

EPISODE 17**[INTRODUCTION]**

[00:00:07] TF: Welcome to Job Search Strategies with Tiffany Franklin. This podcast is dedicated to helping you market yourself into a better career, as well as teaching you how to have a more efficient and effective job search. Since 1998, I have worked at three University Career Centers, including University of Pennsylvania, Vanderbilt and Drexel, spent time as a recruiter for an international staffing firm, and in 2011, launched TJF Career Coaching.

In that time, I've helped over a thousand experienced job seekers of all industries, and thousands of students ace interviews and land jobs at top companies, including Fortune 500 employers. My shows include episodes dedicated to resumes, interviews, and networking, in addition to industry-based interviews, such as my last episode, which focused on how to launch a career in Hollywood.

This episode will explore TikTok and video resumes. Specifically, I will go over whether you need one and best practices, so you can stand out from other candidates for all the right reasons. Today, I am joined by Madeline Mann, an HR and recruiting leader who has built an audience of over half a million people and is known for her award-winning job search YouTube channel, Self Made Millennial.

Madeline's career coaching programs have led to thousands of success stories. Her work has been featured in Bloomberg, Business Insider, The New York Times and more. I love collaborating with other career coaches, because even though we may have very different career paths to our coaching businesses, we share a common goal; to help others thrive in their careers.

When someone said TikTok, I thought of dance videos, challenges and life hacks. Last fall, Madeline Mann first came to my attention when I read the New York Times article on how TikTok is now a place for career advice, and she was one of the coaches profiled. This summer, TikTok launched the pilot program called TikTok Resumes, which is designed to continue expanding and enhancing TikTok as a new channel for recruitment and job discovery.

TikTok teamed up with select companies and invited job seekers to apply for entry-level to experienced positions with some of the world's most sought-after employers with a TikTok video resume. Given Madeline's expertise in recruitment and her experience posting career advice videos in YouTube and Tiktok, she felt like the perfect choice to help my audience understand the nuances of video resumes.

You can see show notes on my website, www.tjfcareercoach.com/blog, where I will link to Madeline's website, www.madelinemann.com, as well as her LinkedIn masterclass, and other resources we will discuss in the episode. There will be a transcript on my website with timestamps for you to download as well.

[INTERVIEW]

[00:03:12] TF: Welcome to Madeline Mann, who has created the Self Made Millennial brand and has just really been prolific with all the videos that she has been putting out through TikTok, and featured in The New York Times, and then doing so much on YouTube. I think, the biggest thing that strikes me is how many people you're helping, and jyour consistent commitment to helping people navigate the job search. Thank you.

[00:03:39] MM: Oh, my gosh. It's my pleasure. I'm so glad to be here.

[00:03:42] TF: Madeline, please, walk me through the highlights of your career journey.

[00:03:46] MM: I had a full career in the human resources field. I worked in technology. I ended up working my way up to become the head of human resources at a tech company, and I was the one who was releasing the behind the scenes of who was getting promoted, who is getting hired, what was turning the hiring managers off and what was really helping certain candidates to propel their career forward, even if they didn't have the right experience, so they were unconventional.

My absolute passion and love for my career in human resources made me start to think, "Wow, I'm noticing the same mistakes over and over again with these job seekers. What if I just put out

some content that is highly actionable, fun, and make it so that hopefully, people will land more jobs?” I started my YouTube channel, Self Made Millennial in October of 2017, purely as a passion project to keep talking about the work I love doing. It ended up really taking off and landing to tens of thousands of success stories, even becoming a successful career coaching business. It's been really fun for me, having found my dream job, to then help other people do the same.

[00:05:03] TF: Madeline, you have had such success on YouTube so quickly. I know, there are a lot of other people that are trying to do that. What things did you do to ramp up so quickly and generate that success?

[00:05:16] MM: I don't know that I ramped up so quickly. I would say, that for the number of people who are watching my YouTube channel, the number of success stories I was getting was ridiculously high. As far as how I was able to get a lot of people on my YouTube channel, it truly was a labor of love, where I was building really good content. I was taking courses on how to build a YouTube channel, and not just depending on my own savvy to figure it out myself. I think, that's the number one thing that I've learned is as someone who is building a career, and then also building a business is always investing in myself, always looking to experts in the field, and learning from them.

