CCB-Going Google: How To Successfully Market Yourself

>> Excellent. Well, welcome, everyone.

Welcome to the Carson Career Fall Series.

I'm Ashley Kuznia.

I'm a Career Consultant for the Carson College of Business.

Today I'll be helping facilitate our presentation called

Going Google: How To Successfully Market Yourself,

with Alex Fischer, who's an Account Executive at Google.

I'm really excited to get started with today.

As our attendees log in,

we'd like to remind our participants of some helpful ground rules.

As you'll see noted on the slide,

we'd like everyone to mute their microphones upon entry,

so this helps prevent echoes during the presentation.

We ask you-all to consider turning your video

on so that presenters can see attendees' faces.

We will have a Q & A at the end,

so feel free to use the Raise Hand feature or the chat box to ask questions.

For WSU students, use the sign in link provided at the end of the session to sign in,

to have your attendance recorded.

As you'll note, this session is being recorded today,

so thank you to all of our participants for joining.

We'd like to extend a warm welcome to our guest speaker, Alex.

Please welcome Alex from Google, everybody.

I'll pass the mic over to you so you can provide

a quick bio about yourself before we jump into today's presentation.

>> Awesome. As mentioned,

my name is Alex Fischer.

I'm an Account Executive at Google focusing on

Amazon Web Services and Amazon physical stores,

if there's anything from Whole Foods,

which I'm sure the majority have shopped at,

to Amazon Books for SAR,

Amazon Go, and Amazon Grocery.

I can go and dive in to my agenda a little bit and how I got

to who I am today if there's nothing that Aimee want to cover prior.

If there is, then we can just go ahead and kick off.

>> I am good. Actually if you want to switch over,

I will share my screen.

Let me get this

along here. Does that look good?

>> That looks good. This is the agenda that I want to review today.

My path, how I got to who I am from Washington State,

resume tips, LinkedIn review,

the interview, and questions and answer.

I really want to make this as interactive as possible.

I try to put myself in the shoes when I

was a student at WSU and how I would approach it now.

Hopefully we can give everybody here a good head start,

especially as Aimee and the Carson College of Business was telling me,

that there is a fall career fair coming

up and we want to make sure that you're prepared for that.

If you go ahead and go to the next slide. A little bit about myself.

Like I mentioned, I went to Washington State,

graduated in May of 2013 with the International Business degree,

a minor in Political Science.

My path while at WSU,

I interned at Northwestern Mutual,

Wunderman, and I was one of those alive orientation counselors.

As I graduated, I got a role right out of college,

going to Ann Arbor,

Michigan, working with Google small to medium-sized businesses.

This is really any business that spends money with Google.

I was essentially an Account Strategist

helping these small businesses grow and expand their presence online.

Originally from Snohomish, Washington,

so a little from the West side of the state.

I decided to come back in 2015,

and that's where I am currently residing.

I work on the Amazon team here at Google,

it's a Google-Amazon relationship.

As you can image, it's a friend-of-me relationship.

I've held the majority of the roles

within that specific organization that we have routine I'm on.

I'm from an Account Manager on Amazon.com,

focusing on the retail side of the business,

to a Partner Manager with Audible and AWS and

now the Account Executive on the businesses I used to work with.

We can go ahead and go on to the next slide as we dive in to the resume.

The resume is a really important document.

This is something that everybody tries to master.

There's no one-size-fits-all specific resume.

What I tried to put together here is something

that gives you at least a high-level overview of what I think

is a successful and strategic resume that will give you

the best opportunity to either pass through a recruiter that's been looking at it,

pass the machine learning in AI that's being used to suss out resumes.

We'll go over here and as you can see on your screen,

this is Kris Fletcher's resume,

fake name, fake individual,

but just a high-level overview of their specific resume.

Areas that we're going to focus on today,

specifically on the resume portion,

are the highlights, how to tailor the resume for your role.

How do you show your impact and why dates can be a disadvantage.

Then lastly, the skills section along the skills section.

If you just take a second to look at this resume,

we'll go ahead and we'll break it apart.

Go ahead and jump to the next slide.

[NOISE] As we look at this resume,

this is the top part of the resume that we have for Kris.

You can see that there's a lot of blank space and as I mentioned,

it's always so difficult because we try to put as much emphasis as we can

on what we're doing right now from XYZ date to the present.

Sometimes it's tough to fit as much information as you

want to on the resume itself. How do you get rid of that?

Or how do you maximize the information that you want to put on there?

You really have to get rid of the blank space.

As you can see, Kris does use a lot of space on the left-hand side

of the screen [NOISE] to just show the name and the role that Kris is in.

My first tip is really getting rid of this blank space.

The second one is being able to measure

your impact and understand what you did to contribute,

what was your outcome.

In a lot of resumes, I see especially with

individuals that I either hire for the team I'm on now,

or come into Google is that it's just not well

articulated what these individuals actually contributed.

How are you setting yourself apart from what you might have

done as a specific team? What was the outcome?

As you can see for Kris specifically within this resume,

we just don't see a lot of numbers,

and typically when we look at outcome and impact,

we measure that on a number basis.

