

Career Connections



Employment Readiness Certificate Program

This program is structured to help job candidates compete to win in the 21st Century Time efficient job search and detailed preparation for the job interview is critical – knowing the biggest differences between then and now is the key to success in landing that job offer. Sending all the “right” messages beginning with the Cover Letter, the Résumé, and messages throughout the Interview are important components that are in this all-encompassing employment readiness program.

“There are usually about six to eight messages that make 90% of the difference in getting a job offer”
Jay Block, CEIP

This 6-week employment readiness program will teach attendees the 3 “Magic Building” components to successful interviewing and create their individual Organizational Message Chart to build professional clarification.

The ability to identify the type of communication styles shows you how to create a “Likeability Factor” in the job interview. The “Tips” learned in this program will teach you how to develop a rapport with the interviewer – necessary in creating the “Likeability Factor.” Below is a chart that identifies how the interviewee is rated.

Out of a 100% possibility that the candidate will win a job offer –

- + 50% = “Likeability Factor” The mirror effect (Isopraxism)
 - 40% = Is Voice
 - 10% = Is Image and Demeanor

The other 50% is as follows:

- + 30% = Is if they think you want the job
- + 20% = Is if they think they can work with you

Attendees who master the “Art of Interviewing” and use the skills to build a rapport with an interviewer will be the most likely candidate that rates 100% “Likeability Factor” and gets that job offer – not finished yet – next...Salary Negotiations!

The Employment Readiness Certificate Program will prepare you for success. Join us – you’ll be glad you did!

Other Topics Covered

- Cover Letters
- Résumés
- Job Search
- Networking
- Applications
- Electronic Filing and Follow-up
- Interview Types and Questions
- The S.T.A.R. Statement
- The Elevator Speech
- Social Skills
- Professional Branding/Image
- Video Interviewing