[00:05:56] TF: I think, you bring up such a great point. Because professional development, no matter what career you're in, if you're an entrepreneur or not, that's something we always have to put into our own hands and not rely on other people for. Just because you're not seeking a degree anymore, doesn't mean the learning stops.

[00:06:15] MM: Yes. That's been one of my favorite things to do. My husband, he's really into investing. I said, “Man, I should really invest more in it. I mean, I know you're handling a lot of our portfolio, but I should be investing more.” He says, “You invest so much. You're constantly investing in yourself. You're constantly taking these programs and courses,” and we can see the outcomes of it. It's been phenomenal. I completely agree.

[00:06:37] TF: You have done so much on TikTok. Last fall, you were highlighted in a New York Times article about career coaches providing advice on TikTok. Tell us about that experience

with TikTok and how it evolved from entertainment, and the dances to you seeing it as such a great opportunity to provide your career coaching advice, and a significant part of your Self Made Millennial brand.

[00:07:03] MM: It has been wild, Tiffany. I got onto TikTok years ago. It was in 2019. At that point, no one was really talking straight to camera. Most people were either telling story time maybe, with a funny voice, or they were dancing. Gary Vaynerchuk was really one of the first people who was talking straight to camera and just giving straight career advice.

As I was looking at all these people who are dancing, I said, "I'm never going to be able to compete with these dancers." There were some people giving advice, but they were dancing and pointing to words and stuff. I said, I'm just going to talk straight to camera, and I'm just going to give some advice. There was Gary Vaynerchuk, then there was essentially, me. My views on every video just skyrocketed to over a million for my first few videos.

I think, people are really starved for this information, because so few people get really quality of career advice. Over the past few years, it's been really cool to see that career talk is a thing. It's just a ton of career coaches have flooded the platform. I really hope that it's going to lead to a lot more career success. I get so many comments on all my TikTok videos of saying, "Hey, you helped me land my job. Hey, you helped me land my first job." All the stuff. It's just been absolutely incredible.

[00:08:20] TF: That is wonderful. Congratulations on all the success! Now, TikTok Resumes is this pilot program that they launched last month, designed to continue expanding and enhancing TikTok as a channel for recruitment and job discovery. I've read about how TikTok has been teaming up with select companies and inviting job seekers to apply for entry level to experienced position with some of the biggest companies, like Chipotle and Target, Shopify, Movers+Shakers and many more, with a TikTok video resume. The first question is, do you think that TikTok resumes will be the future of landing a job?

[00:08:59] MM: It is interesting in that it's a public medium that people are posting on. I think, a lot of people don't necessarily want to post something so publicly if they're looking for a job. A

lot of people I work with are a bit more passive. I think, there is a time and place for a TikTok resume.

What's more interesting to me is versus it being on TikTok per se, and that being enduring is more of the video aspect of the resume. I do think we are moving towards seeing people and seeing how they interact, how they talk, how they articulate themselves, how they – or even creative. That aspect is interesting about TikTok. We're seeing statistics come out from companies, saying that they're open to watching video resumes and whatnot. I think, the magic of TikTok is that there is this time pressure of you need to do it within six seconds, or for some people, it can be up to three minutes.

In the interview process, time is very precious. Most jobs get hundreds of applications. By having this aspect of, "Hey, I get to see a bit about what you're like and see how you interact. You are confined to a certain amount of time." I think, both of those are an interesting way that the recruiting industry and the way we're hiring people is starting to move in. I would say, yes, I do think it is on trend. Will people who are more skilled later in their career, who already have jobs, will they be putting out this video to the entire Internet? I don't know.

[00:10:38] TF: Going back to the video resumes, one thing that comes to mind, it seems like the lines are getting so blurred, because now with HireVue, doing so many of those pre-recorded asynchronous interviews, where they send you some questions that have been pre-recorded, you have two days to answer them, maybe in four minutes. I know, many companies are using those. It seems like the difference between all this is getting very gray.

[00:11:05] MM: I completely agree with that. That's another sign that video resumes are on the rise. Is the fact that they're essentially giving you the format on HireVue, AKA, a one-way interview. They are basically telling you, "Hey, create these videos for us to review afterwards." Yeah, this has been absolutely on the rise, and is really a way to try to speed up the job search and possibly, you could see it, because I think a lot of [inaudible 00:11:32] hate it. Possibly, you could see it as that it's giving more people the opportunity to speak for themselves, to be seen and speak to it, versus just having this black and white resume page speak for them. Yeah, it is tough.