Be creative with how you approach your resume,

whether it'd be dollar amount,

whether it'd be individuals' influence,

individuals that you number,

individuals that you taught,

year-over-year growth, whatever the case might be.

These are numbers that helps show how you contributed and what you did,

what the impact was of your contributions.

The last one on the specific page is tailoring your resume for the role.

A lot of the times we see resumes coming in that looked very generic.

They may be bent or mass-sent out because you're applying to 10s,

to 20 different types of roles.

There's a blanket approach to that.

But really the goal is to really tailor your resume for the job that you want.

A lot of the ways to do that is look at the job description of that specific business and

the job that you're applying for and see if there's a way to blend

in those specific keywords that you see being used,

such as community support specialists,

we're looking for a community support specialist,

or experience with help centers.

Making those specific words if you do have those or

other trigger keywords that might allow you to match better

with the machine that's looking at

the resume or the recruiter that's ultimately going to give you the callback.

If you go ahead and go to the next slide.

>> The next one is, once again,

we have a lot of information on the left-hand side.

It's really tough to understand what the purpose is.

The About Me section I think is really important,

but there's a way to do this strategically.

This is where I think having

LinkedIn be the extension of your resume is really important.

LinkedIn is going to be a place that individuals are going to go

to learn more about Chris in this sense or learn more about you as an interviewer.

This is a place,

as we'll go through later,

where you can share more details about what you've actually done.

They don't necessarily need to show on

your resume because of the fact that you've already

drawn them in and brought them to your LinkedIn experience.

I think it's really important to always include

your LinkedIn handle as a part of your resume.

So that if it's electronically submitted or if it's submitted on a paper,

that the individual can look you up and learn more about you.

The next one, when we look at the additional experience,

I've always thought this is really interesting,

especially as we look to age biases.

Sometimes you look at roles are that are expecting a certain level of tenure.

In my position, I've always thought

that the level of tenures is a really interesting concept,

because the fact that tenure can be gained from a year standpoint,

how many years are you in

a specific industry or how many years have you been in that specific role.

But also, I see tenure as the experience that you've brought together,

and going back to the top part of the resume,

what you've contributed, and what the ultimate outcome was.

I think that's tenure, if you can really measure that impact.

When we look at education dates,

I don't like including education dates because it's one way to say,

this individual has a great experience,

we see a lot of really high impact things on their resume,

but it looks like they might be a little too junior because they just graduated

college in 2018 and we're looking for someone more senior for the role.

So you automatically are locked into an age bias just because you did leave that there.

When we're looking at interview

[AUDIO OUT] to recognize their contributions

and not get hung up on these specific dates.

My advice to you is,

as long as you graduated from an accredited university,

which Washington State obviously is,

just put Washington State University down in your

Cmajor and I think that's already going to give you a head start.

The last one, which is a pet peeve of mine,

especially when I'm looking at resumes,

are the skills portion of it.

A lot of the time you see Excel on there,

you see PowerPoint, you see usability testing.

The skills are really tough for me to digest and

understand as an interviewer because we don't know what that means.

We can't really gauge what proficiency level you have in

Excel or the proficiency that you have in a specific program.

That's where you're really able to bring in these skills and bring them to the fold

in the top section of your experiences in your resume.

That allows you to expand on the skills that you might be proficient in,

but putting a section here really doesn't tell us much about what you're able to do.

Because your ability and what you think might be proficient is going

to be different than someone else's ability and what they think is proficient.

I hope that clears up some of

the common misconceptions that we see about resumes and will help make your resume a

little stronger as you go into the educational career fair here in the fall.

We'll go ahead and jump in LinkedIn.

LinkedIn, as I mentioned,

is an extension of yourself.

It's an extension of your resume.

This is really an area that you can really shine and show and

go into more detail about what your accomplishments are,

and be able to have individuals vouch for your accomplishments.

Over the course of this LinkedIn section,

I want to cover off on

some very important points to look out as you build your LinkedIn profile together.

The first one is your professional picture,

your About Me section,

your experiences and how you can strategically break that out for your role,

how to network with other great Cougs that we have in

the alumni base and individuals that you're currently going to class with,

and then how to really utilize

the follow feature with the companies and the influencers on LinkedIn.

Aimee, if you can go ahead and go to the next slide.

We have two individuals here.

The first individual in the lower section of this slide is someone I don't know.

I just use them as an example.

The University of Washington just happened to be there,

this individual did not go there.

But it's just funny that we have them as an [inaudible].

>> We got you, Alex.

>> All right.

Great. I'm not sure what you heard last,

but I'll go ahead and cover off.

Aimee, actually, would you mind letting me know what you last heard.

>> You were just talking about the person on the bottom.

I think you we're just at the beginning of starting with this.

You can just start right from the top, probably.

>> Okay. What I want to know is John is someone that I worked with in the past.

He's the current CMO of Audible, the streaming service.

I really admire him because he really has accomplished a lot in his career.

I think he really showcases well what you can do on LinkedIn

and how to really use LinkedIn as an extension of yourself.

