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# This Is Who We Hire: How To Get A Job, Succeed In It, And Get Promoted.



## Synopsis

This frequent No 1 Best Seller Career Guide is required reading at the University of Central Florida (2nd largest University in the USA). It is used in The College of Business Administration and the Department of Psychology for their Professional Development and Career Readiness classes for over 10,000 students.

**FIRST** - It shows you how to land a career job you will enjoy!

- You will learn how to;- Build the interpersonal skills you will need to encourage people to meet you - and quickly like, trust & help you.
- Build a network to get detailed information about the daily activities, work environment & career potential for many different jobs & employers.
- Ask the right questions to help you target worthwhile internships and jobs with employers & industries in which you feel proud to belong.
- Build your competitive advantage to meet the specific needs of your chosen jobs and employers.
- Build relevant profiles on social media such as LinkedIn using "key words" those employers are likely to search on.
- Write targeted high impact resumes that will get you an interview.
- Connect with the interviewer and avoid a personality clash.
- Prepare for and professionally answer common but critical questions - plus prepare the questions you must ask.
- The four thresholds you must cross to win the selection process.
- Prompt them to make you an offer and negotiate a better one.

**SECOND** - It ALSO shows you how to succeed in the job and get promoted.

- You will learn;- What you must do on the day you join to maximize "the best start" in your internship or job.
- How to understand an employer's expectations from you & how to outperform them.
- What to do if a job is not going well.
- How to develop mentors and raving references you can count on your entire career.
- A process to consistently solve problems & complete difficult tasks to help you develop a reputation for getting things done.
- Build management and leadership skills & learn how and when to apply them.
- Three strategies for getting promoted you must have in place at all times!

**WHY IS THERE A NEED THIS BOOK?**

- The challenge - According to sources such as NACE, Accenture, and Gallup over 83% of students graduate with no job lined up and 51% will take longer than 2 years to land a career job.
- Over 20% lose their first job or quit in less than 6 months.
- Over 70% of all employees languish for long periods feeling unengaged, under perform as a result, & are unlikely to get promoted.
- The root cause - Many students, recent graduates and even people in their late twenties & early thirties do not know what they really want to do.
- Without an exciting job in your sights you won't have the motivation, energy & drive to make enough effort to prepare your unique relevance to

compete well in a selection process - or become a top performer in the job later. Because of these statistics employers do not believe that your degree by itself is enough to make you a "job winning" candidate. This is why employers specifically look for your motivation (passion) & drive. They want to know what actions you took to target them and develop yourself to meet their needs - and why. This guide shows you the interpersonal skills, including the right questions to get the information you need, so you can decide what you want to do - and what capabilities you will need to demonstrate to get selected. It will teach you how to build & communicate your unique relevant value so that you stand out from the crowd & trigger a "This Is Who We Want!" reaction. Most books stop at getting the job. However, statistics show that succeeding in the job is just as hard as landing it! This "two in one" book provides a continuous process called the job cycle that ensures you not only land the job of your dreams but succeed in it. It covers how to understand and exceed expectations from the day you join, use these same principles to build your team with the right people - and land the promotions of your dreams - all the way to the top.

## Book Information

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## Customer Reviews

A very comprehensive and actionable career guide. I am delighted that This Is Who We Hire will now be the text to drive the activities in all four of our Career Professionalism classes. It is also a book each student can and should take with them for continued guidance in their workplace. It provides an actionable and repeatable process they can use to manage their entire career. Paul Jarley, Ph.D. Dean of the College of Business Administration with over 8,000 students at the

University of Central Florida, the second largest university in the U.S. Highly recommended! I have taught college seniors and MBA students for more than 10 years, This is Who We Hire provides actionable skills to help them find a job and build a career after they graduate. I am also the parent of a recent college grad and a rising junior. I am buying a copy for each. Parents make a huge investment in a college education for their children. A happy, successful graduate is their goal. A couple of dollars more to buy this book is a small and wise investment. Professor Allen H. Kupetz, Co-Chair, Department of Business, Rollins College.

