



USC MPH: Resumes and LinkedIn with Bernie Reifkind

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Paula Amezola: Thank you so much for coming to today's presentation. Today's presentation's entitled Crafting a Winning Resume and Marketing Yourself via LinkedIn and Your Networks. I know I've met some of you. My name is Paula Amezola. I'm the MPH Career Services and Advisor. At this point, I just wanted to thank the USC MPH Career Services and the program for allowing us to have these services. We also want to thank our guest speaker, Bernie Reifkind.

Bernie Reifkind: Reifkind.

Paula Amezola: [crosstalk 00:00:41] I apologize. Lose the E. Reifkind. I would like to notify everyone that we are recording. Please keep the volume at extremely low so that we don't have any disturbance in the recording. Finally, I just wanted to introduce our guest speaker. Bernie Reifkind is a recruiter and CEO of Premier Search Inc., the leading recruitment and talent acquisition company in the nation. Bernie Reifkind has become nationally known as an expert in the placement process within the healthcare industry. Bernie is highly regarded for his professional health care staffing skills and educational best practices articles that can be found on his website. We will have his contact information make it available at the end of the slides when it goes out with the recording. As a career counselor to CEOs, mid-management and to brand new college graduates, he is often quoted in magazines about his expertise. Bernie's passionate about improving the lives of people and organizations and providing career counseling, health care staffing and executive recruitment for his clients. I do want to give Bernie a few seconds if he wants to say any words at this point. Go ahead, Bernie.

Bernie Reifkind: Yeah, my pleasure. Thank you for the invitation, Paula. I own and operate an executive search firm. If you're not familiar with what a recruitment firm is, a lot of people think a recruitment firm is where people go and use a recruiter to help them find jobs. That's not the case. We get paid by the organizations. Organizations use us to find staff. There's many times applicants will send resumes in and they'll say, "Hey, I'm looking for a job." I wish there was something I could do for them, but unless they fill the specific job opening that we're trying to fill, very often I can't use them.

However, I do one of the things I enjoy most. I really enjoy helping people. I'll get a resume in and I'll say, "You've got to do something to fix this resume. Whatever you're doing, it's not working." I'll ask, "What are you doing?" Even though, I might not necessarily be able to use that applicant to fill a position, I still work with that applicant anyway. I just want to find out number one, how are you presenting yourself. What are you doing to look for work? Also you have to fix the resume, because it's horrible.



Anyway, I wanted to come here and speak because a lot of the things that people read about, there's hundreds and hundreds of books about interviewing. There's hundreds of books about presenting yourself. I'm doing it. I'm in the trenches. One of the things that ... I'll be finished, I mean, it's sort of my business, literally, in 1987, from my dining room table. I've been in this business a long time and I've made thousands of placements. One of the benefits I have is not only am I an employer, I have people who work for me. I interview people to work for me, but I work with organizations and I've privy from both sides of the desk. I know what it's like to be the applicant, but I also know what it's like to be the employer because I help employers fill positions. I hope to bring that today and help out.

Paula Amezola:

Thank you, Bernie. One thing I do want to mention is as a career service counselor, he actually places people in jobs. He is a good addition because my role here is to provide resources to our students, recent alumni and potential employers, but I don't have the capacity and resources to place people into a position. It's great to hear from a placement professional and expert as Bernie.

Today's presentation will cover the following. We just went over introductions. We will review briefly our MPH Career Services, go over the meat of the presentation which is crafting a winning resume. Then I will hand it over to Bernie where he will go over some of the examples of resumes that he provided for me and he'll talk about marking yourself and also give you some interviewing strategies.

Thank you. Our website is now almost at 80% thanks to Andrew here who has been working tirelessly to get this functioning and up and running for us. If you click on students, you will see career development, jobs on the MPH connection. There's actually jobs there that I started posting and also employers have started posting their own jobs and internships. As you can tell, we just started posting and we were beta testing on October 22. That's why you saw some of these postings starting on that day. We will continue on a weekly basis to add to our database.

We will make sure that we have webinars from partner institutions, but also webinars like ours, like we're having today on our website. We will have MPH events that you can find here. Then, networking opportunities, which, we haven't planned any yet. Career advisement appointment, I hope you all get acquainted with this. You can just log in and make an appointment with me and I try. Every week, I put availability a week in advance so you will see appointments for today available for next week. By the way, just a caveat, next week, our MPH program is going to be attending the American Public Health Association. There will no appointments next week because we will be traveling. Pretty much the whole program will be not available.

We will also have some resources for alumni. Something that I'm really excited



and hope to implement, probably by next year, is going to be our alumni mentoring program where I will be getting mid-level career alumni to come and speak and also mentor and if they want to have a one-on-one mentoring opportunity, we will help connect them and then employers can go and post jobs or practicums to this position. This is how it would look. I would review it and accept it or deny it and then add a PDF if I find something on the website. I just wanted to share our website and say thank you to Andrew for working on it so hard. So excited to be sharing it with you all.

Now, let's get to why we're here. That is we all want to, hopefully, in the near future, when you graduate, get a job. We think that getting a job means going online, finding that job, submitting your resume and your cover letter and your job is done. Say, "I'm going to get a job." I'm going to tell you the sad news is that that's only 20% of the job. There's a lot more that needs to happen before you land that job. Bernie is going to discuss that 80% and I'm going to discuss the 20%. Okay?

For the 20%, I first wanted to say, I'm an advisor. My advice is just that. I'm just an advisor. I will give you advice. You need to make the decision, is this applicable? Is this something that I want to integrate into my resume or is this something, you know what, I don't feel comfortable, I'm not going to integrate. Please, whenever you come talk to me, please know, that when you are crafting your resume, it's an art, not a science. Keep that in mind when I give you some advice. I encourage you to know yourself because when you're crafting your resume, you are building your professional story. Your professional story needs to be complete. You need to dig deep, do some self-awareness and begin to actively go through those steps to identify what are all the activities and skills and knowledge that you have?