One thing that they've found, looking at some of the software, is how much time people are watching these videos. You can see when a hiring manager clicks off of it, and it's unfortunately, pretty quick. If you start your HireVue interview by being really low energy, losing your train of thought, talking really slowly, or whatever it is, you just lost them. The foundations of video content are actually also ingrained in these interviews.

[00:12:17] TF: It seems like, there's two pillars. There's content you are saying and there's the presence that you bring. Both are equally important for this.

[00:12:26] MM: I would say, yes. I think, we underestimate the energy that you bring. I think, you could say some really good things and still lose people. You can say some okay, or moderately good things with the right energy and confidence and get through. The problem is that many of us the way we talk naturally is more monotone, is more low energy. In a normal conversation, it actually sounds fine. I always say that video adds 10 pounds and subtracts three cups of coffee.

[00:13:00] TF: That's a great saying.

[00:13:01] MM: You need to amp it up, if you are on video. I have a coaching program called Standout Job Search. I'll say, "All right, Tiffany. You're going to do this interview answer for me and I want you to do it over the top. I want you to do the highest energy. I want you to feel wacky, wild crazy." When folks do this, they'll sound completely normal.

[00:13:25] TF: Really. Basically, you have to have what in your head is game show host level energy. Then according to the video, it comes out like a normal human being?

[00:13:34] MM: It comes out like a normal human being. I don't give that direction to everyone, but depends on what their performance is. If you told it to me, I would go over the top, because I'm a bit of an energetic person. That's not for everyone. I would say, Tiffany, most people who are just a little bit lower energy, you tell someone to do that, and it's just like, they just sound so normal.

[00:13:55] TF: That is so interesting. Hannah Towey wrote an article for insider that suggested, TikTok wants to be the LinkedIn for Gen Z, with the launch of TikTok resumes for video job applications. Do you agree with that?

[00:14:10] MM: I'm very interested to see what happens there. I think, social media is our new resume. I think, our personal brand is our new job application. TikTok is part of that. We have to realize is that everything we put on the Internet is part of our personal brand, whether we like it or not. While I'm not convinced it's going to replace LinkedIn, because you and I are very familiar with the platform and how the ability for us to find talent through all the keywords and all that stuff is pretty unmatched. I think, that is TikTok going to play a part in how we're able to get jobs? Yes.

[00:14:50] TF: Is the video resume just for the under 30 crowd, or do you recommend it for candidates of all ages? If I'm a 38-year-old making a career pivot, do I need to feel pressure to create a video resume?

[00:15:05] MM: I have had folks of all different ages create video resume. What my thought is on it is, is this going to help you in your interview process? I think, if you are someone who appears well on camera, or if you're able to put together a video where there's great footage, or images of you accomplishing things, and whatnot, I think, there's a great opportunity there. I will say, what I'm seeing currently in the market, people who are doing these very public TikToks, I've only really seen it thus far with folks who are younger.

Again, I do think that part of that has to do with privacy, and people who are employed not wanting to just broadcast that they're looking. I definitely think that video resumes are a possibility for anyone of any age.

[00:15:57] TF: You bring up a good point. One thing that comes to my mind, it seems like, the adoption of the video resume would really be a little bit industry dependent, at least in the beginning. If you're talking media, communications, or tech, that seems much more likely, than if you're talking maybe investment banking, or for legal jobs.

[00:16:18] MM: I completely agree with that. With any career advice, you need to think about the context of the role, and the industry you're going into. If it's an industry, where video and creativity is part of the medium, this could work, or if it's an industry that seems a little bit more innovative or fresh. If it's a more traditional industry, now, let's move away from that you might be seen as not taking it seriously enough, whatnot. I think, that's a really great distinction to make.

[00:16:53] TF: Regardless of what stage of your career, what industry, you need to be thinking about branding, and then thinking, what makes the most sense for your industry. Social media is a given. It seems like, the standard is LinkedIn for everyone. Then, what I've been talking to a lot of people in the creative field, oh, do they have online portfolios, or their websites? Or are they having, if they're in tech, GitHub to demonstrate their code?