I do want to caveat that John,

while he has a really awesome LinkedIn profile,

he has worked in this space for over 20 plus years,

so he has a lot there.

So don't feel the need to include as much as John does.

That's going to come over the course of time as you progress in your career.

What I really want to note here is, as you can see,

the two differences of the profile pictures.

When someone clicks on your LinkedIn, this is,

like I said, an extension of yourself.

This is possibly the first impression of who you are,

what you look like, possibly a sense of your personality.

I think that John has done an amazing job by just showing a picture that's

a little more professional than what we have in the bottom corner;

also has a fun background that just says,

"What are you listening to," which obviously references Audible.

But it's just something fun.

It's not a very generic background.

A professional picture isn't necessary,

but having a picture that frames well,

having a picture that isn't pixelated or blurry,

where you can clearly see the individual

is definitely going to help you make a good first impression.

If you can go ahead and go to the next page.

The About Me section is clearly longer than what we saw in Chris' About Me section.

What this does is this essentially gives the individual, the interviewer,

or the potential recruiter an understanding of who John is,

as you can see on the left-hand side,

what this individual has done,

what associations they're a part of.

It just gives a holistic overview of who John is as a person without letting

him speak for himself directly over video conference,

in person, or on the phone.

As you can see on the right-hand side, the other individual,

we'll call him David for example purposes,

is just not really not giving much context about what David does,

who he is, what he's done over his career.

It is possibly making recruiters

and interviewers say I don't know much about this individual.

I'm going to turn away and see if we can find someone that we

can closer match with so we don't have to waste our time during the hiring process.

Really, this About Me section is,

in a sense, your elevator pitch.

Ensure that you're being thoughtful about it.

If you can go ahead and go to the next page or slide.

Next up, we have the experience.

Once again, the experience section is an extension of your resume.

This is where you can add, if externally-facing,

some really cool things that you might have done in your career

that is externally-facing or public-facing.

It's a way to showcase your skills,

once again, going back to the skills section,

and the projects that you've worked on.

It also gives a good understanding of

your career growth and how you've excelled over the course of time in your career.

As you can see, David on the right-hand side,

did a really good job at the beginning of building his LinkedIn profile,

what he did as an ads vertical manager,

but has really lessened up over the course of the years

to what he's doing present as a business intelligence engineer.

While John, on the other side, has really done a good job,

on the left-hand side, of really keeping up to date.

Once again, you see dollar signs,

you see individuals that he had under him.

It really just shows the impact that he was able to make and

what he was able to contribute with his time at Verizon.

Now, there is another caveat when it comes to dates.

You'll see mine as well, and critiquing myself,

it isn't the best LinkedIn profile out there,

especially when it comes to the experience.

But a lot of times when you have these larger businesses or startups,

some of the roles that you're going to be in,

you can't share the nature of your business specifically.

A lot of the ones,

like when I'm under NDA with Amazon,

I can't share certain dollar amounts or projects that we're working on.

There's just no way for me to explain

without breaking the NDA what I do with Amazon because that might

give a recruiter at Microsoft or a recruiter at

another company an understanding of how we partner with our specific client.

In this case, David might not be able to share exactly what

they do at Amazon within the respective fields after they left the business analyst role.

That is another caveat.

Go ahead and go to the next slide.

>> The interview phase,

it looks like we're missing a slide.

There are two other things that I want to follow up on when we

look at the LinkedIn profile.

I think LinkedIn is an extremely important tool in order

to reach out and utilize your network,

and network isn't necessarily someone that you've met and that you know, but also,

your network is a commonality trait that you might have with an individual that says,

"Hey, we're similar and we want to support each other."

I think a great example of this is our Cougar Network and being able to say, "Hey,

you're a Coug, I'm a Coug, we have very similar backgrounds and experiences,

I'd love to grab coffee with you."

I think, especially in our community of Cougs,

there's no reason why you can't reach out and

ask about certain things if they're willing to share.

Cougs are very helpful in that way and I think LinkedIn is

a really great tool to be able to reach out to individuals

and ask them more about their role,

especially if you're looking to apply the same role

within the company or just a similar role with another company.

It's another great way to reach out to individuals.

Cougs I'm going to use again,

for example, the business that you're looking at,

just to be able to gather information for your interview and give

yourself a leg up to show your interviewer that you

know something about your business and that you're putting the leg work,

because of the fact that you reached out to someone

either that's role-specific or that's business-specific.

Lastly in LinkedIn, I think following companies and influence is really important.

It's one way to understanding how companies love to brag about what they're doing,

especially if it's cutting edge,

and it's one way to understand what that company is doing,

especially if you're interviewing for the company,

they normally post right after the press release what they're doing.

You can bring that to your interview showing them that you're

connected and you're in tune with the industry that you're applying for.

I think LinkedIn is a great way to follow

the specific companies that influences or that you're passionate about,

just to gain that information insight.

Now you go ahead and move on to the interview section.

The interview, there's really six focal points

specifically focused on how I like to approach an interview field.

