

Press Release

For Immediate Release
Contact:
Kimberly Schneiderman
City Career Services
917.584.3022
Kimberly@citycareerservices.com

PRESS RELEASE

Occupy Wall Street Teaches Job Seekers How *Not* to Interview
Clear messaging is to key to winning over prospective employers says job search strategist and interview coach Kimberly Schneiderman

Occupy Wall Street has demonstrated an impressive ability to garner media attention across the country and the world, but depending on who you ask, you'll get very different answers about what the movement is hoping to achieve. Without clear messaging about what Occupy Wall Street stands for, many potential allies are hesitant to commit their support.

The same is true when it comes to interviewing for a job. If a potential employer can't walk out of an interview with a clear understanding of who the candidate is and what he or she has to offer, it's unlikely they'll be moved enough to hire that candidate. In the world of jobs seeking, the ability to effectively communicate one's expertise, experience, and skills can undoubtedly make or break a candidate.

Job strategist and interview coach Kimberly Schneiderman has broken down effective communication into a handful of simple interviewing techniques that job seekers can leverage to connect with the interviewer, demonstrate experience, showcase talents, communicate job readiness, and build rapport with everyone on the hiring team. These include:

- Storytelling strategies to demonstrate the precise skills the employer needs
- Answering even the toughest questions ("Why did you leave your last job?") honestly yet positively
- Making the best use of the "Tell me about yourself" question at the start of almost every interview
- Promoting the candidate's skills versus the skills of the candidate's former team ("I" vs. "We")
- Clearly communicating when answering vague questions ("What kind of dog would you be?")
- Tips to structure a resume to focus on the value the candidate offers
- Recommended questions to reveal which of the candidate's skills are most-needed by the employer
- Strategies to help the candidate learn more about the company's culture

In this market, job seekers have their work cut out just getting an interview. By remembering Occupy Wall Street's example of what *not* to do when communicating what they to offer to an employer, candidates will be one step closer to landing their next job.

About Kimberly Schneiderman

Kimberly Schneiderman, owner of City Career Services, provides job search tools including Job Search and Interview Coaching, Resumes, LinkedIn Bios, Networking Resumes, Cover Letters, and Career Strategy Coaching to goal-oriented professionals across all industries. Kimberly has authored numerous

career-related articles and videos, and presents seminars on search strategies, interviewing skills, resumes, and on-the-job performance tactics. Kimberly's clients appreciate the one-on-one attention from her and the immediate results they get with her job search tools and coaching!

For more information, visit www.citycareerservices.com

For media inquiries, contact

Kimberly Schneiderman – City Career Services

917.584.3022

Kimberly@citycareerservices.com