What are some tips that you have for people about branding, and how they can – because that's been such a big thing for you, is promoting your Self Made Millennial brand? What advice do you have for other people? Because, I think, it can be intimidating for a lot of people.

[00:17:37] MM: Yeah. I think that people hear the word 'branding', and don't necessarily know what it means, or think it sounds too big. Really, branding is the feeling people get when they touch anything that you have created, or even when they interact with you over the phone, or in-person. It's like, what message do we want to get across when anyone touches anything you do? The problem is that so many of us are multi-passionate. We love all these different things, different aspects of our career, different aspects of our personal life.

Our brand ends up being something that's very watered down and ends up being us talking about how we love surfing and how we both love to do marketing, but also product management, but also sales. It ends up being well, I don't really know what I would go to this person for. Who would they be in my business, because I feel there's so much information? A big part of building your personal brand is to actually, do a bit more of soul searching before you start creating that brand. Really narrowing down to what is the value I add to the world. The good news is that whatever you decide is not set in stone for life.

Maybe it's what you put out there for the next year. Then next year, you think, "Well, I've really focused on demand generation marketing. I actually think I'm more of a content marketer." Then, you switch, right? Don't be afraid to pick a lane, but just make sure you're picking a lane with intention and without just choosing something willy-nilly.

[00:19:13] TF: I love how you said you're not stuck with it, because you make decisions based on the information you have at the time. Then, as you're doing your informational interviews, talking to people in the field, and learning more, having internships, you learn what you want, and more importantly, what you don't want. It's fine for that to evolve. I think, people need to give themselves permission to evolve.

[00:19:34] MM: Absolutely. Yeah. I do have a course called LinkedIn for Thought Leaders, where we build out that profile. We build out what is your target, and what are you doing? Posting on LinkedIn, I found to be such a highly impactful way to get your brand out there. What I found is that so many people, they post on LinkedIn and they get almost no engagement, and then they stop. That's because they don't understand the platform. They're applying tactics that they've learned on Instagram, or Facebook, or Twitter. Those things don't work on LinkedIn. Also, making sure that you are understanding how to get visibility on your profile, how to build up that thought leadership and that personal brand can also make all the difference.

[00:20:16] TF: It's really worth their effort, because I know, just working with my own clients, getting them to narrow down their resume and tailor it for one specific job with the applicant tracking systems, and making sure they have the right keywords for that position. Then, also, when they do their networking, because what so many people with it – my episode with Rich and Chad, or when I talked with Lauren and Sarah Whitney on the networking one, it was all about how can people help you if you're not telling them how in a way? That narrowing down is one big way that you can do that.

[00:20:50] MM: Exactly.

[00:20:51] TF: Now, to follow up on what you had just said, you brought up a great point about what you post on Instagram and TikTok and LinkedIn and Facebook and Twitter and across the platforms, you can take the same message, but post it in various ways, so it'll be most effective.

Is there a resource out there that you recommend for people that will demonstrate a chart, or anything, that is a great example of how the same message is tweaked across platforms?

[00:21:23] MM: Yeah. I would say, I put together a free class. You can find it on the front page of my website. You can just find it under LinkedIn for Thought Leaders at madelinemann.com. Because, I think that LinkedIn is such an unknown platform as far as building a social media presence, but the organic reach of your posts, meaning, how many people you can just organically give your message to and be noticed by is so ridiculously amazing, compared to other platforms. I put together that free class, so that people can understand how the platform works, and start to transition their content that they're posting on their platforms to LinkedIn.

[00:22:08] TF: Awesome. I will also put links to that on the show notes for this page on www.tjfcareercoach.com and all the different things that you offer. Of course, just your site will be first and front and center there. Getting back to the heart of what we're talking about here, can you speak to how can people create a great video resume? Then, we'll go specifically, a TikTok resume after that.

[00:22:31] MM: For a video resume, I'll explain it, and then I have visuals on my YouTube channel. I have two videos on how to build a video resume. You can see me, actually, I'm editing the video resume, so you can see exactly how that goes. For a video resume, what's really important is to right off the bat, be clear about what value you add to the world. I use that phrase to basically say, what role are you going for? It goes very closely along with what we're just saying, of so many people will talk to you broadly about their experience. You need to get in the video. What is your focus? What role you're going for? Talk about accomplishments.

