

APA2019



APA PSYCCAREERS LIVE JOB FAIR

Missed us at APA 2019? Attendees interacted with over 30 employers looking to hire psychologists in our Job Fair, participated in 1-on-1 career coaching sessions, and sat in on 15+ career management sessions, with topics ranging from Networking to Landing an Academic Position to Alternative Career Paths with a Psychology Degree. If you'd like to learn more and check out the handouts from our career sessions, the following resources are available below:

1. LinkedIn Strategies
2. Planning Your Career Path in Psychology
3. Professional Networking
4. Resumes Today
5. Tips for the 2nd Career Job Seeker
6. You've Got an Interview

LinkedIn Strategies

Your LinkedIn Profile

Write a Strong Profile

Consider your profile to be your digital business card or digital resume.

Headline

Your LinkedIn headline is like the headline of a newspaper article. To get the “readers” that you want, your headline needs to attract attention. Your LinkedIn headline automatically defaults to your current position and organization unless you change it.

A strong headline is not a title, but should make a value statement. It should be concise, clear, and specific. Use keywords that a recruiter will use to search for the type of position you want. Automated search engines will troll LinkedIn using those key words.

Summary

Your summary should be achievement driven and focused, along with being genuine and honest. It should outline your career focus and briefly summarize some of your key accomplishments. Take out the fluff!

Use a Professional Photograph

The concept of using a professional photo on your LinkedIn profile may seem foreign to many, but a professional photo is critical. Research done by LinkedIn shows that profiles containing a photo are seven times more likely to be viewed by a prospective employer. Do you want your photo to be from a recent camping trip, or a well-crafted professional photo?

Skills Section

Make sure that you are choosing the “right” skills for your skills section. You should focus on the skills that relate most closely to your career field. Identify the appropriate skills by reviewing job descriptions for which you are qualified.

Ensure Your Profile is Complete

Completing a LinkedIn profile is a task that takes time and effort. Many people don't finish their profile or cut corners. That incomplete or bare bones profile will not attract the attention of a potential employer.

Consider the writing of your profile to be a multi-part task that will require several visits to LinkedIn. After writing your basic profile, return visits will allow you to rethink what you have written and add important content that you may have initially forgotten. A complete profile that reflects your “hot button” skills and gives a complete picture of your professional background will attract much more attention from recruiters.

Update Your Profile Constantly

Never consider your profile to be “done.” You are constantly developing new skills and gaining new experiences. To attract a potential employer's attention and present the best possible overview of yourself, you need to revise your profile regularly to reflect who you are and your expertise.

LinkedIn Strategies

Using LinkedIn

Focus on making connections in the real world. Never send “connect-to-me” messages without having made some kind of authentic contact first.

Two Approaches:

1. Strategic Networking: Usually less than 500 people in your network.
2. Open Networking: Called LIONS (LinkedIn Open Networking). Believe that bigger is better and larger networks lead to more opportunity

Request Endorsements and Recommendations

Endorsements

Your connections endorse you with just one click for a skill that is in your profile. Multiple endorsements reinforce that the skill is a strength.

Recommendations

Recommendations are written statements from your connections. They carry more weight than endorsements because they require the recommender to write in some detail about what you have to offer. Recommendations tell the reader that the recommender thinks highly enough of you to devote the time and energy to write the recommendation.

Join and Participate in Groups

Identify a small number of groups that are most related to your areas of interest. Experts recommend targeting just 3 – 5 so that you will have time to actively monitor and participate.

Target the more popular discussions to participate in. This will give you more visibility. Consider starting a discussion if you identify a topic you are knowledgeable about that you believe will be of interest.

Produce Regular Content

Whether in the form of a post, link, or article, you should produce content regularly. You might post a link to an article that you think will be of interest to colleagues or share information about research you recently completed. LinkedIn research indicates that producing content on even a weekly basis will increase by ten times the likelihood of your profile being viewed.

Be Active Daily

Only about 40% of LinkedIn users check-in on a daily basis. It takes at least 20 posts a month to reach 60% of your LinkedIn audience.

Best day is Tuesday and best time is 10 – 11 am (EST). Updates made between 10 – 2 (EST) get the most shares.

Alan De Back
Learning & Communications

9152 Bloom Court
 Burke, Virginia 22015
 571-212-5405

alan.deback@cox.net
www.alandeback.com



Planning Your Career Path in Psychology

The APA's Resource for Individual Development Plans (IDP) is a free, online tool that helps you assess your professional interests, explore careers, match your skills and competencies to career options of interest to you, and create a plan to be on your way.