Excellent career guide! A College or University degree is only a part of what employers are looking for. To be selected for a job, succeed in it and get promoted into leadership, there are many other skills, attitudes and actions you will need to demonstrate. This Is Who We Hire covers in detail what a future or current employer expects from you to help you start your career - and to proactively drive your way to the top. Frank Martire, Chairman of the Board at FIS - the world's largest provider of banking and payment technologies to over 20,000 financial institutions in 130 countries with 55,000 staff. Great read for job seekers at every level! Highly recommended! I can attest that This Is Who We Hire hits the mark. We recruited candidates who spoke our language, talked about our challenges and how they could help us overcome them. We wanted to feel their intensity and drive to want to join us and help us meet our objectives. This is a must read for anyone entering the job market and a great refresher for experienced candidates at all levels. Shewell Smith Previously a Human Resources executive at John H. Harland and at Ernst & Young.

I purchased Alex's book to prepare for a Career Services Event I was hosting for CFA Society of Orlando. In particular, I was particularly focused on the Job Cycle. At first, I thought the book was for young professionals. I quickly realized this book and the process he outlines can be applied to anyone at any level, from entry level to C Suite. Alex's real world experience running an international business unit shines through while reading the book. Alex gave a speech to our member at CFA Orlando (an investment organization) that really hit home for many of our members. Whether it is managing money (my profession) or searching for a job, to me it is all about process and this book will give you the playbook for executing. I highly recommend this book to anyone looking to break into the workforce, move up in their existing company or move out to bigger and better things outside of their current employment.

I ordered this book for a class that I am taking and having read like the first few sections I can say this is a very good book to have on hand. This book breaks down some details that you as a job seeker might not really consider. Having said that it doesn't mean having this book will get you the next job but it could be a helpful resource to have to get you that career you are looking for. What I like about this book is it's not hard text, the text is easily written and understood.

I'm truly surprised to see the recent negative reviews. I am a student at the University of Central Florida, and I feel that this is the best book we have been assigned for our professional development classes up to this point. The "Job Cycle" gives the book a logical flow and it is VERY easy to read. As many of the other positive reviews have stated - it is full of useful content. There are sections that have already helped me in my current internship. If you put these steps into practice, you WILL succeed professionally. I believe this with my whole heart- and like I said before, I have already personally benefitted from the content.

I originally bought this book only because it was a required textbook for my GEB course. This textbook holds so much valuable information about finding and seeking out jobs that it is quite possibly the best textbook purchase of my college career. The layout is super easy and enjoyable to read. I am very impressed by this book and have recommended it to all of my friends that have had trouble finding a job.

This book has helped me land numerous interviews and earn various offers. It has helped me remain confident and eloquent by marketing myself in the best way possible. Even if you think you have everything figured out about interviewing, elevator speeches, etc., I still recommend you read this book. It has so much great information; you will definitely learn something!

I found this book very enlightening towards the entire process of finding and succeeding in a job. His advice is very true to life based on my experiences looking for employment. If you want to successfully navigate the process of finding a great job, this book is for you. I highly recommend whether you have a job or if you are on the job hunt currently. This author truly wants to see people be successful in their careers.

This book is PACKED full of incredible information about how to get a job, AND how to ensure you get promoted. I was able to successfully target and employer, position myself as a top candidate

and negotiate salary on my terms. Everything is easy to read and easy to follow. I highly recommend to anyone looking for new job opportunities.

As a millennial, who graduated college recently, I can tell you that the current job market is a competitive environment. Automation and lower-wage work overseas is shrinking the supply of opportunities. In order to get a job that allows you to build a foundation for your career, cultivate your skill set and ultimately advance into higher roles within an organization, you have to find a way to separate yourself from the rest. "This Is Who We Hire" is jam packed with tips, tricks and insights that will get you on the right track to landing that dream job. Mr. Groenendyk gets into the trenches with you and discusses everything from how to properly grow your network and the right way to leverage social media into a job to the navigation of the interview process and whether or not you should negotiate with a potential employer. "This Is Who We Hire" is full of the information that every job seeker needs to succeed in their job hunt. It is now required reading for all of the interns in my office. If you are in the market for a job, I would highly suggest you start with a copy of this book. You're sure to get a great return on your investment.

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