Finally, my philosophy when building a resume, I find it interesting that our students come into my office and think that the resume is something private. They don't want to share. When I tell them, "Share with your student friends, with your cohorts. Share with your contacts in the community," like, "What if they take some of the stuff I wrote and use it?" "My template is so unique." I want to tell you that it's a false thing. There is no such thing as a unique resume. This is your marketing tool. You need to be out there. People need to see you, need to know who you are, need to know what you can bring to their employer, to their organization. Please, utilize this opportunity to break some of those barriers. Somebody asks you for your resume, guess what, it's because they're generally interested in seeing what you're capable of doing and that maybe they don't have a job opening at this point, but when they do have a job opening, they will think about that person that shared their resume and think, "I'm going to send them an email and share this opportunity with them." Keep that in mind.

These are the three things that are my career development philosophy. When you talk to me, keep these three things in mind. Now, we're going to go over



the must haves. These are the checklist. Make sure that you do this. No matter where you go on the internet, in the books, he reviewed this checklist, everyone will tell you, yes, this is pretty solid. You can practice this and you will be okay. Your resume needs to ... You need to prove in 30 seconds that your resume is a good match for the job description. You need to ensure there's absolutely no spelling, no grammar, no punctuation problems. I know we have a lot of international students. I'm also an immigrant to this country. English is my second language. I miss typos. That is just the way my brain works. That's why you need to share your resume and give it to an English speaker who's native language. It's obvious to them that there's an error here.

Next, use common fonts such as Times New Roman, Arial, Verdana. Font size should be between 10 to 12. I will tell you that you need to really pay attention. If you're going to go with 10, pay attention to the following, which is you need to have good spacing between the text and the blank space. Then, also, make sure that each of your statements are action driven, that they're specific details, that you have quantities. When I mean quantities, I mean numbers. Put numbers. You interviewed 100 people. You analyze a data set with 300 participants. That's what I mean when I say quantities.

In your skills and accomplishments, there needs to be a very clear match for whatever skill they're asking in the job description, include a skill or experience in your resume. Don't include extra things. If the hiring manager decides to review that one sentence or those few sentences of extra things that you added, and they feel like this is not a match, this is not for the job description, then you've just made yourself a disfavor. When would it be a good opportunity to discuss what a well-rounded employee you will be? In the interview process. That's where you will discuss, "You mentioned this. I wanted to tell you, I also have these skills that I didn't mention because I wanted my resume to be tailored to the job description."

Finally, update your resume on a consistent basis. Every new activity, every new experience, update it. I tell all the students that come into my office to please have a master resume of your whole professional story. This will have every experience, every knowledge, everything you have done from the time that you decided you were going to be a productive citizen in this country. That's our resume checklist. These are the resume headings. Again, these are the bare minimal that I recommend. If you go online, you will see, "Should we include an objective." There's like a 50/50 balance out there that says, "No, don't include an objective," or, "Yes, include an objective." I think that because we are in public health and again, this is my personal opinion, that we have a good objectives with moral values and that we have passionate causes that we can elaborate in our objective. I think it's an opportunity to show why we chose public health, why we feel so strongly about working in the environment and protecting and maintaining our environment, why we're choosing to combat health disparities. That's where you put it, in your objective.



There is one heading, the optional section. In the optional section, these are some of the things that you can add. For example, if you're going to add honors, I would add honors only if they will enhance your resume. If, in the job description, it calls for someone that is recognized in the community, that is using an honors heading will give you that opportunity to elaborate and say, "I was recognized by my peers. I was recognized by this community. That's an example how you can utilize the optional heading. Another example is for those who are health promotion. If you are applying for a job where you will be teaching about physical activity and healthy eating, then perhaps you want to include a header with a hobby that says, "I run marathons and I'm a yoga instructor." Then it shows that you are a well-rounded participant who also lives a healthy lifestyle.

Now we're going to move into more ... A section that is more for you to brainstorm and to start thinking about what your professional story should look like. Where to begin? I think it's important to begin with doing just that, some brainstorming, looking at your skills. What are some transferrable skills? What are those traits that describe you as a person? This can include traits that are at work or at home. Maybe you volunteer and that could also be some traits that you can utilize. Knowledge. Perhaps you didn't learn Word in your master's program, but it's something you should probably put. You have Microsoft Suite, your proficient use of that. Your strengths, are you a musician? Are you an artist? What kind of person are you? I strongly urge you to do some brainstorming on this topic so that you can have a complete professional story.

The next section is the section that I think is the hardest and that is building the bullet points under each relevant experience. This is one way. It's just one way that you can formulate these bullet points in your resume. Again, don't think that every bullet needs to look like this, but I do think that the bullet points that make you most qualified to that job description, should follow one of these ... I'm going to present two ways. They should follow either this way or the next way to present your strengths and your experience.

This is called the SAR Accomplishment Statement. Basically it's a simple equation. You talk about the situation that you're in. It could be an experience. You talk about your action and then you ended with the results. This equation, I want to explain that you don't need to say it in exactly this way when you're putting a sentence together because sometimes the sentence doesn't make sense. Here's an example of a hospital. This is actually a job description that came out May of 2015 from Cedars-Sinai. In February of 2014, every hospital, every clinic that was federally funded was mandated to have, in place, electronic medical records. Cedars put a position together, send it to us saying, "We're looking for MPH graduates to come and fill this position."



The action that someone needed to take was look at EMR Systems, negotiate bids, recommend three options to the board, negotiate with the vendor and who doesn't like to save some money? Every hospital likes to save some money. These were some of the actions that someone might have needed to take to get this EMR in place. The result is that the EMR is in place, the patient and staff are noticing, efficient delivery and improvement of care. How would your accomplishment bullet point look like? Here it is. Save the hospital 25% of their bid to implement the first EMR by researching, negotiating and resolving on a system that would improve the delivery of care to patients. Just keep that in mind that sometimes you don't have to put the results at the end, you can put the results in the front.

The next way that you can draft your bullet points is by using the result by action. One thing that I do want to notice and alert you all is that results are important. Outcomes are important. When you're brainstorming, make sure that you take good note of like, okay, what was the outcome of me doing this activity or this experience or this project. Here LA Care wanted to find out what were the needs of their members. They decided that they were going to do a survey their members and they were going to research on PubMed best practices to survey LA Care, like in health insurance members. They were going to implement it online. The result is that the bullet point can look something like this. Identify lack of transportation as the top health care need of LA Care members by ... This is why it's called by because you then say how you did it. By researching, designing and implementing a member survey. This is called the result by action. Those are two ways that you can draft your bullet points.