APA's Center for Workforce Studies (CWS) collects, analyzes and disseminates data about the psychology workforce and education system. Use CWS's data tools in the IDP process to learn more about jobs and occupations today.

CONTACT

Karen Stamm, PhD
Director
APA's Center for Workforce Studies
kstamm@apa.org

Garth A. Fowler, PhD
Associate Executive Director
APA's Office of Graduate and
Postgraduate Education and Training
gfwler@apa.org



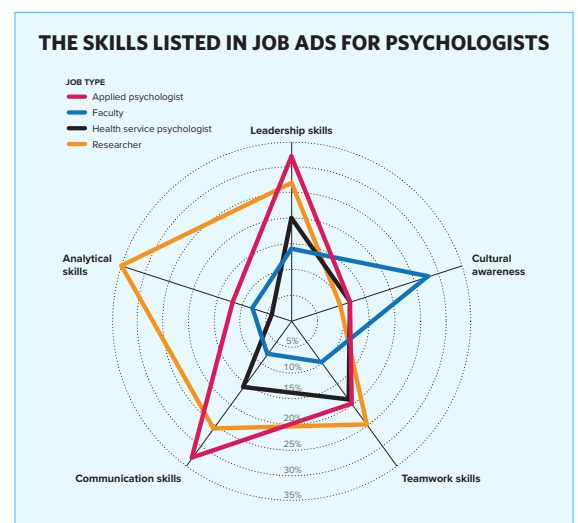
STEP ONE

ASSESS YOUR VALUES, SKILLS AND INTERESTS

Use CWS's Qualifications Data Tool

What Skills Do You Think You'll Use?

- Leadership
- Communication
- Teamwork
- Analytics skills
- Computer skills
- Multilingual/specific languages
- Organizational skills
- Cultural Awareness
- Critical thinking/problem solving



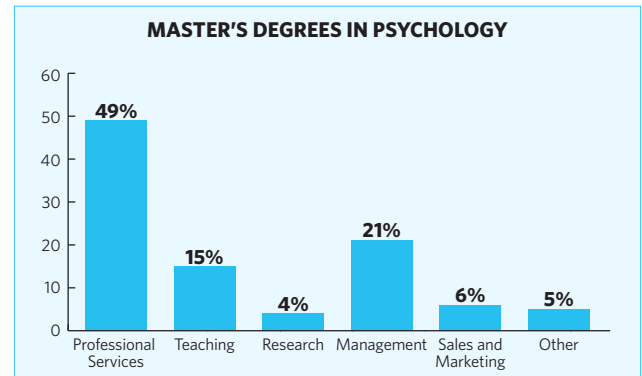
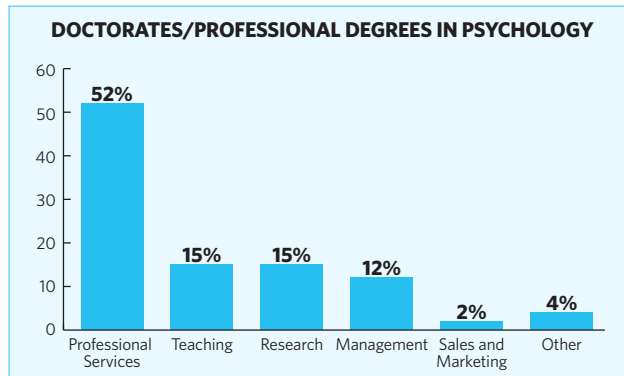


STEP TWO

EXPLORE CAREERS

LEARN THE SKILLS, KNOWLEDGE AND ABILITIES NEEDED FOR THEM

Use CWS's Careers in Psychology Data Tool

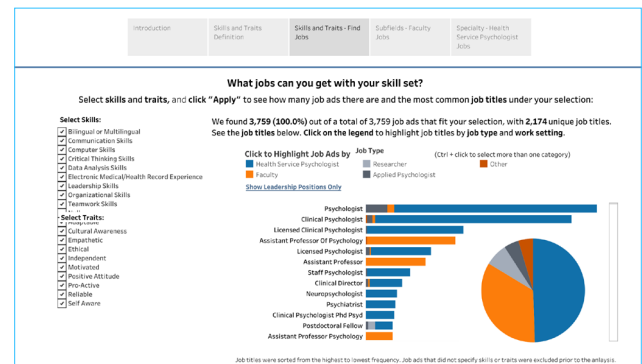


STEP THREE

COMPARE AND CONTRAST YOUR CAREER GOALS WITH YOUR CURRENT SKILL SET AND TRAINING

Use CWS's Qualifications Data Tool

Create a list of the skills, knowledge, abilities, experiences and competencies you need for the careers or jobs that interest you. Identify any that you are missing or need to develop further.