Coming out of college, it was really tough to

recognize what kind of skills do I have or did I

learn over the course of

my educational career and even why we [inaudible] outside of education,

but up until the point of applying for jobs,

the abilities I have,

it's difficult to see what that looks like when you

apply for a role and they say that they want XYZ like consulting,

but you've never done that before.

But the reality is that,

as you progress throughout your educational career,

or have gotten internships throughout college,

you do have these skills that they're looking for and it's

really important to be able to translate those skills

from the education space or from

your internship space into how that might relate to a job that you're applying for.

That I think is really something that you should take a sheet, write it down,

the skills you think you're good at,

and understand what that might translate to as you look for roles.

Google-specific, the Google interview categories are really interesting.

We recently hired two individuals on my team using

these four specific principle that we use for the Google interview categories.

At Google specifically, we ask both hypothetical and behavioral questions.

Behavioral question, an example of that is,

tell me a time where you have managed a team and there was conflict that came up.

That's behavioral.

The hypothetical is,

if you were to invest a million dollars in a business planning, how would you do it?

Recognizing first and foremost,

the types of questions that you're being asked,

really is going to set you up for how you respond to this,

and how you respond to the interviewer who's asking these questions.

At Google specifically, the interview process is broken up

into four individuals asking you these specific four categories;

leadership, role-related knowledge, general cognitive ability, and Googliness.

The leadership is and really what we're looking for when we say leadership,

is going to be a behavioral or hypothetical question that

shows us that the individual that we asked the question to is a self-starter.

That they're a team player, that they're a someone that can lead an influence.

I mean the classic description of what you

see when you look at leadership in the dictionary.

The next one is role-related knowledge or RRK.

Role-related knowledge is what

you've done or what you have learned that you can bring to the table.

This is just once again,

recognizing those translatable skills comes in handy.

Because, if you're applying for

account manager role but you've never been an the account manager,

you've done a lot of things to get to where you are

to the interview process that is role-related.

As you go through college and you look at the things that you've

done such as organization, and planning,

and being able to manage different individuals on the team project,

those are exact translatable skills to an account manager role.

When someone asks you the specific question,

it's really important to use those specific examples and tie back to the role to show

the interviewer that you know what you're talking about and you do

have that experience as they ask you a role-related question.

This isn't something that you necessarily have to have a job for prior,

you just have to understand how to use them.

Once again, understand those translatable skills that you do already have.

The next one is general cognitive ability.

This one focuses on being able to solve complex problems,

analytical skills, strategic thinking,

intellectual curiosity, mean that you're always willing to learn.

An example of when I applied for Google and had my interview,

I had two type of general cognitive ability questions.

The first one is, how many windows are there in Manhattan?

The answer to that and how you approach it is exactly what they want to look at.

When someone asks you, how many windows are there in Manhattan, first off,

no one knows how many windows there are in Manhattan, you can probably guess.

But second, they really want individuals to ask you a GCA,

general cognitive ability question,

are really looking at how do you get to your answer,

if you have an answer.

When I think about this and thinking about how to answer,

it's really taking a step back and asking questions and we'll go through

this during the checkups of answering a question.

But it's asking questions like,

are we talking about windows in the building?

Are we talking about operating systems based off of Microsoft Windows?

Those specific questions that tell

the interviewer that you're thinking about things in a very different way.

Last question is or last type of question is Googliness.

This is obviously something that's specific to Google,

but really every company or business

has way to describe individuals that they're looking for,

and this isn't necessarily a fit category,

because we strive away from fit,

we don't think fit is a good way to measure

an individual's impact on a team or how they're going to be as a Googler.

But it's really somebody that, once again,

how we define this as being able to thrive some ambiguity,

being able to think quickly,

being able to value feedback, is especially important.

It's just types of category that we created a word

for our company culture that we want individuals to embody.

>> The next one that we will look at when going through

the interview process are just some virtual tips. Test the platform.

Ironically, I'm a great example of that,

in a COVID world,

not everything is going to work perfect.

Being able to test the platform that you have the password,

that you have the correct link,

that you're able to get in the session is really important.

Having a backup, in my case,

when your Internet fails is really important.

Being able to use a mobile hotspot,

being able to troubleshoot and quickly jump to another device if needed,

and these are all things that you really didn't

necessarily have to think about before COVID,

but you're making that first impression,

and I think mistakes

happen and things happen outside of your control, like losing Internet.

It's really important to show how you are navigating through,

once again that ambiguity and coming back to the interviewer as if nothing

happened because that's how you overcome that situation.

That tells a lot about the interviewer

of what you're capable of when something happens outside of your control.

The next one is clarity; visual and audio.

From a visual perspective,

being able to talk directly into the camera as

if you are face-to-face in person is really important.

Being able to lean into the conversation,

not leaning back and showing that you're disengaged or uninterested,

but really leaning in because this is once again,

as if you are in person.

This is possibly the only time for a while that you might meet this individual.

We have individuals on a team that I interviewed that

I haven't met and they've been on our team for the last nine months.

This is really your one chance to leaning to

the conversation and have good conversations with them as the interviewee.

