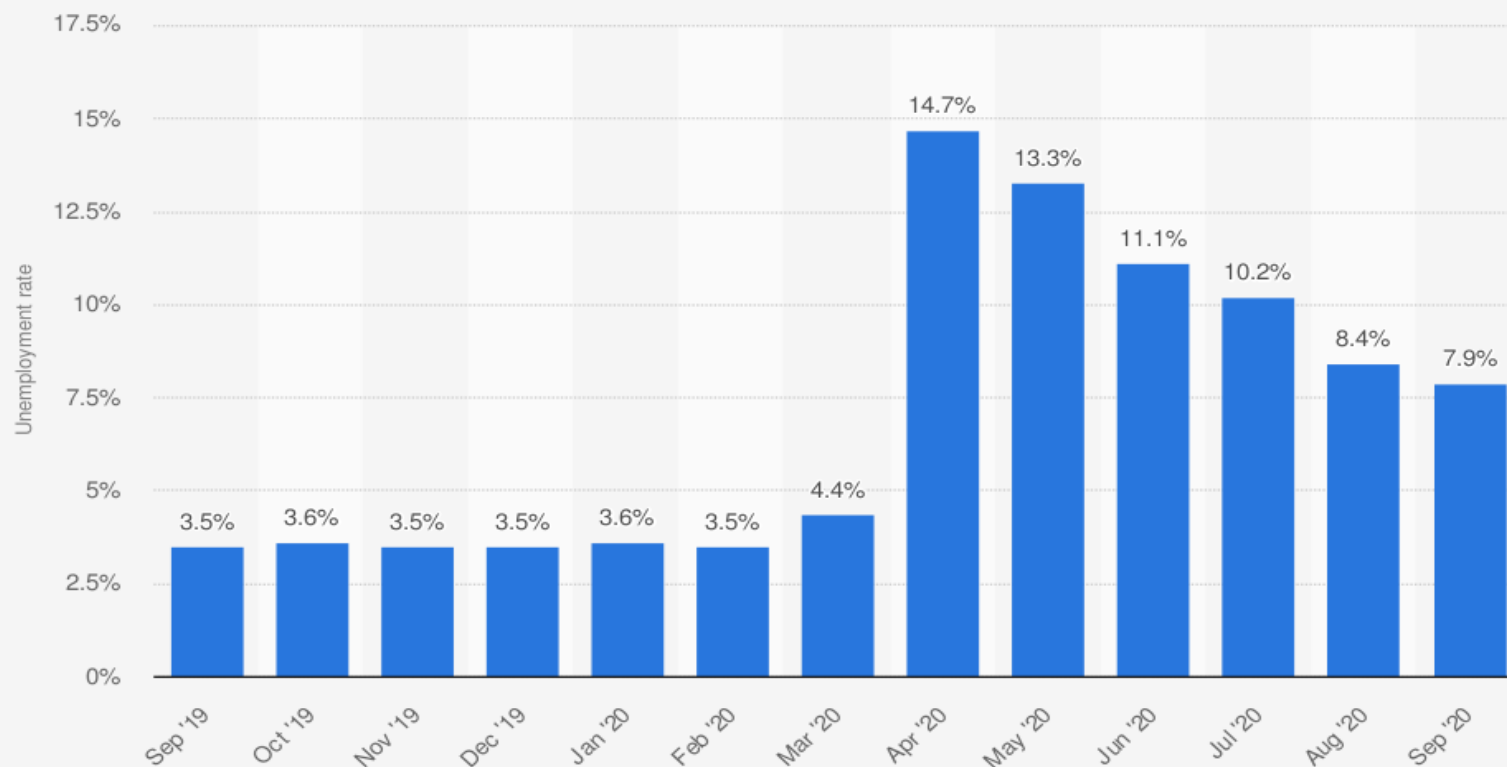
U.S. Unemployment Rate Hits Post-Recession Low

Seasonally adjusted unemployment rate for people aged 16 and older in the U.S.



2020 Monthly Unemployment

Monthly unemployment rate in the United States from September 2019 to September 2020 (seasonally-adjusted)



Source

Bureau of Labor Statistics
© Statista 2020

Additional Information:

United States; Bureau of Labor Statistics; September 2019 to September 2020; 16 years and older

COVID – 19
Vaccines

&
Job Growth



According to the Bureau of Labor Statistics U.S. economy added 233,000 jobs in January, 468,000 in February, and 916,000 in March.



Employers Rethinking

61% of respondents said their hiring strategies changed during the pandemic. Here's how:

"Remote interviews. Remote onboarding."

"More virtual pieces than ever before."

"We're engaging in more social media and virtual career fair platforms."

"Longer and more intentional interviews. You have to demonstrate your culture since you can't have people in an office."