STEP FOUR

SET GOALS

MAKE CONCRETE PLANS TO IMPROVE YOUR SKILLS

Once you identify your ideal career path, focus on any skills you need to develop and create a strategy and time frame to accomplish your goals.



STEP FIVE

IMPLEMENT YOUR PLAN

USE MILESTONES TO MEASURE YOUR PROGRESS

Take advantage of opportunities to gain professional skills and competencies as part of your training, not just those outside of your current research/work responsibilities.

LEARN MORE

[ON.APA.ORG/IDPLAN](https://on.apa.org/idplan)

[ON.APA.ORG/CAREERSINPSYCH](https://on.apa.org/careersinpsych)

[ON.APA.ORG/SKILLSDATATOOL](https://on.apa.org/skillsdatatool)



**AMERICAN
PSYCHOLOGICAL
ASSOCIATION**

Professional Networking

Why Network?

Research about how candidates find their jobs tells us consistently that networking is the most successful route. A recent study by The Virginia Employment Commission found that approximately 75% of successful job “landings” are related in some way to networking.

Other reasons to network:

- Improve communication skills
- Gain exposure to new and different ideas
- Get advice
- Obtain word-of-mouth recommendations
- Make new professional friends

Where Do I Network?

Overall Networking Strategies

Networking is much more than just showing up at a professional event and meeting new people! You need to have a strategy for approaching the events that you attend, following-up afterwards, and deciding where best to devote your limited time.

1. Build confidence and competence in networking by doing it a lot.
2. Remember to give, not just take – make yourself useful
3. Volunteer at networking events
4. Prepare – elevator speech, personal business cards, determine your goal
5. Maintain open and regular communication with new contacts
6. Evaluate best use of your networking time

Strategies for Introverts

1. Arrive early at networking events
2. Ask lots of questions and spend most of time listening
3. Strive for quality, not quantity
4. Take time out
5. Go to events with a specific goal in mind

Alan De Back
Learning & Communications

9152 Bloom Court
Burke, Virginia 22015
571-212-5405

alan.deback@cox.net
www.alandeback.com

NetWORTHing for Success

We're constantly told about the value and importance of networking. Whether to find a new job, advance your career within your organization, or develop prospective client contacts, networking is widely considered to be a key. Because the word and the concept have become so pervasive in most professional environments, networking has developed a negative connotation in the minds of many. They associate the idea of networking with "using" people.

Some of my colleagues and I have started promoting a new concept in recent years called "NetWORTHing." The concept involves strategies that are similar to common networking, but there are some subtle differences.

The mindset behind NetWORTHing includes:

Focus on "we"

How can we help each other to improve professionally and grow? The street is truly two-way, with help and advice flowing back and forth.

Abundance Mentality

Rather than a mentality of scarcity, a belief that there are plenty of business/clients/jobs for everyone. You look for ways to connect people and opportunities. It's not about you, it's about them.

Concentration on long-term

Networthing is about building enduring professional relationships. Over time strong trust develops, as does respect for each other's strengths and skills.

Informational Meetings

An informational meeting is a meeting with a professional contact to find out more about their organization and their field. The idea is to gain as much real-life data as possible about the career field and organizations you are potentially interested in.

- Get a referral if possible – more likely to get in the door
- Prepare ahead of time with open-ended questions
- Be time conscious

Potential Questions for an Informational Meeting:

- How did you get into this type of work? Your current position?
- What changes are happening in your agency? In your industry, field of work?
- What do you like most about your agency?
- What do you like best about your field of work/current position?
 - What would you change if you could?
- What types of skills (both technical and transferable) are important to success in your agency? In your field of work?
- What advice would you give to someone interested in your agency? In your career field?
- What are your biggest challenges? (When you ask this, listen for any areas where you have expertise – could offer help or information.)

Résumés and CVs

Writing a curriculum vitae is an entirely different process than writing a resume. CVs are longer, more detailed documents most commonly used within the health care, medical, dental and academic communities. Unlike a resume where the goal is to market the highlights of an individual's career, a CV is a document with comprehensive information about professional experience, education and credentials, licenses and certifications, public speaking, teaching experience, internships and residencies, publications, professional affiliations, and more.

