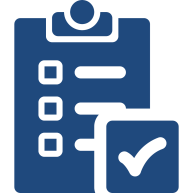
**COMPLETE APPLICATION & INTERVIEW CHECKLIST**

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| **Pre-Application Research** |  |
| Read the role carefully and highlight key priorities of the employer.  **Underline the keywords.** These may be hard and soft skills. |  |
| Check you meet 80% of their requirements and all essential criteria. |  |
| Go to the company’s website and source background information.  Read their overview, career page and values. Look for key news. |  |
| If available download their annual report. Read the CEO’s report and the section on your relevant area (e.g. WH&S if you were applying for a Safety role).  *Note all information that may assist in your application, interview and discussions.* |  |
| **Go to LinkedIn** (if you are a covert jobseeker turn off activity broadcasts first). Search the company. Read their company page.  **See who you are connected to in the organisation.** |  |
| If you know someone in the business well enough to call, reach out to them to find out more about the company and role.  If you know them well, **ask if they know who the best person may be to pass their resume on to** **aside from the online button** (they may offer to pass your resume on to HR for you. (Check if there is an employee referral program).  See if they are willing to endorse you for the key skills on your Profile that are listed in the advertisement.  ***If appropriate,*** **consider also asking to be a referee or for testimonial.** |  |
| If you know a second level connection into the company, reach out to them and mention you are interested in the organisation. They may be able to give you a warm introduction to someone in the company. Connect with them.  Ask if they know who the best person may be to pass their resume to aside for the online button (they may pass your resume on).  Check if there is an employee referral program in the business. |  |
| **Call the contact person on the job advertisement** and ask well thought-out questions that may assist with your application. Ask if it’s ok to check back with them to confirm that they did receive your resume. Get a direct email if possible. |  |
| Check your other social media and networks for a connection into the business. Follow on social media |  |
| **Reassess** if you want to apply for the role based on these conversations and your research. If they are not a fit for you, don’t apply and look for other roles. |  |
| **Add initial details to application tracker to ensure follow up.** |  |

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| **Résumé – Customise, Reorder & Position** |  |
| **Adjust your profile heading** to align with the job title if possible.  *For example: Senior Executive or CEO or Chief Executive Officer.* |  |
| **Tailor your opening profile** to align with the role priorities and experience requirements. Subtly mirror important language. |  |
| Make sure your most relevant career highlight is the first they see on the front page. Make sure its relevant and has impact. |  |
| **Check the skills** requested in their advertisement (that you have) and make sure they appear in your key expertise section. Reflect their terminology. |  |
| **Tailor and arrange achievements and skill** lists to show most relevant at the top |  |
| **Make sure to tailor and integrate all *appropriate* keywords.** **Do not** keyword stuff (technologies can detect this) - just make sure your alignment is reflected and easy to see by highlighting your relevant skills (using their terminology). |  |
| Remove any résumé information that may detract or distract from your value proposition for this position. *For example, in your opener you may remove references to non-relevant industries.* |  |
| Recheck that your resume is achievement-rich with metrics and strong storytelling. Remember at least one metric every few achievements are ideal. |  |
| Make sure your address is included for local positions but removed if distance would be an issue. |  |
| **Consider using Jobscan** (jobscan.com) to assess your match and live editing to the role requirements. |  |
| **Do final proof** (read backwards from bottom). Spellcheck and grammar check. |  |
| **Check appropriate file type to send. ATS, PDF, Word.** |  |
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| Lin**kedIn** |  |
| Make sure all relevant skills in their advertisement are in your skills list. |  |
| Try to source endorsements/recommendations from credible sources for the types of skills they are seeking. |  |
| Recheck your LinkedIn heading and summary for relevance. |  |
| Check background data to make sure nothing will disadvantage you (location, age – you can remove dates from credentials). |  |
| Follow posts. When appropriate connect with people in the company. Follow the company on LinkedIn and social media. Like or comment subtly on relevant posts. |  |
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| Application Letter |  |
| Write a targeted application letter. Include all contact details and your LI URL. |  |
| In the opener make sure to explain your interest in the role and why you are applying. If you have a referral, mention the person’s name. |  |
| Show succinctly how you bring value and can support their needs (look at their pain points and paint yourself as a solution). |  |
| Address all their key criteria to show your fit. Use their keywords where possible. |  |
| Include a few key highlights to demonstrate your impact/ ROI to past employers. |  |
| Triple check you the position title, company and contact details correct. Proof. |  |
| Check application was received and note in application manager. Save advertisement to application manager and all associated files. Include notes from conversations with hiring manager and any network contacts. |  |