Next is audio. Sometimes this is controllable, sometimes this isn't,

but just ensure that you are able to speak clearly,

that you do have a system set up so that individuals can hear

you and it's not hard for them to hear your answers or assume what you're thinking.

Very important. Next is pre-work.

Understanding that the job that you're applying for,

the type of things that you should probably be thinking about,

do your research and show them that you actually care

about the company and the business that you're applying for.

This also goes back to the LinkedIn and

being able to network and reach out to individuals.

That shows that you are going to extra step because you really want that position,

you really want that job and you're

really excited about the opportunity that you've been given.

Take your time. I think this is always tough,

especially as a presenter right now,

not hearing feedback, I don't see any faces on the screen.

I don't know if someone's smiling,

if someone is in the room,

whatever the case might be.

But really the reality is in

this world it's so tough to get everything across that you want to,

but make sure that you take your time,

that you're thinking about the situation and understand

that there might be

a broken connection or that your answer might not be sufficient enough,

but you can repeat them and say,

"I'm not in a time rush,

I want to make sure that you heard everything correctly."

Last one and most important one is make a human connection.

This is more important than ever during a pandemic.

Things come up where I have my dog next to me.

Theo could bark anytime and make a disruption,

but being able to say,

that's a cute dog and then take the attention away

is something that I actually learned at

an executive meeting for Kellogg School,

had a presenter come in and talk about humanizing the situation,

taking your attention away from what's drawing your attention away for a second,

like a kid or a dog and really being able

to notice it and then bring the conversation back in.

That is a really important trait to be able to do

during an interview process because like I said,

things come up over and it's really hard to control your environment.

I'll go ahead and go to the next slide.

Within the interview process,

so this is when someone's asking you a question.

I think four is really one of the most important things that I've talked about today,

being able to balance brevity and detail.

I like to use a framework called the STAR framework,

which is situation, task, action,

results, and then I like to add reflect if necessary.

This is really way to approach a specific question.

If you're asked one of the behavioral questions,

or hypothetical questions up,

"Tell me a time where you were

an account manager and you had to deal with a difficult situation."

What I would do in this case is I would, once again,

as point number 3 said,

take your time and be able to write out my answer for this.

In an interview they're only going to ask you three or four questions.

There's typically a lot of extra time.

What happens in this case is if you're not able to articulate this precisely,

by announcing correctly in detail once again,

you might continue the conversation and draw off.

For this one, for example,

being able to articulate about a time where I managed conflict as an account manager,

I would say the situation was XYZ.

My task was to ensure that the conflict didn't continue.

My action is what I took and how I was able to ensure that the conflict didn't continue.

The result was XYZ,

and then the reflect, I think is really important,

especially as you get these questions asked because it shows

the interviewer that you've thought about that situation again,

and you're willing to make changes.

Managing feedback and getting feedback,

the reflect is exactly that where, okay,

now looking back at it as an account manager if I would have done something differently,

it would have been XYZ, that shows growth and I think that's really important.

Number 5 is asking question.

Beforehand I like writing some questions down to

ensure that if there is enough time left over,

if we do go through those terrific questions are being asked of you,

that you're able to ask strategic specific questions.

This might be business-related. This might be personal.

I would target it more towards business,

but something that allows you to just stand out and show wow,

this individual can actually ask a really impactful question.

If you have a handful of those, one or two of those,

I think that's really going to help you seal the deal.

Lastly, the follow-up.

This can be really tricky depending on the company that you're dealing with.

If you have the email of your interviewer,

I think it's always great to follow up and make a note of the conversation that you had.

Or if you really don't feel good about

the interview and you feel like you bombed it or something might have gone wrong,

I think it could be really helpful to say, "Hey, look,

I was thinking about this question and this is

how I would actually answer it now that I've had some time to think about it."

I think that's a totally fair way to

approach a follow-up and then say, "Thank you for your time.

I really appreciate you taking the time and I look forward to hearing from you."

If you're dealing with a recruiter,

it's one of those things where,

the recruiter is always happy to send out the follow-up to a group of individuals,

the panel of interviewers that you have,

but they might not share the interviewer's information with you.

Just follow up with the recruiter, say, "Hey,

I would love for you to send this to XYZ,"

and they'll ensure that the message gets to reach.

I think that helps give you a leg up.

If you're going for more a strategic role,

one that's not directly out of college,

I think what's really important,

at Google, when we look at this,

it doesn't really weigh

the conversation because we have to follow

those specific criteria and guidelines that we have.

There are a lot of individuals that put together a business plan and there are a lot of

individuals that analyze financials of whatever business they're looking at,

and they go the extra mile before doing

some pre-work over and sending it to the interviewers.

If they're going for an account executive role,

this is the business plan that they would've put

together or how they would approach your business.

That just shows that you're eager,

you're ready to start,

and you want to get your hands dirty and

be a part of this business because you've already spent hours trying to prep.

I wouldn't necessarily do that for every interview,

but having something like that and sending over something thoughtful beforehand,

I always think goes a long way even if they can't critique it,

naturally, it's going to be in the back of their mind.

Go ahead, and go to the next slide.

That's it. I'm happy to take any Q&A.