Topic / Area	Résumés	CVs
<u>Accomplishments?</u>	State accomplishments and transferable skills that pertain to your job target.	Avoid stating accomplishments -- use credentials, and selectively use headings which will showcase the attractive features of your work. CVs are based more on credentials than performance.
<u>Education?</u>	Usually used as an adjunct to a work history and, except for recent graduates, is placed at the end. Dates of degrees may or may not be stated.	An essential feature of th. CV: Degrees and credentials must be described in detail, and dates of degrees should <i>always</i> be stated.
<u>Chronology?</u>	Experience should be in reverse chronological order with all time covered.	Experience should be in reverse chronological order, but there may be chronologies for various headings.
<u>Appearance and Length?</u>	The first page must grab the reader's attention, and the most important information should be able to be found and read in <i>ten seconds flat!</i> Hardly ever longer than two pages.	The first page must grab the reader's attention, but it should also entice him/her to spend time to read it through. Depending upon experience, it can be much longer than two pages.
<u>How Useful for Career Changers?</u>	Quite useful: A resume allows for the flexibility to adapt your skills to new career tracks using a functional or a reverse chronological format.	Not very useful: While headings can be arranged to somewhat direct the information to a different career track, a CV is predicated upon formal education which is applicable to your job target.
<u>Summary Statement?</u>	A summary statement, informs the employer of what your target is and what you have to offer in terms of skills that are attractive to the employer.	A summary statement is never used. Occasionally, a job objective is used, but only if the goal is different than an employer would expect.
<u>Headings?</u>	A standard set of ordered headings, with several optional headings available to allow for a more tailored document..	A standard set of headings, with some variance in the order, and with more optional ones available

Courtesy of Hal Flantzer, Career Planning Resources, Kew Gardens, NY

Write a Strong Summary Statement for your Resume

A summary statement helps send the message that you're the right one for the job. The best thing about taking the time to put one together (whether you decide to actually use it or not) is that it not only helps hiring managers get a clear sense of what you have to offer, but also helps you better understand what you bring to the table. So, you get the added benefit of knowing exactly how to talk about your skills the next time you're networking, interviewing or presenting yourself online.

Step 1: Think of **3 or 4 things that define you as a professional**. This can be a strong performance record, excellent grant writer, expertise in designing research, or an ability to manage large-scale research projects.

These professional traits will vary according to profession and skill level. Focus on transferable skills as well as technical expertise. Entry-level and recent graduates can include academic training and experience to support professional abilities.

Step 2: What are **things you enjoy the most in your work?** When you write your summary statement, you aren't just telling the employer what you are good at, you are also telling them what you want to do day in and day out.

- What skills do you most enjoy using?
- What accomplishments are you most proud of and can best illustrate your abilities?
- What issues, topics, or areas are you most passionate about?

Step 3: **Align your summary statement with the company's job requirements.** Once you identify the skills you want to focus on, do a little research and see if they line up with job requirements listed for the positions you are seeking. You need to draw the comparison to your skills with their business needs and vocabulary.

- What is most valued in your target industry?
- What experiences, skills, and characteristics matter in your target jobs?
- What would you look for if you were the hiring manager?
- What critical problems are you well positioned to solve?

You probably want to establish early that you are skilled at managing resources and ensuring assignments get completed on-time/on-budget. This might not be the thing you want to focus on the most, but it is essential to include.

Notice that the Summary statement is about what you can do for the employer, not what you want in the job. Choose words and phrases that quickly show your unique value.

EXAMPLE

Highly competent psychology major with experiences assisting disabled young adults with social skills and time management. Utilize effective communication, interpersonal, and research skills to successfully create original programming for teaching life skills, building rapport, and accurately documenting interactions. CPR certified.

Resource: <https://www.apa.org/gradpsych/2016/01/resume>

Tips for 2nd Career Job Seekers



APA2019
Tips for the 2nd Career Job Seeker
R. Anne Hull

Employers Need Problem Solvers

- Critical Knowledge
 - Protocol/Methodology
 - Analytical thinking
 - Customer/Client
 - Industry
 - Legal

Experience = value

Critical Knowledge

Network

APA psyc Careers LIVE!

