



Hiring and Getting Hired: 2021

July 21, 2021

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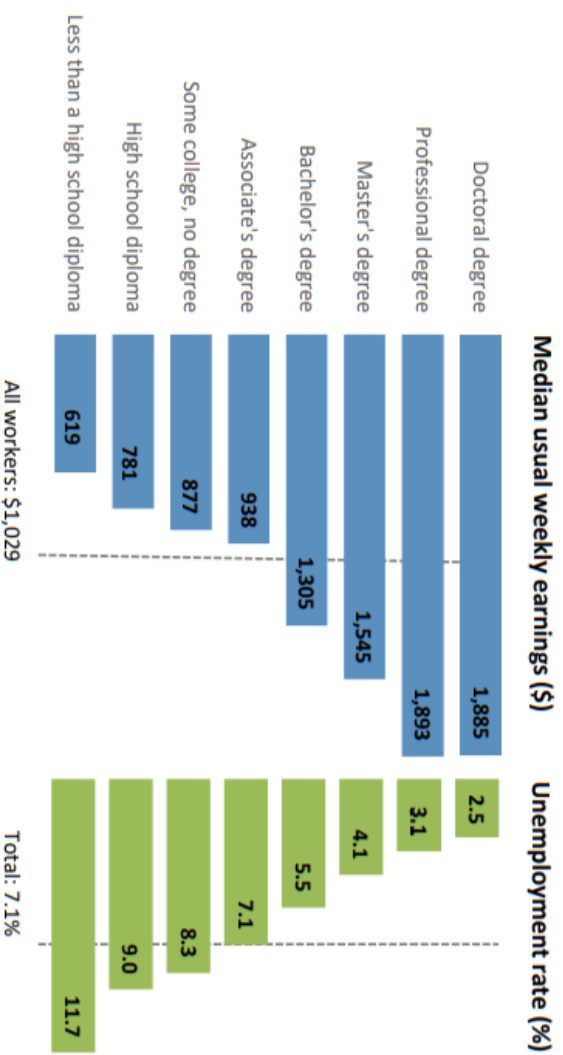


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Get Educated!

Earnings and unemployment rates by educational attainment, 2020



Note: Data are for persons age 25 and over. Earnings are for full-time wage and salary workers.
 Source: U.S. Bureau of Labor Statistics, Current Population Survey.

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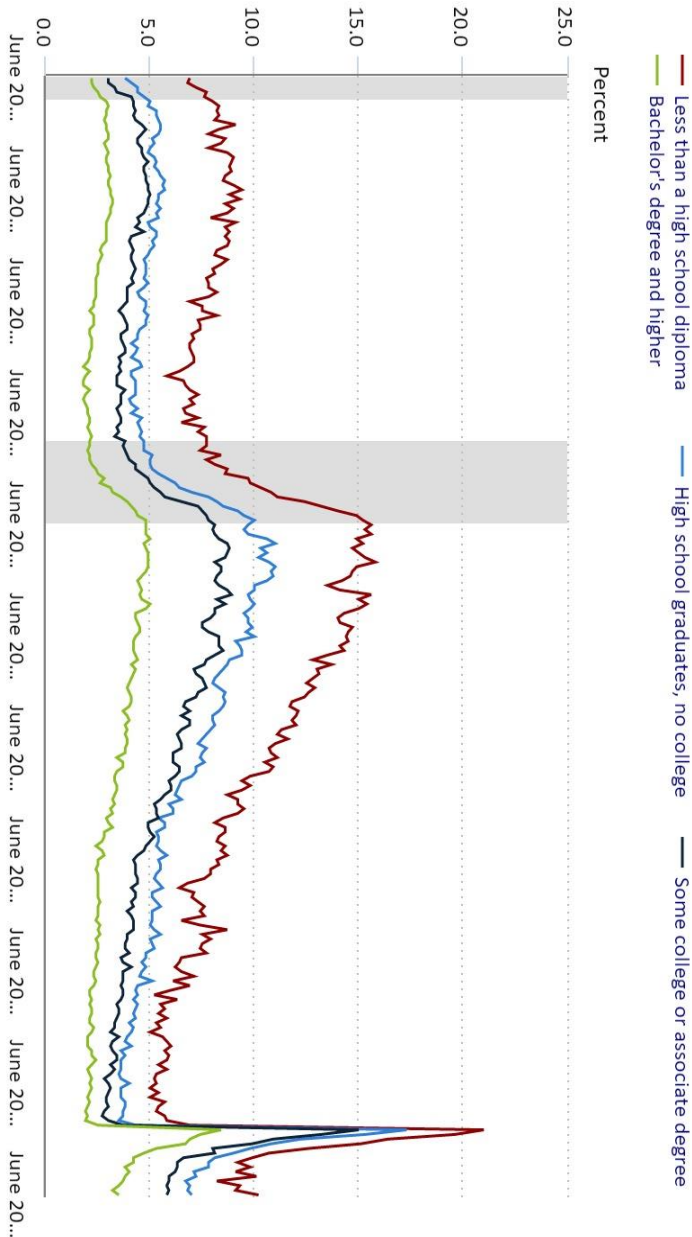
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Unemployment by Education Level

Unemployment rates for persons 25 years and older by educational attainment, seasonally adjusted

Click and drag within the chart to zoom in on time periods



Hover over chart to view data.
Note: Shaded area represents recession, as determined by the National Bureau of Economic Research.
Source: U.S. Bureau of Labor Statistics.