So often, people are self-describing, "I am really creative, and I'm collaborative. I'm really great working on teams." No. Everybody says that. Yes. Instead saying, "I built out the social media strategy for X company, which involved a campaign where we did X, Y, and Z." It's only a few sentences, but it's going to make it much more tangible about what it feels like to work with you. I think, that that's really important to be specific like that. Also, if you're able to customize anything about the video, where it's going to a specific company, and maybe your intro and your closing is specifically about them, companies are really looking for someone who's not just

interested in a job, but this job. If you're saying anything about the company, or about the role, that's really going to stand out to these companies.

[00:24:03] TF: Now, basically this and again, I have Hollywood on the brain from my last episode, but this seems like your movie trailer. The whole point of this is to get them to want to learn more.

[00:24:12] MM: Absolutely.

[00:24:14] TF: How long should it be?

[00:24:16] MM: I wouldn't go more than 90 seconds. It has the elements of tell me about yourself, which is the most asked question in any interview. A lot of times, I'll tell people to bullet point out some of the content they want in there, as far as if they were a product, what are the biggest things that are their selling points? Then, basically, create a story around it.

[00:24:39] TF: Is that something that you would recommend, or what advice would you provide, taking that a step forward?

[00:24:45] MM: I think, it's spot on. It's not about what is most interesting about you. It's about what's the most valuable details to the employer based on the role you're pursuing. Just make sure it's not an indulgent video of like, "Well, I have lived in 50 different countries, and I've done this and that." It's like, no. Talk about what you've done that is relevant. I think, that that's super important.

[00:25:08] TF: What about avoiding that I was born on a stormy night? Let's go up a little bit sooner towards a little bit more recent experience.

[00:25:16] MM: Oh, my gosh.

[00:25:17] TF: Should they include, "Hi, my name is," on the video?

[00:25:21] MM: If you're sending an email to a hiring manager, I'd never instructed the first line of your email is like, "Hi, name. My name is Madeline Mann. I'm writing to you." It's like, no, no. They see it on your email. They see it in your sincerely at the bottom. In the video, I actually think saying your name out loud is actually a good thing, because it feels almost like, that's what would happen if you and I were meeting in person. I say, "Hi, I'm Madeline Mann. I am a human resources leader in the technology industry." Starting it off like that.

Also, so many of us, even if we are living in the country where we were born and all that. So many of us have difficult to pronounce names. Or like this, our spelling is a little bit different, or whatnot. You're actually helping the hiring team to feel confident when they call you, if you're saying your name. Even Madeline Mann, people will call me Madeline, or that stuff. Even me just saying my name, actually, decreases their anxiety about talking to me, because they're not worried that they're going to necessarily pronounce my name wrong.

[00:26:24] TF: What about the TikTok resumes? Because they had said that they encourage people to creatively and authentically showcase their skill sets and experience. Do you think there is a difference with the TikTok resume, versus the other type of video resume outside of the platform?

[00:26:46] MM: One of the good things I think about the TikTok resume is if you look at the aesthetic of TikTok, it almost encourages you to just turn on your phone and just record it with your arm outstretched, which is a nice, at-ease way of doing things. I think, when you're building your TikTok resume, there isn't necessarily this professional polish that needs to be there.

Though I would say, you dressing nicely, or you having a pretty neutral background is a good move. The incredible in that aspect that you could probably just start recording it, just holding your arm out, it doesn't actually feel – Whereas, I probably wouldn't recommend that if you are creating a nice video resume to submit to a company. I would recommend that it would be, where you're seeing maybe it's from a webcam or something like that.

The other thing is for TikTok resumes, you can use the features on TikTok, such as you might have the green screen effect, where you will have something in the background, where it's a picture of you at a competition. Or it's an image of a graph that you had created for your job, or

whatnot. I think, that those visual aspects should definitely be utilized, and that makes for a very compelling TikTok resume.

[00:28:02] TF: In terms of just regular resumes, what kind of equipment would people need? Could they just use their phones for that? Or do you think they need a better microphone, or maybe to borrow something?