AMERICAN PSYCHOLOGICAL ASSOCIATION

APA2019
Tips for the 2nd Career Job Seeker
R. Anne Hull

Employers Need Problem Solvers

- Experience
 - Bigger picture
 - Best Practices
 - Communication
 - People Skills

Experience = value

Critical Knowledge

Network

APA psyc Careers LIVE!

AMERICAN PSYCHOLOGICAL ASSOCIATION

APA2019
Tips for the 2nd Career Job Seeker
R. Anne Hull

Employers Need Problem Solvers

- Network
 - Industry
 - Organizations
 - Communities

Experience = value

Critical Knowledge

Network

APA psyc Careers LIVE!

AMERICAN PSYCHOLOGICAL ASSOCIATION

APA2019
Tips for the 2nd Career Job Seeker
R. Anne Hull

Mission

1. What big problem do you want to work on?
2. What populations do you want to serve?
3. What is success to you?

APA psyc Careers LIVE!

AMERICAN PSYCHOLOGICAL ASSOCIATION

APA2019
Tips for the 2nd Career Job Seeker
R. Anne Hull

Role

Entrepreneur

Partner

Franchise

Contract

Employee

APA psyc Careers LIVE!

AMERICAN PSYCHOLOGICAL ASSOCIATION

APA2019
Tips for the 2nd Career Job Seeker
R. Anne Hull

Identify & Translate Skills

Inventory Your Skills

- Dissect your accomplishments
- Use visual imagery – Ideal Job
- Ask others

- Academic
- Work
- Community
- Family

Online tools:

- StrengthFinder
- SkillScan
- Self Stir includes IDP and coaching tools

APA psyc Careers LIVE!

AMERICAN PSYCHOLOGICAL ASSOCIATION

Tips for 2nd Career Job Seekers



APA2019
Tips for the 2nd Career Job Seeker
R. Anne Hull

Identify & Translate Skills

Employers Need:
Analytical and critical thinking
New ideas, curiosity and innovative approach
Solve recurring or complex problems
Project and time management
Organization skills
Leadership, People Management
Mentoring

Examples

- Work independently + team (Collaborate)
- Talk with all levels and across functions of an organization
- Meet deadlines | Adaptable
- Cultivate professional network
- Writing | Computing
- Negotiating | Influencing
- Event & meeting management
- Public Speaking

AMERICAN PSYCHOLOGICAL ASSOCIATION

APA psyc Careers LIVE!

APA2019
Tips for the 2nd Career Job Seeker
R. Anne Hull

Industries Organizations

Non-Clinical Options for Psychologists
Workplace Interactions
Engineering
Forensic
Quantitative
Sports
Aging
Financial
Research Funding
Communication/Writing

Examples

- ❖ Policy Analyst
- ❖ Field Scientist
- ❖ Product/Service Developer
- ❖ Business Analyst
- ❖ UX Designer
- ❖ Medical Liaison
- ❖ Project Manager

AMERICAN PSYCHOLOGICAL ASSOCIATION

APA psyc Careers LIVE!

APA2019
Tips for the 2nd Career Job Seeker
R. Anne Hull

Tips to address biases

- Get digital - online profiles | participation
- Get your network onboard
- Find employee referrals
- Get noticed for the right reasons
- Meet the decision-maker first
- Reframe your experience as a solution to their need
- Prepare your stories that demonstrate how you get results

AMERICAN PSYCHOLOGICAL ASSOCIATION

APA psyc Careers LIVE!

APA2019
Tips for the 2nd Career Job Seeker
R. Anne Hull

Techniques to address biases

Demonstrate your value

- The long view – bigger picture – “why”
- Workplace savvy
- Communication skills
- Able to deal with “crisis”
- Efficiencies
- Detail, focus, attentive
- Dependable / punctual
- Honesty

AMERICAN PSYCHOLOGICAL ASSOCIATION

APA psyc Careers LIVE!

APA2019
Tips for the 2nd Career Job Seeker
R. Anne Hull

Tips to address biases

Job Applications/Resumes

- Screening mechanism – Key Words
- Success begins with a conversation

AMERICAN PSYCHOLOGICAL ASSOCIATION

APA psyc Careers LIVE!

APA2019
Tips for the 2nd Career Job Seeker
R. Anne Hull

Tips to address biases

Interviews

- Listen for what they really want to know?
- Use recent examples
- Energy and enthusiasm
- Talk about results and future benefits for the employer

AMERICAN PSYCHOLOGICAL ASSOCIATION

APA psyc Careers LIVE!