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| **Interview Preparation** |  |
| **Ask for the location, and details (name/position) of the people interviewing you.**  Check with organiser how much time you should allow for the interview. |  |
| **Go to Google Maps.** Identify route. Identify method of transport. Print map and address. Consider parking. Create planned itinerary.  **NB: Write on the top of the sheet of directions the contact phone number** for business in case you are running late or need directions. |  |
| Revisit the website. Print out their values. Check if they have mission statement.  **Make notes of values in common** and things that impress you about the company. Consider ideal past roles and companies.  Develop an answer to ***“why were you interested in this role?”*** |  |
| Create overview of business including   * Major products and/or services * Key competitors, key markets they service, business size and growth rate * Details of CEO / organisational chart * Check YouTube for videos. * Visit social media to assess culture and style of organisation. Follow SM.   **Search for their annual report** to read up on their priorities in the past 12 and next 12 months. View their strategic plan if its available. Make notes.  **Prepare answer to *“what do you know about us”?*** |  |
| **Go to Glassdoor and search the company.** Look at similar interviews.  **Look at their interview processes.**  Note any questions they have asked in similar positions and their process. |  |
| **Research market value for your position.** Identify a range and where you fit in that range. Determine your non-negotiables. Determine package options.  **Prepare answer to *“what are your salary expectations”?***  A few helpful resources for this may include: www.hays.com.au/salary-guide/index.htm | http://au.hudson.com/salary-hub/salary-guidesglassdoor | https://www.glassdoor.com.au/Salaries/index.htm |  |
| **Go to LinkedIn and view the profiles of the interviewers.** *If interviewed initially by recruiter also research recruiter and their company.*  Make notes of the interviewer’s positions, key accountabilities and any key articles, posts that give insight into business priorities. Look for any shared connections. |  |
| Revisit your application, research notes and resume and the key value proposition points you highlighted. **Prepare answer to** ***“why should we hire you?”*** |  |
| Develop an answer to ***“why did you leave your last job?”*** |  |
| **Develop 4 end-of-interview questions you’d like answered. Keep these future-based.** *Re-visit tips and helpful questions guide.* |  |
| Write their key criteria. **Identify good STAR examples aligned to these.**  *Revisit common behavioural questions.* |  |
| Develop an answer to **“key strengths and weaknesses?”**  Identify 2 suitable STAR+ growth examples. |  |
| Identify 3 suitable referees. Fill in briefing sheet for employer.  Bring spare copies of resume and referee sheet. |  |
| Develop an answer to **“where do you see yourself in 5 years?”** |  |
| **Pack:** pen and paper, question/notes list, breath mints, water, extra deodorant (perspiration is common when nervous, tissues (good also for sweaty hands) |  |
| **Check with interviewees what expectations are for next stages of the process, and thank by name on leaving. Thank receptionist by name.** |  |

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| **Post-Interview** |  |
| Make notes following interview on all salient points from the meeting while its fresh to support subsequent interviews. Complete any requests they made in the interview. Make note of next stages. |  |
| Send thank you note – thanking for the opportunity and reiterating key value and fit. |  |
| Send recruiter email (if involved). Thank them and update on the interview. Connect on LinkedIn with recruiter (if not already). |  |
| Let referees know to expect a call and brief on position. Send brief sheet outlining position details and key points of value you bring. |  |
| If unsuccessful, send follow up e-note thanking for opportunity and asking for feedback. Continue to follow the business. |  |
| Work on areas of opportunity to refine answers. Continue building example behavioural examples list. |  |
| ***Continue job search activities and maintain campaign momentum*** until final contracts are signed off. When completed thank all parties including referees. Create 90-day plan for success in new role. |  |