Again, utilize these when they're appropriate. Sometimes, you don't have outcomes, but you have objectives. Perhaps we hope to reach 1000 members. We hope to enroll 1000 participants. That's what you would put in the results. When appropriate, I encourage you to try these two methods to draft your bullet points.

That's the core of the presentation. Now I want to just show you a couple of resumes that Bernie shared with me. I think I would like to hand over to Bernie so he can discuss why he selected these for us and what were some of his thoughts. I will then have Bernie come up here.

Bernie Reifkind:

Okay, [inaudible 00:24:54]. It's interesting. Paula, that was a good job. I have to tell you that I must read hundreds of resumes during the course of my week. I mean, this morning, I must have read 50 resumes, this morning. I have certain job searches that I'm on and I go to various places and look for resumes. Your resume is absolutely critical. It's probably among the most important documents that you have. It should be your absolute best.

This may come across weird but I'm going to say it anyway. There's been a



dumbing down in America right now. We all read the internet. Everybody gets on the internet and they scan. They look it. People scan resumes. Human resources, the scan a resume. If they don't see a buzzword on there that looks like what they're looking for, next, next. You were generous in saying that there's probably about 30 seconds that people look at a resume. It's probably less than 10 seconds. That's how fast it is.

I'm just blown away at just the common sense things. Your name, if you're a nurse or if you're an MPH, comma MPH after your name, or if you're an RN, put an RN after your name. I'll speak to a nurse and a nurse will say to me, "It's sort of implied with my work, if you read my resume." No. Don't. Nothing's to be implied. Everything should be there. Most importantly, your name, your contact information, your telephone number, your email address and a way to be reached. That's one of my biggest pet peeves is I've got a resume and it's like, "There's no phone number." Seriously? I've actually gotten a resume without a name on the resume. I'll call up and I'll say, "Hi. I'm not sure what your name is but I got your resume. I was interested in your background."

Creating a resume is daunting. It's daunting. Paula put a lot of good information out there. It's daunting. Not everybody, there's no perfect resume. There's resumes that are better than other resumes but nobody's got the magic formula. The reason why someone hires somebody else, there's two reasons why somebody ever hires someone else. That is number one, is to make money or to stop losing money. That's the reason somebody hires somebody else is to make money and grow your business or if somebody quit a job and all of a sudden, "We got to fill somebody, we gotta put somebody in there."

A resume is very important in terms of creating one in which solves the needs of what you perceive the employer, whatever the employer's needs are. I'm not so sure about this resume. One of the things I liked about this resume, in front of it. The name was removed. This person is a human resources. See, after this person's name, I believe this person's an MBA, but his bachelor's degree, MBA, there's a couple of initials after their name. That's a human resources executive. This person, well qualified professional with a superior business ... I mean that's great.

You mentioned the word objective. I think it's really important to have an objective. The person who receives a resume is typically a human resources person. If it's not a human resources person, then maybe it's a small business person who's looking at a resume and doesn't have a lot of time. They're looking at it and they just want to see buzzwords. They want to see, "What's this person done? Next. I want to see what they've done." When you're composing a resume, somebody once said that when you're writing a book or you're writing a magazine article or something ... I do a lot of writing on LinkedIn. There's this term where you write drunk and edit sober. I don't know if you've ever heard that expression before. Write drunk, edit sober. Put it all



out there. Then you'll come back and you'll put the parts that you like.

Most importantly is your contact information, make sure it's there. Make sure that if you have an objective, your objective could most likely change to whatever job opening you're aiming at. Really important to have that objective. Then what you've done. What you've done. What are your accomplishments? This was your job title and this is what you've done. What have you done? What have you accomplished? I have to tell you that most, probably the single most important thing that people look for are times when you were resourceful. Resourcefulness is a key part of any resume. What did you do? You had to find a way to do something that hasn't been done before. You figured out a way to do it. You've got to be able to put that down in words. This didn't exist until I came aboard and I was able to accomplish this.

I know when I interview somebody, I want to hear about resourcefulness. Now, college kids will graduate and they'll say, they'll talk to human resources. Human resources will say, "Why should I hire you? You have no experience." They say, "If you don't give me the job, how do I get the experience?" That's not the right answer. The right answer is to say, "You're right. You're absolutely right. I've never sold widgets before. I've never done this before. Let me tell you what I have done. I put myself through college. Or, while I was in college, I had several part time jobs. One of the jobs that I had was I had to deposit money or I had to something in which you can talk about your integrity and the fact that I had to do this and as a result, we came up with another plan to do this."

You're talking about times when you were resourceful. I love resourcefulness stories. Resourcefulness is incredible. I want to hear you had to figure out a way to do something that hasn't been done before. I usually evoke Neil Armstrong, who just passed away a couple years ago, was the first person to ever walk on the moon. Nobody ever walked on the moon before. Why was Neil Armstrong chosen to walk on the moon? He clearly had the transferrable skills. We can weave resourcefulness into that. We can talk about all those things. When it comes to resumes, you absolutely want to make sure that number one, you have the basics, which is the contact information. Number two, if you're aiming for a specific job, talk about what you've done that, if you haven't done those specific things, what you've done that are, in your words, transferrable skills. What transferrable skills have you done?

If you've had some part time jobs, what were the results? When you get the body part of your resume and you can put the bullet points and those things, then at the end ... Some people, you all graduated with an MPH or you're graduating with MPH, you'll put that. There are times I get resumes who do not have bachelor's degrees. They'll put at the top Dale Carnegie Class, graduated Toastmasters. They'll put that as education. It's like, "No." If you don't have at least a bachelor's degree, that's at the bottom. Put it at the very bottom.



The goal for any resume is to get through the door. I can't tell you how important it is to have a good looking resume. Sometimes, look, we're all good at certain things and certain people, I tell them, if you can't get it done right and you don't know anybody who can help you do this, it's important to pay someone to do this for you. There are resume services that do this. A lot of people say, "I don't want to spend that kind of money." It's like, "Let me tell you. This is an investment to your future." I see resumes and it's like, "You've got to be kidding me." Again, it's not a science. It is an art. It's got to be a marketing tool and it's got to be a compelling reason to get you in the door, to get you face to face. A resume is what you've done. An interview is who you are.