Once again, I apologize for the Internet issue,

but I'm glad that the majority of you

stuck with me and hopefully I can answer some questions that you might have.

>> Thank you, Alex, that was a super insightful overview.

I just want to direct everyone to the chat box or to

the raise hand feature if they want to ask questions that way.

Let's see if anybody has any in the chat box so far.

>> Maybe we have one from Sally.

I think you're going to see. Hi Gabrielle.

>> It says how to make a human connection on screen.

Thanks. I think that's a really good question,

and it's hard to do.

The human connection I think about,

especially when I approach clients,

it's asking about their family,

asking what they did over the weekend.

Be genuine about it,

and if you really like something that they're wearing,

or you see art or decor in the background,

say I really like this specific piece.

I think anyway that you can do that,

it's really just small talk.

Being able to do that over VC just helps you make that human connection.

It makes you more personable.

I think that's really important to try to figure out how to do.

If it were me, it really would be generally trying to get to know that individual better,

and understand what makes them tick,

or what do they enjoy doing.

See if there's really anything that you can relate with that individual to.

That's how we make a human connection over the screen.

[OVERLAPPING] Go ahead.

>> I was just saying thank you. I was going to jump to the next one,

but you're on it, you go for it.

>> Should you put military service on your resume?

I absolutely am a big fan of putting military service on your resume.

I still follow the resume order,

from a chronological order,

if you're currently in the military put present there,

but if you're not currently in the military,

add it as one of your experience pieces.

This is something that I work a lot with.

We have a VetNet,

is what we call it internally at Google,

where I work with a lot of individuals out of JBLM,

to help tailor their resumes,

help them during their interview process,

and try to take what they've done,

those translatable skills to be frank,

in the military and translate that into a civilian lifestyle.

I've noticed it is really hard for individuals to have served our country,

and I would challenge you to figure out how do

you take those skills that you had serving our country,

and putting that within your LinkedIn,

or within your resume.

I'm happy to connect you with our VetNet.

We have a couple of veterans on our team.

I'm sure we're happy to work with you,

and if you have troubles with that,

just let me know. Feel free to reach out to me.

>> Looks like the next question's from Christie.

In terms of software skills, Alex,

what would be your recommendation to learn further to stand out?

>> Yeah, that's a good question.

When I think of the answer, it really depends on the role that you're applying for.

Is the role that you're applying for,

is it Excel heavy,

is it SQL heavy?

Is it CAD heavy?

Whatever software that you need in order to excel at that role,

is something that you should learn,

or allow, or get some certificates for online.

I think that will help you, obviously as you said, stand out.

It's just so tough to answer that question

because I don't know what role you're applying for.

But if you said, "Look,

I'm looking at an analytical role at Google," I would say, "Well,

some important things to do as

an analytical lead at Google is to be able to understand Google Analytics,

be able to understand SQL,

and be able to write code,

and be able to understand testing frameworks,

and how do you put together a causal impact

analysis," and those specific things that are so

specific to the role that might not be the same if

you were a designer or a UX researcher.

So those are things that are going to vary based on the role that you're playing for.

>> I think the next question we have is more related to the resume again.

Is it important to include high school?

Or actually resume or LinkedIn.

Is it important to include high school you went to?

>> I don't think it's as important to include high school.

If I had to give you a more detailed answer,

I'd say no, don't add high school.

I think what you've done in college is going to be sufficient.

I don't think anybody is going to look at what you did

in high school because college really is that next level.

You see the same when you get certain levels of degrees that what you did during

your bachelor degree isn't going to be as

important as information you put when you do your masters or your PhD.

Especially when you're applying for a job right out of college,

having that college information there is important.

Possibly your grade point average if you graduate with certain honors,

or you're part of a certain club,

I think that's going to show more than what you did in high school,

or what high school you went to.

>> Great. Bouncing back to the interview format,

there's a two-part question here about how many seconds would you

say is appropriate to answer per one question during an interview?

How would you handle if you couldn't think of an answer during the interview?

>> To answer the first one of seconds,

there really is no timeframe.

What's really difficult about being this [inaudible] is that you might be thinking,

"Well, what do I do if there's no timeframe?

How do I know if I'm going too long,

or how do I know if I'm not providing enough information."

I think that really goes back to the framework that I

mentioned during the interview portion, the star framework,

where you should be able to give enough information

without rattling off and being too long.

But you also should be able to give enough information

within that framework without being too short.

My advice would be, stick to that specific framework, the situation,

task, action, result, and a reflection on what happened.

That will give you enough time to really

elaborate on the answer that you're giving without going too long,

without going too short,

and if they ask you a follow-up question,

like a secondary question to the response you gave,

you can go back to what you wrote down for that framework.

Almost reiterate what you said to back up what you said.

To say that there's strength in what I said,

and I still stick to my guns,

or I still stick to my answer as it relates to the interview question I just gave,

or the interview answers I just gave.

I hope that helps. Once again,

there's no specific time.

Just don't ramble on too long and follow the framework.

The second question was,

can you remind me, Ashley?