"Trying to reduce the time candidates spend in process; trying to be more flexible with schedules; trying to showcase even more what makes our company unique."

"We're emphasizing company stability and plans for growth."

"Safety has become a big part of the recruitment proposition."

"We're seeking contractors and freelancers over full-time exempt."

"A large part of our company's culture is around the office. So finding other creative ways to pitch the company to prospective candidates."

"We've had to look at our candidate and new-hire experience through a new lens. We need candidates and new hires to feel appreciated and in-the-loop despite being remote."

"More formalized, standardized, and streamlined. A mix of asynchronous and synchronous communications throughout the process."

"We're considering permanently remote employees."

"We are considering what orgs may benefit from remote hiring permanently."

"We are now open to looking into other states for talent that we currently have taxes set up in. This has helped us to expand our diversity hiring initiatives and be more competitive with pay for top talent."

"More emphasis on diversity recruiting."

"Geography's changed, as well as compensation/benefits offered."

"We used to hire only local candidates and are now open for the entire U.S."

"We're looking for different soft skills since candidates can work remotely with us."

"Seeking different competencies to ensure new hires are successful working remotely. We have to have a heavier hand in new hire onboarding to make sure each new hire starts smoothly."

"We've changed how we're marketing and advertising for open roles. More spend on LinkedIn ads and other similar websites."

Talent Competition



"Not only will the \$1.9 Trillion American Rescue Plan boost the economy, we are already operating with 13% more open jobs than we had a year ago. And my own estimates (and Goldman Sachs) expect the unemployment rate to be around 4.1% by year-end."

Josh Bersin – Academy I March 2021

- Technology has changed hiring and it's not perfected yet, still in transition.
- Resumes are not standardized, but key word searches are utilized with some of that that assumption.
- Corporate Recruiting is a relatively new field.
- End of recession 2013 directly to talent shortage.
- Hiring processes vary significantly – technical versus manual.
- What are the best resources? LinkedIn, Indeed, ZipRecruiter, 3rd party agencies – where did Monster, Career Builder go?
- Resume standards – what are the current trends?
- Cover letters – Yes/No and how to utilize them?
- Follow up – I applied on-line and heard nothing. What to do?

Between Job Seekers and Employers/Hiring Managers

POSTED: **SEPTEMBER 2, 2020** By The Intersect Group – Atlanta, CA

The Intersect Group conducted – admittedly unscientific – polls on LinkedIn in September 2020 to both [job seekers](#) and [hiring managers/company leaders](#).

169 job candidates voted in their poll and 255 leaders/hiring managers voted in theirs.

Each group was asked to rate among **four choices** what they believed was the “most important attribute in hiring”

1. Work Experience
2. Cultural/Personality Fit
3. Specific Technical Skill Set
4. Education/College degree

Resource:

<https://www.theintersectgroup.com/a-surprising-but-hopeful-disconnect-between-job-seekers-and-hiring-managers/>

Lessons from Jimmy Hendrix



Least Important to both Job Seekers and Employers:

College degree

- 2% Employers thought Education was *least important*
- 3% of Job Seekers thought Education was *least important*

Resource:

<https://www.theintersectgroup.com/a-surprising-but-hopeful-disconnect-between-job-seekers-and-hiring-managers/>

Equally Important to both Job Seekers and Employers:

A Specific Skillset

- 28% Employers thought Technical Skillset was *equally important*
- 27% of Job Seekers thought Technical Skillset was *equally important*

Resource:

<https://www.theintersectgroup.com/a-surprising-but-hopeful-disconnect-between-job-seekers-and-hiring-managers/>

The Disconnect among Job Seekers and Employers:

Culture Fit vs. Work Experience

- 46% Employers thought Culture Fit was *most important*
- 40% of Job Seekers thought Work History was *most important*

This is bad news!

Resource:

<https://www.theintersectgroup.com/a-surprising-but-hopeful-disconnect-between-job-seekers-and-hiring-managers/>

What is TA?



TA Tech Stack

- Applicant Tracking System
- Video Interview Platforms
- AI/HR Chatbots
- Text/Mobile
- Survey & Developer Assessment Tools
- Virtual Career Fairs
- Employee Rewards & Recognition

This guy put his divorce on his resume

BRIGHT SPOT LTD, BOSTON, MA

Secretary, June 2008 – August 2011

- Typed documents such as correspondence, drafts, memos, and emails, and prepared 3 reports weekly for management
- Opened, sorted, and distributed incoming messages and correspondence
- Purchased and maintained office supply inventories, and being careful to adhere to budgeting practices
- ~~Greeted visitors and determined to whom and when they could speak with specific individuals~~
- Recorded, transcribed and distributed minutes of meetings

NATALIE'S EX-HUSBAND, Boston, MA

April 2005 – Present

- Managed considerable emotional stress during legal negotiations.
- Negotiated, Sorted, and distributed furniture and appliances from our old house to her new home.
- Invented new scheduling technique between our family members to break the news, in which I brought everyone together at once and just kept it real.
- Developed new breathing techniques to prevent public breakdowns.
- Learned a valuable lesson.