[00:28:16] MM: I wouldn't worry too much about production value. Though, I would say that phones these days do have nice cameras. I would set that up. I would set it up where the camera is eye level, where it is not a selfie video. Ideally, typically, unless it's on TikTok, you'd want to make it horizontal, versus a vertical image. Position yourself where you're facing a window, so that that nice natural light is there. Then for a lot of us for our headphones, the headphones, actually, typically have a better microphone than our actual phones. You can plug in headphones, and that can improve your audio.

[00:28:56] TF: Also, make sure you're steady, because I know, not necessarily for a video resume, but just when I've done a lot of mock interviews with my clients, sometimes they will be moving around, especially if – some of them, they almost want to sit on a bed or something, which again, we talked about, don't do that for your actual resume. You want a professional background. I'll say, "Wait a second. I'm getting seasick here from the screen moving so much."

[00:29:20] MM: Yeah. I think, that fidgeting hands is also a huge one that I struggled with, and touching your hair, touching your face, fidgeting hands. Just being really mindful of that is hugely important.

[00:29:31] TF: Where you're looking to. Remember to look at the actual camera and not just set yourself the whole time in the little screen.

[00:29:40] MM: Completely. Yeah. Do a practice take. Look at where you're looking, and you'll notice, "Oh, wow. I feel disconnected from this image."

[00:29:48] TF: Well, I will definitely include in the show notes, the links to the specific resources you have mentioned, especially the ones around video resumes and their creation. If you have

some examples of standout TikTok resumes that we can include in the show notes, since they are public, that would be great.

[00:30:07] MM: Yeah. I'm totally open to doing that.

[00:30:09] TF: Job seekers often feel overwhelmed as it is when conducting a job search. Why do you think it's worth the time and effort to create a TikTok resume, or just a video resume and add another thing to their to-do list?

[00:30:22] MM: I would take a closer look at that to-do list. I am one who, in my job search coaching programs, I promote a lower volume search, rather than a higher volume search. When people join my program, they realize, "Oh, wow. I have either applied to so many fewer places, or I'm not even applying online anymore. I'm getting all of my roles through referrals, or LinkedIn, or other means."

When you start shifting your job search approach to a lower volume approach, you can go deeper on certain roles that you really want, because you've already done the work, you already know exactly what job you want. You're not just spraying your resume to everything. Then, you actually have the time. Anyone who's applying to dozens, or even hundreds of jobs is not effective to do it that way.

If you are then reducing dramatically the number of places you're applying to, but increasing quality of that application, and other touch points, you have lots of time to build out this video resume. Really, shifting your priorities there. In that video I have on YouTube, I think the video, even in thumbnails is like, how to build a video resume in an hour. Really, if you follow those steps, you'll realize, "This isn't so hard as I thought."

[00:31:40] TF: That makes so much sense. Always, the old adage, quality, not quantity. How do candidates follow up after sending in a Tiktok resume, or a video resume? Do they also send in the traditional resume?

[00:31:55] MM: Always send out traditional resume. If your traditional resume isn't just really fantastic, then that needs to be revisited as well. I would never say, "Oh, you have the video

resume? Great. The other resume, that's not going to be super necessary. No. Because that is the resume that's going to be making an impression. Every time you go into an interview, your written resume is going to be also something gets in the door. Then, every single interviewer who talks to you, they're going to be building your questions and their impression of you off of that written resume.

[00:32:26] TF: Madeline, as a human resources leader, you have helped thousands of people with their job searches. What are some of behind-the-scenes secrets that candidates should know whether they are applying on TikTok, LinkedIn, indeed, or directly to a company's website?

[00:32:40] MM: I think, a lot of people assume that hiring is a formulaic process. That when there's a job that's open, it's because that role is obviously open, there's very defined skill set they need to hop in, that when they join that company, they're going to fit into a box of exactly what needs to happen.

What you'll realize, when you become part of leadership and headcount planning within an organization, is it's messy. It's imprecise. There's debates on do we need to hire this person? What role is this going to be? What scope should the role be? Throughout the hiring process, that role changes. Opinions about who will be hired changes. A lot of people don't understand this. While you might have been passed over the first time for that role, their requirements might have lowered, because they might have realized they were looking for someone who doesn't exist.