You've Got the Interview! Strategies to Help You Nail It

An interview happens when your resume has done its job...piqued the interest of the recruiter or hiring manager enough that he/she wants to meet you. Your resume has told him/her that you have the qualifications and the right experience. The interview will help the recruiter or hiring manager determine if you will "fit" the environment. Participating in an interview does the very same for you. The interview allows each of you to "picture" you in the position at the agency, organization, or practice and determine if it is right.

We looked at three aspects of the interview process:

1. Preparing for the interview
2. Participating in the interview
3. Evaluating what you learned

1. Preparing for an interview.

Know the specifics of the following questions:

- When and where is it?
- What kind of interview will it be? (Panel, one-on-one, serial one-on-one, stress)
- Who are you meeting?
- What do you know about the organization, agency, or practice?
 - **Sources:** LinkedIn, Glassdoor, website, FB, Instagram, recent news/articles, search the interviewer's name
 - **Strategy:** Power up your sleuthing skills. See how deep you can go into your research. If all you know is what the website's About Us page reflects, you haven't gone deep enough.

Is your interview via phone or a Skype-like medium? Be sure you have a quiet place to take the call. If you will be seen, be sure you are dressed appropriately and that whatever the interviewer can see behind you on the screen is like-wise appropriate.

Meeting in person? Take a test run to the location. How long will it take to get there? Be sure your GPS is sending you in the right direction. Is there construction along the route? Detours? What about parking? Plan to get there, park, and be waiting 15 minutes prior to your appointment time.

What type of interview should you expect? There are a number of types of interviews, the most common being one-on-one with the person you would report to should you be hired. Before this happens however, you may have a phone or Skype interview. Other interview variations are interviewing one-on-one with a string of people (co-workers, higher-ups, direct reports), or you may be interviewed by a panel of people all at the same time.

Prepping also involves anticipating questions that may be asked.

2. Participating in the Interview

The on-site "interview" starts **the moment** you talk to security/reception. You don't want these folks to report their interaction with you was unpleasant or unprofessional.

Turn off your phone. Off. Really.

Questions to be prepared for:

Behavioral questions. Based on the belief that past performance is the best predictor of future performance, behavioral questions ask you about how you performed in the past. They often begin with “Tell me about a time,” or “Give me an example of...”

For example:

- Tell me about a difficult case you’ve worked on. What made it difficult? What did you struggle with? How was it resolved?
- Tell me about a time when you felt effective as a therapist. How did that come about? What made you feel effective?
- Give me an example of when you had a conflict with a co-worker. What was the situation? How did you address it? What happened?

Behavioral questions are best answered using the **S.T.A.R.** method. Recount the **Situation**, the **Task** to be done, what **Action** you took, and what the **Result** was. Using this structure can help you avoid going on too long or going too deep into details. Be brief and specific. If they want to know more, they will ask. Being unprepared for behavioral questions can sink your interview. Many examples of behavioral questions can be found online. Choose some possibilities and practice your responses.

Be prepared to talk about your “biggest weakness” or gaps in your resume as well as why you should be the candidate they hire. A tip about talking “weaknesses”; start with a strength and how the downside of this strength is your weakness, then finish with how you are working to correct this.

For example: *I consider myself a creative and outside-the-box thinker. My weakness is that at times I forget that new approaches can be uncomfortable for some and therefore less effective. I’ve been working on understanding that the tried and true might sometimes be the best course.*

Questions you might ask. Keep in mind that an interview is a conversation. Have some questions ready to ask the interviewer. Examples might be:

- What do *you* like about working here?
- What two personality traits would be best for success at (the organization)?
- If I were hired, what would be my first priority?
- If I have further questions, may I contact you? How do you prefer to be contacted?

3. Post-Interview Evaluation

The interviewer is not the only person evaluating what happened and what they learned during your interview. You need to evaluate your experience of the interview as well. What is your gut telling you? Did the interview change your opinion of the position? How so? Sometimes interviews help us refocus on what is most important to us in our career when we may have been swayed by a prestigious name or an awesome salary range.

Either way, send a “thank you” email to everyone with whom you interviewed. If the interview has made you want the position all the more, say so in your email and why. Again, be brief and clear.

Finally, reflect on your participation in the interview. What would you do differently if you had a chance to “re-do” the interview? What went well? Jot down what you learned about the position and about yourself. If you get a call for a second interview will you take it? What will you want to find out the second time around?