>> Absolutely. If you're in a situation where

you cannot give an answer on the spot, how would you handle that?

>> I think it's better to be frank.

To be frank and, not necessarily go out and say,

I don't know the answer.

But I think that gives you an opportunity to probe and ask more questions.

Maybe you don't know an answer,

but also maybe the interviewer did a bad job,

and they didn't articulate the question well enough.

I would challenge the interviewer and say,

"Could you repeat the question,

or could you approach the question a different way?"

If you still don't understand it,

is what do you mean, whatever you got out of it,

what inference you made out of it,

do you mean that XYZ is how I should approach it?

Is that what you're asking me? Just continue to probe,

because sometimes you might be nervous and just forget what the actual answer is,

and majority of the time,

unless you're in engineering,

there isn't an actual answer.

It's based off of your past experiences.

If you still don't have an answer after that,

I think that's where you go back to the first bullet point in the interview,

it's recognizing those translatable skills,

and hopefully you can recognize what you've

done in the past based off the question that you were asked,

and form that into an answer.

>> All right. We got some more popping in.

I did see one related to technical skills.

Would you recommend taking the new Google certificates in

addition to the degree that the students are earning at WSU right now?

>> Yeah, I think that goes back to my point about what should you know,

and what should you be proficient in?

If you want to go down the road and have a job at Google,

we're going to train you internally on

that specific certification that you need in order to do that job well.

If you're going for a marketing position at an agency,

or you're going into whatever that certification's filling in at a position,

then I would recommend it because that just is going to give you a leg up and say,

"Hey, I already have this certification,

I already know it and I'm working on," if it's Analytics again,

"I already have my Google Analytics certification,

and I'm working on my Tableau one."

I think that just gives you more weight into the interview situation,

and more accreditation going in.

But if you're doing those certificates just to have them,

but there's not any angle in mind,

then I would say, maybe that's not the best use of your time,

and see if based on

the job you're applying for if there are other certifications that you could use.

Lastly, if you don't know what you want to do, period.

Maybe you do take the certifications and

that'll give you some inspiration on the jobs that you might want to apply for.

Because I've taken those certifications,

there's a very diverse set of skills across each one of the certifications,

and maybe something strikes your interest from there.

>> Thanks Alex. Next question we have is related to resumes.

Question from Hailey.

When you described having two experiences at the top,

would you recommend putting your most recent experience,

or the most relevant experience for the role?

There's a follow-up. If I'm trying to look for an internship,

do you recommend using that method,

or should I put all roles that I've ever had?

It sounds like a question about the ordering of experiences.

How you categorize those on a page.

>> Yeah, Hailey, that's a good question.

I would keep in chronological order of what you're doing to the present,

or what you've done over the course of that specific year.

It's just something that makes resume neat,

is having that chronological order,

but it also shows growth.

If I think about a resume and you look at that one page that that resume is covering,

the bottom should have less information about what you've done.

The bottom should really have those game-changers that

you were able to accomplish and contribute to that specific job.

But the ones higher up should be more advanced in nature.

As you grow within your career, they want to see that progression.

That's why it's in the chronological order.

Is that that one's higher up,

have more detail about what you're doing that is more mature,

or more different than what you did below.

If it's internships and there are just different internships,

I had the similar situation where I had

three types of internships that were totally different,

I still would put in order,

and just would pick out

those translatable skills that might be relevant to that business,

and try to explain those within that specific order

of chronological order that you do those internships in.

I hope that answer your question.

If you're looking for internships,

I would still use that same methodology.

>> Hailey says, "Yes thank you."

That answered Hailey's question.

We've got a question from Louis it says,

"Previous professors have told me that one page is substantial.

Is it wrong if it's more extensive than one page and do employers ever dislike that?"

>> Yeah, that's a good question.

It's tough because if you have a lot of experience,

you do want to showcase it.

But I've seen some CMOs that still have one-page resumes,

and it goes back to if a CMO has a one-page resume,

why should another individual that might

not be in that caliber or position have a longer resume?

Is there something that they really need to get

across that is going to make them stand out?

I think if that's the case,

I would one, this is going to sound very tactical but check your margins.

Make sure that there's no whitespace.

Make sure that you're really filling out the page.

Make sure that the resume is strategic in the bullet points that you have there.

You don't want to think about it as like a standard operating plan,

where you have this is what did all the way through.

If it's too long,

think about the three points within the business unit or the company that you're at,

the three bullet points of your most major contributions,

add those there and it will quickly shrink.

When you get to the top,

the most recent one, that is really where you should have the most verbiage.

If you're still over a page,

I would just be able to see where you can trim some things up a little bit.

I don't think it's one of those things where interviewers are going to look down on it.

I just think it's one of those things

that if you have it on there and it's more than one page,

you really have to show why that extension is that impactful and why that's

setting you apart from 1,000 of

the other interview candidates resumes that they're reading through.

>> Let's see. We've got a couple more in the chat

and then I have a question for you, Alex,

before we wrap up today too,

so I'll stop for now.

Excuse the cat behind me.

The first one is "Do I have to show my transcripts during the interviews?"

