



CONCORDIA UNIVERSITY  
ALUMNI ASSOCIATION

## ALUMNI MATTERS: GRADUATION CONFERENCE

The life cycle of an applicant: From  
the job search to nailing the  
interview

FEATURING:

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Director of People & Culture at Web Hosting  
Canada HR Consultant and



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# A little bit about me

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- 18+ years of holistic Human Resources experience
- 6+ years as a consultant for small/medium sized businesses
- BA from Concordia in Political Science
- Director of People & Culture at Web Hosting Canada (WHC)
- Regular contributor at Global News Morning

The employment landscape today  
looks very different than it did at the  
start of 2020.



## **The Lifecycle of an Applicant:**

“I need a job, now what?” → the application → the (virtual) interview → the offer

# I need a job, now what?

THE SEARCH IS ON:

## Get that CV in order

- Keep it short (1-2 pages)
- Highlight your biggest achievements
- Be transparent; do not mislead or fib

## Think of best job sites to begin

- LinkedIn is the #1 professional site in the world
- Indeed

## Reach out to your network

- In person: You've made friends, talk to them
- Virtually: Build out your network in your area of choice



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## Leveraging LinkedIn

- Craft your profile
  - Similar to CV, but not an exact copy
  - More personalized and creative
  - Update your picture
- Use LinkedIn as a research tool (company, role, industry, recruiter, possible connections, etc.)
- Always send a message with a connection request

*"I came across your profile and see that you work at [company name]. I am an aspiring [industry] professional. I'd love to connect to learn more about [company name] and to stay up to date with what your company is doing."*

# Applying...it's a full-time job

READY, SET, APPLY:

- **Be selective**
  - Apply to the company and not just the job
  - Do your core values align?
- **Be descriptive**
  - Cover letter should be written specifically for the job you're applying to
    - One-page cover letter
  - Avoid the dreaded "copy/paste"
- **Be honest**
  - Prepare for questions about your CV and answer honestly



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# POLL

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**How long does it take to make a first impression?**

- 10 seconds
- 1 minute
- 5 minutes
- 10 minutes



# You got the (virtual) interview

Preparation will set you apart; top tips to remember *before* the interview:

- Download and test your video conferencing tool prior to the scheduled interview time
  - Zoom, Teams, Google Meet, Cisco Webex, etc.
- Have confidence (not arrogance)
- Read the job description in its entirety
  - Have it handy
- Be mindful of your background (first impressions)
- Be early
- Be patient



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# The (virtual) interview

Top tips to remember *during* your interview:

- Maintain eye contact
- Introduce yourself
  - Prepare an elevator pitch (2-3 minutes)
  - Watch this Global News segment on how to pitch yourself: <https://globalnews.ca/video/3845398/the-pitch-how-to-sell-yourself>
- Know your CV well and be honest about any discrepancies
- Keep up a positive attitude (even when it's hard)
- ASK QUESTIONS
  - “How would you describe the company culture?”
  - “When can I expect to hear back from you?”



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# After the (virtual) interview

Top tips to remember *after* your interview is done:

- Send a thank you e-mail
- Get clear indications on timeline for feedback
- Update interviewer(s) on your status
- Share your positive experience on social media
- Stay connected



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# The offer

How well did that interview go? You received an offer!

- Take notes during the offer discussion
- Understand and respect deadlines to respond
- Negotiate!
- DO NOT hold the offer so can share it with another (or current) company
- Communicate



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# Rejection will happen **AND** **IT'S OK**

- 
- We've all been there
  - What did you learn?
  - Everything will fall into place





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# MERCI! THANK YOU!



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