Or, if you were accepted earlier in the process, and then they say, actually went a different direction, it's not something necessarily to take personally, because they might have realized, "Oh, we want someone who had specialty in JavaScript, when really, we want someone who's really focused on React Native," or whatever it is. That's really important to understand.

[00:33:56] TF: With so many people working remotely now, it seems like it would be harder to make your accomplishments known. Are there any tidbits of advice you have around that to keep yourself known, when you're behind the Zoom screen?

[00:34:10] MM: It is challenging. I would say, you need to be very proactive with having virtual coffees with people. I would do things where I'd say, "Hey, I'm going to put 15 minutes on your calendar. I'm going to call you on my phone." I'm going to be walking around my neighborhood, like I invite you to join me. Just keeping those relationships going, and then people will hear about what you're working on. People will notice things that you're doing.

I think, really being proactive about that interpersonal dynamic, because I think being remote is good for so many things. I think, that's the one thing that we have to be a little bit more intentional about.

[00:34:50] TF: I can see it being especially challenging for people who, it's their first, or second regular career job, versus ones who have been in the field for a while, they have those relationships. I know for me, I have used this year and a half to catch up with a bunch of people. I thought, wow, if this was happening to me when I was 24, in my first job out of grad school, it would have been so different.

[00:35:14] MM: I completely agree. I think, what you have to do if you are earlier in your career is lean on that. That is actually, your superpower. Saying, "Hey, I could learn so much from you, or I'm just now getting started in project management. I would love to hear your career journey." People love to feel like they're helping people. People must feel reminiscent of their earlier days, if you're someone who's even younger, and you're asking for help. I think, you can ask for help at any age, so don't let it discourage you if you are later in your career. Know that that's actually a superpower.

[00:35:50] TF: Wow. What a refreshing perspective. Now, I think what a lot of people would probably struggle with, how do they promote themselves in a way that is not braggy? Because I feel for a lot of us, that's not the most natural thing. What is that balance that people can strike?

[00:36:07] MM: You want to have moments to reflect. It might be, when you end a project, you might say, "Hey, let's do a look back on the project." A post-mortem, is sometimes it's called, and talk about the things that you did. Really make sure that your boss understands the beginning, what it looked like, and then the end result and how far you came. Because often,

our bosses, our managers forget that journey, and how bad things were before we got there and the things we did.

We're doing this as a post-mortem, we're thinking about, "Okay, so here's the things we did, here's things that didn't work, here's the things that I was able to complete, that ended up really making a big difference." By doing things like that, it's amazing how they start to really understand what you do when you're in meetings, really reflecting on certain things you've done and walking them through. If you did pull an all-nighter, you don't just sit there and hope that someone noticed that you were in the office all night. You say, "This week, I've pulled three all-nighters. That's because the code was in a really bad state. What I've been doing is working on this." You're saying it, because a lot of times people just say, "Oh, my work will speak for itself." It does not speak for itself.

[00:37:20] TF: That really resonates with a lot of what I tell clients, too. Two regards. One is on a monthly basis, jot down what you have been doing. Because I know when I worked with so many people updating their resumes, they had all these great accomplishments. Then, they would go back later and say, "Oh, wait. I did this, too. I did this, too." They forget, because they're so in the now of what they're doing that, like you said, they sometimes forget their journey, like with the managers. The other thing is being able to articulate the value they deliver. It seems like, that is one of the most important things, but people struggle with it so much.

[00:37:55] MM: Yeah. I think, we don't value our work enough. If you are constantly recording, like every place I've worked, I've always had a document, all the things I accomplished. Even if someone sends me an instant message that says, "Hey, you did a really great presentation today." I'm taking a screenshot, that's going in my document, of saying, "Hey this executive two months ago said that my presentation on X was really great. Here's the quote." That's really compelling. Not only does that boost your confidence, but also helps to persuade anyone who might be considering you for an additional role or promotion.

[00:38:30] TF: When you think about these types of resumes, how can hiring managers avoid the unconscious bias with the video resumes, whether it's TikTok or not?

[00:38:40] MM: Some companies are pretty diligent about this. They will just look at the resume. If a company is being diligent about that, about limiting bias based on their gender, ethnicity, whatnot, age, all those things, then I really think that they should stick to the straight resume. I don't think the resume is going away. I think, these other things are more enhancing them. I think, the reality of recruiting today is when you get a resume, it's not just recruiters behind managers, they Google you. They also go to your LinkedIn profile, where there's a photo and you can see your job history and you can make guesses about someone's ethnicity, or their age, or whatnot.