It's really, really important to make sure you've got not only the specifics but a compelling reason why somebody should bring you through the door. A way to do that is to talk about not only what you've done, but resourcefulness stories. I could go on.

Paula Amezola: Do you want to continue onto marketing?

Bernie Reifkind: That's fine. Absolutely. Let's talk about marketing. I don't know how many of you are on LinkedIn. LinkedIn is incredibly powerful. It's incredibly powerful. You have to have your resume first. Your resume's what you're going to put on LinkedIn. LinkedIn is an incredibly powerful tool. Through the years ... It's occurred to me. This is not the way it used to be. It used to be you send your resume out and you hope for somebody to respond. Now it's about being found. It's no longer finding a job, it's about being found.

I write about this. I write a lot on LinkedIn. One of the great tools of LinkedIn is that, and I like to write, is that I write a lot of articles. I write them in my tone. My tone is, I joke around a lot. Life is relentless. Life is serious. I speak with my own tone. I speak with a personality. I'll take something that I've seen that's in the news or something and I'll just incorporate it into my field which is placement, which is hiring, firing. I turn things around. One of the great things that you can use on LinkedIn is number one, connect. You see somebody that you think is interesting and that you want to shout at, you want to connect with them, you invite them to connect. If they connect with you, and I know this is not for everybody. When I connect with somebody, if somebody connects with me or they shoot out a connect, I will connect with them and then I will actually get on the phone. I will actually get on the phone with somebody and actually have a conversation. What was it about wanting to connect with me that you thought we might be able to help each other? Here's what's going on.

Something else that's really important on LinkedIn is to make sure that your phone number, well ... Ladies might feel differently than this. Your phone number should be on LinkedIn. I don't know if you have the internet here, to



go to my own LinkedIn. I wanted to just show my own LinkedIn profile. What I've done on mine is that I've absolutely made sure that my phone ... I want to be reached. I want to be contacted. I made sure that my phone number's on here.

This is really hard to read, but I mean, there are ... If you scroll down. Have a "take"? Here's mine: Be found. I'm a huge Beatles fan so, "Help I need so bodies." I was just sort of playing with different articles. I write The Best Reason to Not Return a Phone Call. This is really about today's, if we can scroll down. This is really about today's ... Chances are you're probably sitting on some great ideas or wisdom. You're doing the one thing that almost everybody does, nothing. I think, even if your ideas are not money making ideas, so what, put it out there. Just know that you might be helpful to one person.

What are you sitting on right now? I'll go first. I'll share something with you about my work in executive search and placement. The entire job ... This is what we're talking about today has made a tectonic shift in the past five years. If you're employer, you're going to need to hire spectacular talent, then Google up, placing an ad or advertisement on the job boards. These days there are hundreds of job boards. It doesn't work.

I put that there because I'm looking for ... The reason I'm doing this is I'm looking for clients, not applicants, but clients to use my service to help fill positions. Let's say if you're an applicant looking for a job, that dynamic has also changed. There's no longer about looking for work. It's about being found. It's about exploiting your talent digitally everywhere. Think about it this way, if you're going to the dentist for dental surgery and you needed legal representation or you needed because you were facing a felony, who would you contact? You'd contact the expert. When you're putting yourself out there, you want to be the expert. People want to do business with people they deem to be the expert.

If you're looking to hire or be hired, then the most important way to approach your need to be found as an expert. Be found as an expert. If you scroll down a little lower, I write some [inaudible 00:39:06]. If you have no clue how to do this, then begin doing it right now. Look around at what others are doing as they exploit what they know. Like what Donald Trump is doing. I mean, Donald Trump is like ... We were talking about it a little bit. I mean, it's like the circus is in town. Anyway. My take today is if you've read this far then you've found me.

An interesting thing happens. I get phone calls every once and awhile. People will contact me and they'll say to me, "Tell me a little bit more about what you do." Then all of a sudden, one thing leads to another and I do business, I'll get a client. I'll have an organization. There was a Beverly Hills Cancer Center contacted me and they said, "Tell me a little more about what you do." I



described what we do. They said, "Great, we have so many openings we're trying to fill." Meanwhile I've got a new client.

If you're on LinkedIn, you join groups that are of interest to you and read what other people are writing. You don't even necessarily have to be the one who's doing the writing. You compliment someone. If somebody writes something that's interesting, you compliment them. Say, "Hey, that's very interesting. I've always felt that so-and-so and so-and-so." I'll ask a question which I clearly know the answer. I just want to instigate a dialogue. Let's just have a dialogue in whatever group I'm in. I join ... I'm in so many different groups. You do that and then someone will respond and you say, "Hey, you're exactly right. I hadn't thought of that." Even though it's clearly the answer to that. Then I'll add a few more things to it. All of a sudden, people see you as the expert. If they see you as the expert, they're more apt to contact you.

LinkedIn is a very, very powerful tool if you're using it. It's not just about connecting with other people. It's what you do once you've connected with that person. Get that person on the phone. Say, "Listen. I notice that you do this. I just graduated on an MPH at USC. I'm looking to get into this ..." What would you do if you were me? How would you find a job? How did you get to be where you are? Everybody's favorite subject is themselves. I don't know whether you're comfortable to contact somebody on the phone. I'm the cold calling king. I love. I don't know how many times I've contacted you, but ...

Paula Amezola: I can testify. I sent him an email. Oh, I wanted to share that he was actually recommended by one of our alumni last year who worked with him, Yosh. He said, "He's great. I've been working with him. I highly encourage you to keep his card. Here's his card. Connect with him." I am not joking with you. I literally sent him an email. Within 30 seconds, he had called me. I can testify to that. I'm not making it up. It's true.

Bernie Reifkind: You have to be fast. You have to be. I was sitting there and I started typing Paula and I figured, "What the heck." I just picked up the phone. I think the winners right now are people that are actually getting face to face with people, they're getting on the phone with people. They're human. You're looking at me, I'm human. I mean, I'm doing ... I've been where you're at. I understand that. I get it. I'm human. I love to share information. Most people are helpful. Most people, they like helping other people.