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Education

50%
OF COMPANIES
have seen an increase in
the number of candidates
with a **master's degree**
for **entry-level positions.**



Source: icims.com



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Diversity

- ▶ 71.5% of businesses say they have a diversity strategy, are making progress, or have “arrived.” (Allegis, 2018).
- ▶ However, 38% of recruitment executives say finding diverse candidates to interview is the biggest barrier to improving diversity (HireVue, 2019).
- ▶ 41% of companies have seen an increase in the percentage of new hires that are minorities and women (HireVue, 2019).
- ▶ 70% of organizations have seen an improved likelihood of hiring African American candidates (HireVue, 2019).

Where to get your next opportunity?

- ▶ Leverage your network – who do you know? Best source
- ▶ Recruiters – develop relations with good recruiters
- ▶ Job postings: LinkedIn, Indeed, Zip, Industry Specific (Dice) Company Websites
- ▶ Curate a strong LinkedIn presence
 - ▶ “Open to Work”
 - ▶ Many relevant connections
 - ▶ Join groups of interest
 - ▶ Post valuable content



Negotiation for Candidates and Employers

- ▶ Remote Work
- ▶ Hybrid Work
- ▶ 10-20% Salary Increases over 1 year ago
- ▶ Multiple Offers
- ▶ Counter Offers
- ▶ Unlimited Vacation
- ▶ Signing Bonuses

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What Employers Need To Consider

- ▶ **MOVE FAST – IF YOUR PROCESS IS LONG, YOU WILL LOSE THE CANDIDATE!**
- ▶ Remote work
- ▶ Hybrid work
- ▶ Flexible hours
- ▶ Casual, fun environment
- ▶ Work/Life balance
- ▶ 10-20% salary increases over 1 year ago
- ▶ Career advancement opportunities
- ▶ Candidates likely have multiple offers
- ▶ Keep the candidate well informed throughout your process
- ▶ Why is your company so great? What unique value do you provide employees?

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Resume Tips

- ▶ Use key words found in job postings in your area of interest
- ▶ Review resume examples for your industry
- ▶ Only include relevant information and be to the point
- ▶ Include important achievements
- ▶ **Proofread, have it proofread, and edit!**
- ▶ Have a unique resume for each type of job or opportunity
 - ▶ Be sure to highlight areas relevant to each opportunity
- ▶ Don't refer to yourself as "visionary" or "dynamic" – you're a weirdo
- ▶ Focus on current and relevant accomplishments and experience
- ▶ Experienced workers should be more than one page but less than four

Interview Tips

- ▶ If Zoom or video, get on early and make sure your connection and tech works
- ▶ If Zoom, look professional for your industry and have a good setting – not a mess or in your car
- ▶ Don't use the fake backgrounds unless you have to – show off a great area of your home or office
- ▶ Research the company and person you are interviewing with
- ▶ Anticipate and prepare answers for their questions – be consistent
- ▶ Have great questions prepared
- ▶ Don't ask about vacation, work/life balance, money initially
- ▶ Never trash your current or past employers

Late Career Workers

- ▶ It's about ENERGY!
- ▶ Be strong and fluent with technology
- ▶ Don't convey or say you are just riding it out until retirement
- ▶ Have a great but current picture & presence on LinkedIn
- ▶ Dress like your employer
- ▶ Eliminate details from the 70s/80s/mid-90s
- ▶ Dump the aol.com and get a Gmail account
- ▶ Don't put dates of graduation on resume
- ▶ Stay engaged with the very latest developments and tech in your industry

Entry/Early-Career Workers

- ▶ While in college, get relevant experience in your field of interest – even the most entry level “grunt work” in your field
- ▶ Highlight unique achievements from college and degree earned
- ▶ Be concrete about what you can do to help your next employer
- ▶ Don't convey or say you are focused on “Work/Life Balance”
- ▶ Have an industry-appropriate picture & presence on LinkedIn
- ▶ Dress like your employer – not like a surfer
- ▶ No crazy social media stuff!
- ▶ Get involved with industry groups – if still in college, it may be free
- ▶ Volunteer for any opportunities for extra training or executive exposure

How To Work With Recruiters

- ▶ Find out which recruiters specialize in your area
- ▶ Provide them with a perfect resume
- ▶ Know any non-compete or non-solicitation agreements you signed and provide copies up front
- ▶ Have incredible responsiveness and follow up
- ▶ If you are in the interview process and haven't heard from them, reach out – they are busy juggling many clients and candidates
- ▶ Send a great thank you email at the end of the process regardless of the outcome

What should I do now?

- ▶ Leverage and build your network – who do you know? Best source
- ▶ Be active in industry groups – don't just hang around, get to know new people
- ▶ Industry functions – same thing – make appointments in advance to have coffee, lunch, etc. with attendees. Make a plan before you attend
- ▶ Whenever you meet new people in your area of interest, connect on LinkedIn with a note
- ▶ Connect with former work associates on LinkedIn – restore those relationships
- ▶ Develop relationships with strong networkers – the people that “know everyone”
- ▶ Clean up social networking and email
 - ▶ Professional email address
 - ▶ No crazy party pictures, etc. on Instagram/Facebook, etc.
 - ▶ No political, controversial stuff

What should I do now?

- ▶ Recruiters – develop relations with good recruiters
- ▶ Job postings: LinkedIn, Indeed, Zip Recruiter, Industry Specific (Dice) Company Websites
- ▶ Curate a strong LinkedIn presence
 - ▶ Good Picture
 - ▶ Perfect Grammar
 - ▶ Make sure your resume matches experience and timelines
 - ▶ Not just titles, elaborate on experience using key words
 - ▶ “Open to Work”
 - ▶ Many relevant connections
 - ▶ Join groups of interest
- ▶ Post valuable content – don't post political or personal stuff



Questions?

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Connect on LinkedIn!