That one should be pretty easy.

>> Yeah. You do not have to show your transcripts during the interview.

That's something that HR should collect prior and the interview should really be

a conversation between you and

that interviewer about why you're

a good fit for the role versus looking at your credentials.

That should be already taken care of prior to the interview.

>> Great. I figured that one would be quick.

Then the next one is, "You said earlier not to include a skill section on your resume.

What would be the best way to highlight skills on a resume if I learned

them from classes and not necessarily a job experience question?

>> Yeah. If you haven't learned them on the job,

it asks the question of what's that proficiency?

Maybe you haven't had the opportunity to showcase that

because you haven't had a job that uses that specific software or that specific skill.

I think what you can then do is if you can't bake it in,

I really think you have to put it on your LinkedIn and elaborate on that proficiency.

Once again, that's an extension of yourself.

I also think too, if it's a class project that you

did and you really do think that you have that proficiency in that given skill,

showcase that, especially if it's relevant for the work.

Showcase that and send it over to

the interview panel prior and say this is what I was able to

put together a business plan in Excel that shows your Excel usage.

But if it's just going to be, I'm proficient in CAD without any examples there,

I don't think it's a strong case.

I think it's better to send something over and say this is why I think I'm

strong in CAD or build that into your larger package.

>> Thank you Alex. I think we've caught up with the chat one,

so that's perfect timing for me.

As all the students are asking about,

how can I best market myself?

How can I sell myself during an interview?

We like students to also think about

what do they need to be thinking about with companies and

maybe asking the companies in

the interview to see how the company can sell themselves as well.

One of the things we like everyone to touch on

is with regards to diversity, equity, and inclusion.

How does your company address inequalities and support systemic change through diversity,

equity, and inclusion efforts?

>> Yeah, that's a great question.

First and foremost, I think that an interview should be a conversation.

I don't think that one person necessarily needs to lead the conversation.

I think it should be like if you're having coffee with someone,

a conversation back and forth. That's the first point.

The second one is with diversity, equity, and inclusion,

DEI is something that we focus heavily on at Google.

We have DEI councils within our specific vertical,

which is made up of I'd say 12-13 different teams.

We have a DEI champion that brings out hard topics to discuss,

topics that are contentious in nature and brings it to the forefront,

and reiterating things that might be microaggressions or stuff that we

don't think about in our daily lives and our team has

conversations about those this DEI topics.

This could be anything from the Black Lives Matter movement.

This could be, we recently had a large one during Pride Month.

These are conversations that I'm so glad that we have

internally at Google as a team because it really allows

you to be vulnerable with your teammates and it

allows you to understand their perspective on theses specific situations.

Just having open room for conversation and challenging certain principles I think is

a really strong case that Google does within their DEI efforts.

I think the second most important one is also

recognizing as a larger company that there's gaps in our leadership,

whether that be individuals who are in leadership position that aren't female,

that aren't BIPOC, that aren't your average white male,

and recognizing that and calling yourself out on that and saying, "Look,

we need to change how we approach

leadership and we need to change how we approach hiring and we need to look at,

how do we come to a place where there are a lot of white males, especially in tech,

that are holding leadership positions and be more cognizant of the fact

that we need to hire more women and BIPOC into Google that,

once again, are qualified and it's not a diversity hire per se,

but that are qualified and that will make strong leaders."

I think having those initiatives in place

and focusing on the right individuals and ensuring that,

like I said I hired two individuals for my team,

and we ensured that the pipeline was diverse before we

even started the interview process is one step in making that mission possible.

>> Thank you, Alex. I appreciate that.

The concrete examples about Google.

It looks like I might have frozen.

>> We can still hear you.

>> You can still hear me?

>> Yes.

>> Okay, that's good. I am trying

to click to the next slide but it looks like my computer is not responding.

Bear with me, I am using the chat to direct you-all attention to the event survey.

I'm getting an indication that maybe the URL looks a little funny,

so let me see if I can stop screen share for just a minute.

>> I can send the URL on my end if you want to do your [inaudible].

>> That would be great Aimee.

Then I'll pull up our feature events slide.

>> Everyone, we have a couple of things post event,

so right now I'm going to drop a link on the chat if you

could take a second once this call is over to just fill that out.

I will also be sending in a follow-up email with this presentation to you all.

If you're here on this call,

you'll be getting that information and then Ashley can share on the events on here.

>> Yeah.

Keep an eye out for the chat for Aimee to include

that closing event survey that helps us

for feedback and incorporating into future events.

We have more upcoming events like this one.

We've got the list of events here,

and if you want to use your phone to do the QR code,

it'll take you to the events page

to register for those throughout the rest of this week and next week.

Otherwise, we can also drop a link in the chat

for accessing those events that way as well.

But thank you all to everybody who attended.

It looks like Aimee just included the attendee survey,

so go ahead and fill that quality tricks form out for us.

Thank you Alex for joining us and providing all our students

with your great insights about interviewing and LinkedIn.

This is super helpful for us all.

Thank you everyone.

If you have any additional questions,

we'll try and keep an eye on the chat but that is this for today.