A lot of the work that I do is ... I'm not even getting paid for. I just enjoy helping others. One of the things you can do on LinkedIn is put your resume on there. Join groups, like I mentioned. Get involved in groups. Ask questions. Ask for ... Like I asked for recommendations. People enjoy doing that. They just enjoy giving you recommendations.

I'll say to somebody. I'll say, "Paula, listen. You're going on a job interview Tuesday. Although we're speaking on the phone, we're not being face to face,



we're just speaking on the phone, you sound like you've been blessed with an abundance of common sense. So much of interviewing is common sense. Would you be open minded in me going over a few pointers in terms of interviewing?" Most people are saying, "Yes, absolutely." The common sense things are, number one, dress your very best.

I have a funny story. I did this. I was prepping somebody years ago. I was talking to a gentleman. I said to him. "Look. You saw me. I've been blessed with an abundance of common sense. I don't want to insult you. This is so common. I know I don't need to tell you this, but dress your very best. Do you have a nice suit to wear for your meeting tomorrow?" "Oh, yeah. I've got a lime green suit that I can [crosstalk 00:44:10] tomorrow." I thought, I mean, I don't know what everybody's feeling. I said, "A lime green suit?" I said, "Is it a nice one?" He says, "I got it at Sears." I thought to myself, "Okay, all right. You go to Sears and of all the suits you're going to buy, you pick a lime green one. Why not a grey one or a blue one or a black one?" I said, "Will you be ready for tomorrow?" He says, "My wife will put it in the washer and dryer. I'll be all set for tomorrow morning." I thought, "I'm dead. I'm dead."

The next day when I spoke to the employer, the employer was laughing. He says, "You wouldn't believe this guy." Luckily they still did business with me. It's really important to dress up on a job interview. Some people will say to me, "Why would I ... I normally wouldn't wear those kind of clothes at work. Why would I get dressed up on an interview?" Because number one, first of all, it's absolutely respectful to the person you're meeting. I typically would wear a tie if I had a meeting today. I'm meeting with students and it's a casual environment. If I were going on a job interview, I would always wear a tie. Men, wear a tie. Women dress up. Dress up like you're not only going to be president of the company, president of the United States, dress up.

The handshake. We've all shaken hands with people. Guys shake hands with other guys. I don't know if you've ever had it happen to you where you shake hands with somebody and either there's that really weak handshake where you're like, "Seriously?" Then there's other times where somebody will take your hand and they're like cracking it. You ever have that handshake where it feels like you're breaking your knuckles? It's like, "Really?" By the way, I'm a musician. I play guitar. I was like, I'm very sensitive to my right hand.

What you're trying to convey in a handshake is warmth, is warmth. It's, "Hi, nice to meet you. Thank you for taking time out of your busy day to meet with me." It's that kind of a handshake, like that. What you're trying to convey is, "Thank you for taking time out of your busy day to meet with me." A handshake's very important. Sometimes people put the other hand over to shake hands as well. Depending on your comfort level.

Maintain good eye contact when you're speaking to somebody. If you're shifting all around the room as you're speaking like this, it seems like you're



hiding something. You maintain good eye contact. Most importantly, don't forget to smile. Be self-deprecating. Joke. When most people who are going on a job interview, they don't realize that the other person is also nervous. The other person also is nervous. They want to make sure. By the way, I mean, I interview people all the time. I don't think there's really ... Unless you're in an MBA course, nobody really teaches anybody else how to interview someone else. No one ever taught me how to interview someone else. I figured it out through the years. In reality, when you go on a job interview, nobody's actually sat down with the interviewer unless they're Human Resources and they're going to ask, "What are your strengths? What are your weaknesses?" We're going to get to those questions, by the way.

You should understand, that person is most likely nervous. Why is that person interviewing you, because, number one, like we mentioned, the company needs to earn money or number two, they're losing money. They're dying. If they don't hire you or someone like yourself, they're dying. They've got to fill that position. All right.

Your goal on any interview that you ever go on is that you want to be the one that is ultimately making the final decision. You want to be the one who after the second or the third interview, they say, "Paula, we would like to make you a job offer." Then you sit back and you decide if you want them or not. That's the goal. The other way around stinks. If it's ever happened to you, it's horrible. When you're waiting to go to work for someplace and you think it's fantastic and you've told your family and your friends that you're waiting. The days turn into weeks and a couple weeks go by. Then you find out that there's a hiring freeze or some kind of thing. The goal is, ultimately, have them come back to you so that you're the one that's ultimately making the final decision.

The way to do that is to present yourself the way the very best salespeople present a product. I'm not sure if you're aware of this, but I studied sales people. The best salespeople in the world do not necessarily go out of their way to sell. What they do is they solve needs. They solve needs. If I can prove to you that my product can solve a need that you have and if the price is right, I can shut up. I don't have to say a thing. The product sells itself.

On a job interview, it's incumbent upon you to find out what their needs are and then frame your answers under the umbrella of solving needs. I have to tell you, there are thousands of interview books. I'm sure they're all well intentioned. I've read so many now. You can answer any question at all if you put it under the umbrella of solving needs. This organization has a need. You figure out what it is. When you talk about your strengths, your achievements, your accomplishments, you keep them under the umbrella of what you just heard their needs are.

When you can do that, because we all haven't done everything our world, that's when you start talking about transferable skills. "No, I haven't done



that. Let me tell you what I have done." Boom. Talk about something that you did that's transferrable. That's why I think it's really important that you think about what I said earlier, which is resourcefulness. Think about times in your life when you were resourceful. It's really important to have that always available to you, always available, when there were two or three times in your life where you had to come up with an answer that wasn't there, you had to fix something that was broken, you had no place to go. Think about it now. People love hearing about those.

Even though, yes, you haven't sold insurance, you haven't sold [inaudible 00:50:47], but let me tell you what I have done. Talk about something that's transferrable. By the way, we brought up Neil Armstrong. Do you know why Neil Armstrong? I don't know. I'm one of those guys. I'm fascinated by Neil Armstrong. Do you know why Neil Armstrong was chosen to be the first person to walk on the moon? Three reasons. Everybody in the NASA space program, they were all qualified, great aviators, fought, flew airplanes during the war. When America and Apollo 11 wanted the man on the moon, they wanted it to be a non-hostile act, so they didn't want it to be the military. He had that going for him. He wasn't part of the military. It was commercial enterprises.