I think, what is more important than maybe stripping away what someone looks like and whatnot, because that's going to be revealed anyways in the process, is some very sincere training that goes to interviewers. I have personally been the trainer in companies to train interviewers, and I'm telling you right now, there are major gaps in people's understanding, the fact that they have bias.

A lot of people will say, "Well, I've worked with these different populations my whole career. I'm not racist. I'm not sexist. I'm not this." It's like, whoa. That shows that you are absent to the thought that we all are. It's not just being exposed to the different people in your world that lacks bias. It's just that we naturally do this. It's actually better to just be aware and acknowledge your biases, versus saying, "I don't have any." That is the thing that I think we should really be working on is most people who, I've seen interview, even if they've been interviewing for a year or 10 years, there's so many bad habits, and gut reactions and all these things that they have that we need to train that out of people, so that they are making better decisions that are less biased.

[00:40:31] TF: Are there resources out there, Madeline, for interviewers to help them combat unconscious bias?

[00:40:38] MM: They definitely have to do the work. One of the straightforward ways to make sure that you're combating unconscious bias is nothing flashy. It's more about you have a structured interview process. You know exactly what this role is, which Tiffany, you know what I'm talking about when I say, so many hiring managers do not know who they're hiring, like what exactly they want.

They get into the interview process, and they say, "I'm going to feel it out." That is how people who look like them get hired, because they're like, "Oh, I see myself in them. They have so much potential." That word potential is reserved for people who we typically have an affinity for, versus if someone is not in the in-group, we say, "Okay. Well, they have to prove to me that they're qualified." That's how this big discrepancy happen.

Having a structured interview process, knowing exactly what you're measuring people on, asking the same exact questions each time, having objective measures of why you're saying this person is the right fit, or the wrong fit. Not because, they don't seem to have an executive presence. Okay, what the heck does that mean? Instead saying, "When I asked them about how they have scaled teams in the past, their answer was this. I was really looking for an answer that contained this." Just having a lot firmer of the scorecard, where we can objectively evaluate people, versus it being like, my gut feeling is that this person can really hit the ground running. Let's get more tangible than that.

[00:42:03] TF: That makes a lot of sense. It's not only good for the applicants, but also the company as a whole. If everybody looks the same and thinks the same on the team, then that's going to really lead to some bad decisions, and blind spots that are missed.

[00:42:17] MM: Yeah. You're missing out on incredible talent and incredible new ideas, if you're not taking this approach of being more objective and expanding your applicant pool.

[00:42:28] TF: What's the best career advice you've ever been given, Madeline?

[00:42:31] MM: I read a book by Harvey Coleman, where he talked about PIE, which stands for the three elements that lead to career success. The first one is performance, which is doing your job well. For most of us, that's where we stop, is we just do our job well, and we go home, and we pat ourselves on the back and we hope for a promotion. What I found so poignant, was he talked about two other things, which was image and exposure. Image, it accounts for about 30% of your career success, which is how other people perceive you when they interact with you. Then exposure accounts for 60% of your career success, which means that other people in the business understand what work you do, and the value of that work.

If you're doing the math, that leads only 10% of your career success attributed to performance, which is ridiculous. It makes total sense of let's say, you are doing the best work in the world at your company, but no one knows who you are. You haven't really gotten to know people and they also aren't really understanding how many hours you're putting in, how you are the one whose ideas these were, all that stuff, you are not going to ultimately get that promotion.

That has changed my career forever by saying, "Okay. Yes, I need to do good work, but I need to make sure the relationships and people understanding the work that I'm doing, that is what's going to get me far and honestly, that has been such a game changer for me."

[00:43:58] TF: Thank you, Madeline, for joining us. This was so helpful and I am so grateful for your time and the way that you help so many people.

[00:44:05] MM: This has been a blast, Tiffany. Thank you so much for having me.

[END OF INTERVIEW]

[00:44:10] TF: Thank you for joining Job Search Strategies with Tiffany Franklin. I appreciate you and hope you will go to tjfcareercoach.com for more information about this episode, and to schedule a career exploration, or career strategy session with me.

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