EDUCATION

RIVER BROOK UNIVERSITY, Chicago, IL

~~Bachelor of Arts in History, May 2009~~

- Graduated Cum Laude

Is It On Your Resume?

SES Recruiting – 75% of information obtained during recruitment and prescreen of our candidates is not on their resume!

No Interview: The Job Seeker gets frustrated with applications, with no response, becomes insecure, loses confidence and when finally gets an interview, may blow it.

Confidence and Enthusiasm are the common Culture Fit traits companies perceive attractive for hire.

I AM QUALIFIED!

Why am I not getting an interview?



1. Professional resume services: costs, how to select one, why useful?
2. Resume Revision: #pages, content, format, objective, key words.
3. Cover Letter: Attach to resume. Customize unique letter for the job requirements. Key words: “7 years SAP, similar to JD Edwards.”
4. Job Search Strategy: Updating LinkedIn, Searching, Applying.
5. Interview Preparation: Company website and job description – review closely and prepare smart, engaging questions: *Tip: Don’t rehearse what they will ask you. Rehearse what you will ask THEM.*
6. Negotiation of an offer: “What salary are you seeking?”

SES provides expert services at hourly rate to job seekers for all topic above: free 20-minute consultation for diagnosis and quote. Call Sue Colina for more info. 775-358-2800 ext. 1

The Secret: Cover Letter!



- Employers' resume screening - a new trend in discrimination?

Most company moves are not for termination or performance.
But are interpreted that way to a hiring employer, unfairly.

A history of stability with a prior employer is not an indicator or guarantee of future stability with your company. It is reflective of the prior employer's ability to retain this valued employee.

- Don't take it personally when you don't hear from a company about your application – take action. Relate this to dating.
- Don't stall in technology abyss – call and introduce yourself!
- Consult with a Professional – Recruiting Agency, Resume Writer, Job Coach – phone a friend or a prior boss/mentor!
- Forget about routine duties and think of accomplishments.
- Get a LinkedIn Profile & updated – “open to work” check box.
- Seek a 3rd party Agency Recruiting Firm to represent you!

LinkedIn Header:

Seeking full-time opportunities
in Supply Chain and Operations,
S&P, Analytics, Industrial
Manufacturing, Project Management
roles starting January 2021 |
Former Co-Op at Sir Kensington's
(Unilever)





- Post recession trends in employer recruiting – in-house & a new field
- Titles/Roles - Dir of HR, HR Business Partner, Talent Acquisition Manager, Corporate Recruiter, Chief People Officer
- Salaried Recruiting employees versus Outsourced Agency
- Temp Staffing, Temp to Perm, Direct Hire
- Competition for Talent; shortage of talent and perceptions
- Active vs. Passive Job Seekers – Counter Offers/Competing Offers
- Branding, Job Descriptions, Websites – “selling” the applicant
- Technology marketed to employers – ZipRecruiter
- Indeed and LinkedIn searches
- Reporting and tracking applicants
- Multiple Interviews, lengthy processes, multiple decision makers
- Compensation and Benefits
- Stability concerns and how to screen this matter effectively

3 Categories of Employer:

1. The very progressive with advanced TA tools.
2. Some implementation for API to Website for applicants, but minimal reporting and still manual
3. Entirely manual, old school but still effective, maybe more so. Usually the HR Manager or Director handles the recruiting function with no dedicated Corporate Recruiter.

COMPANY CULTURE

'Being a great place to work is the difference between being a good company and a great company.' — Brian Kristofek, President and CEO, Advantage Solutions



*57% of companies anticipate
"major" changes to their culture as a result of
the pandemic.*

Important elements of workplace culture to consider

Purpose – Leadership – Appreciation - Wellbeing - Opportunity - Success.

*There's plenty of demand for talent and room for
everyone!*

Baby Boomers

Gen X

Millennials

Gen Z

Start Now!

The Future... will depend on what you do today!



Comments and Questions



Thank You!

To your future success!

Sue Colina

VP Executive Recruiting

Sierra Executive Solutions, Inc.

775-358-2800 ext. 1

Sue.Colina@ses-nev.com

Shawn Fawcett

Sr. Director Executive Recruiting

Sierra Executive Solutions, Inc.

775-358-2800 ext. 2

Shawn.Fawcett@ses-nev.com

Lisa Trujillo

Sr. Director Talent Solutions

Sierra Executive Solutions, Inc.

775-358-2800 ext. 3

Lisa.Trujillo@ses-nev.com