Number two, which I find just blows me away is that he was closest to the door to get out. When the lunar landing landed, he was next to the door. Buzz Aldrin was next to them, but he was the door to get out. Number three, and I find this to be amazing, is that the powers that be saw that Neil Armstrong would never exploit being the first person to ever walk on the moon. Now, Neil Armstrong died a couple years ago. You know what Neil Armstrong did? Now, this happened in 1969. He was the first person to walk on the moon. He didn't want the publicity. He didn't want it. He ultimately became a professor at the University of Cincinnati and retired as a university professor. You never saw him on Oprah or the Tonight Show. You never saw him selling books or magazines. The powers that be saw him as someone without an ego. They knew he would never exploit it. They were right. He never exploited it. Anyway, he had the transferable skills. I use that. I use it all the time when somebody says to me, "Have you ever done this?" "No, but before Neil Armstrong walked on the moon, nobody walked on the moon." I'll use that a lot when I want a job.

All right. There are some questions that are just doozies and these questions, that get asked on an interview. Like, "Tell me a little bit about yourself." Okay. The way to respond to that is, "What part of my professional career would you like me to elaborate upon? What part of my background that you've read so far would you like me to elaborate on?" What are you going to say? "I grew up in Kansas City, Missouri." Where do you start? You have to have a frame of where to start. "What part of my career or my professional path would you like me to elaborate on?" You got to have a place to start.



Another question, "What are you strengths?" We talked about that. Your strengths are the things that you can do to help them solve their needs. Not that I'm great at skiing, I'm great at ... You have to keep things relevant to the person at hand. "What are your weaknesses?" The worst question. That's got to be one of the worst questions of all time. "What are your weaknesses?" You never give a weakness, ever, ever. Some people think it's a therapy session. "Sometimes I come to work late and I leave early. I hate missing drinking and drugs." Don't ever give a weakness. A weakness you might want to give is to say, "I tend to take my work really seriously. When other people don't hold themselves at the same level of accountability, I get a little frustrated. However," I always do the however, "I've learned through the years or through the months that I learned to people at our own pace." Or, "I come home at night and my family's sick and tired of me talking about my work because I love it so much. I have a hard time turning it off at night. I have a hard time falling asleep because I'm so enamored." It's a BS question. It deserves a BS answer. That's my take. You never give up a weakness on yourself, ever.

That's the same thing with saying anything negative about anybody you've ever worked for in the past. You never ever say anything negative about anyone you've ever worked for. Some of us have been fired. You never say ... You say, "You know what, we had differences in philosophies. I'm so grateful for having had that experience, I learned so much. As a result, I wouldn't be sitting here speaking with you today. I'm so grateful for having that," even though they were a lying pieces of you-know-what who fired you for whatever reason and were totally terrible. Always say nice things. Come from graciousness, come from gratitude.

Again, an interview is the vehicle to get the job, just like an airplane is the vehicle to go on vacation, the interview is the vehicle to get the job. Okay. At the end of the interview, and you'll know when the end of the interview is coming. By the way, back up a little bit. There's going to be things that ... You're going to be writing a thank you note at the end of this interview. During the course of the interview, when the person you're meeting with, they're going to share with you maybe a philosophy, like, "One of the things that we really strive on here is patient care. Our patient, we don't call them patients. We don't call them customers. We call them our family." Remember something else. We're going to come back later. We're going to incorporate that in the thank you note. Be aware of a philosophy or something that gets said during the interview that you share or that you are impressed by. You can hold onto that for later.

At the end of the interview, it's time to leave. You get up and you shake hands and it's time to leave. You thank the person. "Thank you so much. I really appreciate it. I just want you to know that I'm very interested in this. I think this is a very good match. I would really like to take this to the next level. By



the way, where do we go from here? What is the next step?" The reason I mention this to you is because when I speak to employers, I'll ask employers, "How did the job interview go?" They'll say, "I think it went okay, but I wasn't really sure whether the applicant was interested or not." They expect you to say it. They expect you to say, "I'm interested. I want this. I'm very interested. Where do we take this? What's the next step?"

"The next step is we'll be getting back in touch with you soon." For me, soon is five minutes. Paula, I called her in 30 seconds. For me, soon is five minutes. Soon for them could be two weeks. You find out, "How long do you think that might be because I've got other," even if you don't, "I've got other interviews online. When do you think that might be? I want to know." It's fair to ask that question. "We'll probably be back in touch with you. You're the first person we've met. We'll be back in touch with you in a couple of weeks." "Great. May I follow up with you in a couple of weeks?" "Sure, absolutely." "Great, thank you so much." You shake hands and you leave.

When you get home you're going to write a little thank you note, which could be four sentences. Number one, "Dear so-and-so, thank you for taking time out of your busy day to meet with me with regards to whatever the job title is. You and I certainly share the same belief that," Boom, whatever was said to you earlier. Or, "I was very impressed when you said ..." "You and I share the same belief that ..." Something that was said during the interview that makes it personal. It can be short and sweet. The third line, "Based on my background and my experience, I'm convinced that I could be successful as your fill-in-the-blank." Lastly, "Thank you once again for your time and consideration." [inaudible 00:59:13]

I know this sounds like you're coming on strong and I know that it sounds like it may not be your ... It's not for everybody. You got to what the other people are not doing. When you say, "Based on my background and my experience, I'm convinced that I could be successful as your whatever it is," this does not mean you're going to accept the job. Ultimately, you want them to come back to you and offer you the job. You may not want it. You don't want to leave there and think, "I should have said that. I shouldn't have said that." You've got to leave it all there. You may never get a second chance. By the way, if you're meeting with more than one person, you give equal opportunity to everyone you meet. Listen. You give eye contact to every single person in the room who you're talking to. Everybody's important. You know the minute you leave they're all going to talk about you.

Solving needs, transferrable skills and asking at the end. Really, really, really important. Anybody here ever heard the expression, "Dropping the anchor first?" Have you heard that expression where you drop the anchor first? Okay. Dropping the anchor first is not just for interviewing. If you can figure out a way to get in a job interview and ask the following type of question, "Paula, thank you so much for meeting with me. I'd like to discuss, really interested in



this position. What is it you're trying to achieve in filling this position? What is it you're trying to achieve?" "What's going on here now is we've got this going on here now. This is going on here. We're looking for ..." It opens up. It allows you. All that information comes forward and then you can address it when they ask what your strengths are. You just heard what they're trying to do.

That's a great question. I came up with this a long time ago. It's, "What is it you're trying to achieve in filling this position?" If you can figure out a way to ask that question, that's called dropping the anchor first. If you can do it up front, it's great. If you can't then you can't. If you can open that up first, oh, my god, you have such an advantage. Any questions, by the way? Yes, absolutely.

Speaker 3: You were talking about the transferable skills. Like, saying, "No, I haven't done that but let me tell you something that I have done." Do you have a specific example of that? You said, selling insurance, you said something else about sports. Do you have just an specific example, other than that?

Paula Amezola: Can you repeat that question so we can hear it?

Bernie Reifkind: Absolutely. The question was, transferrable skills. Again, this is going to be everybody's situation is different and every interview is different. Transferable skills is when a time that you would talk about, you might want to talk about when you were resourceful. "I haven't done that. I haven't done that. Let me tell you, when you bring me in, I'm not only did I put myself through college, but I come in with a blank slate. I don't have any bad habits yet. You bring me in, I learn it your way. Yes, I might not have that experience, but I find that as an advantage." You can sort of flip it around.

Paula Amezola: I have a great example.

Bernie Reifkind: Yeah.

Paula Amezola: It's a personal one. I think I'm going to share my LinkedIn. My LinkedIn, as you can tell, I'm in an epidemiologist by training. I've been working in public health for 13 years. When I met Luann at the APJ conference last year in November, I got talking about how my grant was ending and that I didn't know what to do next. I was looking for a job. She said, "We think we may be hiring a public health person to do career advising for our students." Although I had never done career advising, I told her, "I want to tell you that recently, I started doing a Latina Leadership Program where we've been focusing for the past year on how to develop professionally in mid-career levels. I think I can transfer everything I've learned in the past year through this volunteer experience, which is right here, to this position. I think that the students will find it of value that I have a public health background and that for the past year I've been personally trying to move my career to the next level."



I wanted to play this video, but it's not going to work. Anyhow, I just wanted to share that that is a perfect example of something that although I wasn't a career advisor, I was doing a volunteer opportunity. I was the administrative fellow for the Latina Global Executive Leadership Program, which was a year-long program. That's basically why I got this job. They interviewed people who had had years' experience advising students and giving career advice but they were motivated that I knew public health, which is a very difficult field to be in because you have so many opportunities, and really you find positions that don't say the word public health but that you are capable of doing because you have the skills to do it. Public health is, by name, a transferrable degree that you can take to many different fields. I just wanted to share that experience. I think that's a good example.

Bernie Reifkind: Did you have something specific?

Speaker 3: I just wanted to a specific example. I think that kind of works. You listed the positions, but then I wasn't sure what the other side of the, "but I've done this" side. I think that's [inaudible 01:06:00].

Bernie Reifkind: Yes?

Speaker 4: Would you encourage us as coming out of graduate school, just fresh out? A lot of the positions require you to have like 20 years of previous experience. Should we still apply for those positions?

Bernie Reifkind: Mm-hmm (negative). I mean, it's requiring 20 years of experience?

Speaker 4: I mean, basically. It's usually like three or between like three and five.

Bernie Reifkind: It's difficult. That's why LinkedIn is such a powerful thing to do, is to find out maybe somebody who's already working in that organization and to reach out to that person and to maybe make contact with that person and say, "While I realize you need three years of experience doing so-and-so, I have lots ..." You have an undergraduate degree. What else have you been doing besides that? I mean, have you done other? You've been working in other fields? You have three years of experience doing something.

Speaker 4: I guess for me it's like I have experience in things but it's not like long term. It's like I'll do this for a year.

Bernie Reifkind: It's not supposed to.

Speaker 4: Or do this for like a couple months or something.

Bernie Reifkind: As a result, what were the results after they brought you in to do something? I think that if they brought you in to do something, what was it accomplished



and what did you accomplish? What did you achieve? That's, after all, what people want to hear. They want to hear achievements.

Paula Amezola:

I do want to say that most of the positions that I post online say the following, "A bachelor with two to three years' experience, minimum education, preferred MPH." That is the absolutely most common job description that I put up on there. Although you may think you don't have the two to three years' experience, your master's level work is your two to three years' experience, in addition to anything else you might have done during that time here. Okay? Please keep that in mind. When you have a class project, I know for example, some of the students are working to evaluate a mindful program at the health center here at USC. All of those students should say, "We created a program. We evaluated a program. We had so many participants." All the students should be putting that on their resume as relevant experience.

Just because it was classwork does not mean it's not relevant experience. By definition you are coming here to gain that experience because you weren't getting it in your previous job or when you came out of school with your bachelor's degree. Keep that in mind. If the position says, "Minimum requirement, master's level, preferred PhD," I would say apply. I got my first job out of my master's level with that requirement. Even though my faculty said, "Don't apply, they're looking for someone with a PhD." I applied, because I had the minimum requirement. I had the right transferrable skills. They wanted somebody that knew SaaS. I knew that.

I think it's important for you to not limit yourself and put yourself in a box but think outside the box and how can you meet these requirements, these minimum and preferred requirements. Make sure that you show them in your resume, but that you also talk about it in your cover letter and in your interview. It's important for them to be like, "This person was really good but they only had a bachelor's and no experience." No, you want to go in there saying, "I know you're looking for a bachelor's degree, with two years' experience. This is my coursework and my research as a student worker is my experience." Fit the mold.

Bernie Reifkind:

That's a valid question. When you graduate and ask three to five years' experience it's like ... My daughter is a senior at UC Davis. She's in the policy, advocacy. She loves public speaking. She's done a number of things that in her, this is just her bachelor's degree. She's already built a sizeable resume. She's in charge of this, involved in this, was the chairperson of this. She was obviously very active. Yeah. She doesn't have three or five years' experience whatever job she's doing. She's going to graduate school. When you look at a resume, I mean, like holy cow, thought of school. You're involved in so many different things and manage this. There's all sorts of this. There are lots of things that you have that might not necessarily, like Paula said, it might not necessarily translate to in the field, but being here and getting your master's degree is a big part of transferrable skills and how you can apply those.



By the way, feel free to reach out to me. Where's my phone number. Yeah?

Speaker 5: How do you ask for recommendations?

Bernie Reifkind: You just ask.

Speaker 5: No. I mean on LinkedIn.

Bernie Reifkind: On LinkedIn? There's actually a place. I don't know where I found it. Up there.

Paula Amezola: [inaudible 01:12:17] I endorsed you. I know you've done career counseling, recruiting, management, executive, yep. Endorse. That's one way someone is already linked and they can endorse a specific task. Do you guys look at who views your profile? That's really interesting because I'm applying to this new program, this new literature program and I just found the board and I just sent an email to a friend that I have on LinkedIn, say, "Hey, I'm interested in applying to this." Then the board member views my profile. I was like, "Oh, okay. They're paying attention." It's really interesting to see what people do on LinkedIn and how they're utilizing LinkedIn to fill volunteer opportunity, board member opportunities, alumni associations.

I just recently was invited to be part of this alumni association that like I never thought that you had an alumni association for Latinos that did public health at UCLA. They did. It's interesting to make sure that what you have on LinkedIn is your most up to date profile. That's why it's important, the whole resume that you do your brainstorming, that you do your resume. What you have on your resume is what you put on LinkedIn.

As you can tell here, Bernie has his summary. This is basically, I heard from recruiters, this is the most important piece of information that you can put on LinkedIn. They have, some recruiters, only read the summary. Here you have your objective, your executive summary, maybe a few words about your background, like a biography.

Bernie Reifkind: I can be reached at ... Phone number.

Paula Amezola: Yes. Or email if you don't want to share your phone number. Put your email right here. What else?

Bernie Reifkind: You want to know something else while I'm thinking about it?

Paula Amezola: Sure.

Bernie Reifkind: One of the things that nobody talks about but I'm talking about it, LinkedIn has your picture. In America you cannot send a resume to someplace and they want to see your picture before they interview you. In Europe, I have a friend



who ... I've made friends that apparently in France, when you send a resume in, you have to send a picture. You have to send a picture. This guy was saying to me, "How come I get a resumes without any pictures?" "People in America don't send pictures with their resumes." Make sure you have a great picture.

I had a headshot taken, this two, three years ago. I had it with a suit and tie. I wanted it to be at least be wealth of me. I didn't want it to be too overpowering. I just wanted it to be approachable. There are people that they have a kitty next to their face, I've seen. Or they're on a ski, they're on the mountains. There's a picture of them with a ski mask. It's like, "Really, you've got to be kidding."

Paula Amezola: Let's see if I can find somebody.

Speaker 6: I have a question.

Paula Amezola: Yes.

Bernie Reifkind: Yes.

Speaker 6: It's for Andrew, actually. The pictures that you took for the website, the student directory. Are we able to use those?

Andrew: Of course, you can use it for anything. In fact, I've seen a lot of students with the pictures I've took up there in LinkedIn as well.

Bernie Reifkind: That's really important.

Andrew: Feel free. You can endorse me [crosstalk 01:16:00].

Bernie Reifkind: Your picture.

Speaker 8: For those who already are employed, and most people who are employed like where they are. You never know what better opportunity might come up. How do you approach that if your employer were to see your resume on Monster or on ...

Bernie Reifkind: Their resume's on Monster. Everybody's on LinkedIn. Everybody and their mother's on LinkedIn. Everybody's boss is on LinkedIn. Everybody's boss is going on job interviews. Everybody's on LinkedIn, everybody. It's not Facebook. I mean, I'm not a Facebook person. It just doesn't appeal to me. I'm on LinkedIn all day long every single day. I'm looking for applicants for certain job openings I'm trying to fill.

Speaker 9: What are you supposed to put in the summary?

Paula Amezola: Your summary, what I would recommend is for you to put your public health



experience, why you chose public health. If you do health policy, what are the causes that you're most interested in. If you're environmental health, and I would say why you got into environmental health, what do you want to achieve? What do you want people to take away from environmental problems and issues? If you are health promotion, health communication, then talk about projects that you worked on that were very important to you. I have one project that I'm very proud of in health communication. It's our telenovela here. Here I talk about, "Here was a short film." I even say my role here. "My role included managing all aspects of the research. I did focus groups, literature review." I didn't just post the video, I talked about what was my role in this project.

What else would you put? The one thing that I want you to steer away is, "I'm going to graduate and have an MPH in December of 2015." Absolutely not, because there's going to be thousands of students who are graduating with an MPH and you don't want anybody to read that sentence and say, "It's another person. Not interesting. Not unique. I'm looking for someone with an MPH, but they need to have this." That's when you need to look at, why did I pick public health? What are the causes if you're environmental? If you're EPI, why EPI, why did you choose EPI? What is it about data that you love? If you are health communication, what was the communication theory that you were interested in? If you were in health promotion, what was an intervention that you implemented that was dear to you? That's what I would put in my summary.

What you worked on, what you're planning to work on, what's important to you, why you're in public health. We're in public health because we believe that we want to make our world a better place. That can be through the different tracks that we have chosen. It can be doing data analysis. It can be better health communication. It can be educating people. It could be about advocating for a cause. It could be about changing our environment and getting people more informed. I really think that it's important for you to implement that and infuse that in your summary. That's what's going to show and make you be that needle in the haystack that they're looking for.

I also wanted to show you a video that I think it would be a good summary of what we've been going through. It is that simple. We need to really know what people are looking for and how we need to market ourselves and ensure that whatever we are doing, we are giving our most professional story online, in person, on the phone, via email. Whenever you're connecting with anybody in any of these venues, you need to make sure you are 100% professional. I think I want to end that there. Bernie, and last words?

Bernie Reifkind: I wish you all the best and don't hesitate to call me. Seriously.

Paula Amezola: Yeah. Thank you. Thank you.



[End of recorded material]