



Parking Professionals Guide To Career Management



About This Guide



Fifteen years ago, professionals entered a job search armed with their resume and their professional reputation. And that was enough, thank you very much. But those days are in the past.

Today you need to be proactive in your career to establish yourself as a serious, self-motivated go-getter who is interested in advancing your career. Because the reality is that only YOU own your career.

What this means is that at the end of the day, YOU, and only YOU, are responsible for managing your career, and ensuring that you get what you want out of it.

This guide will outline the key career essentials parking professionals need for a bright future. Take some time to review the enclosed best practices regarding resume writing, personal branding, and job interviewing.



Kathleen Laney
Founder & Search Consultant
Laney Solutions



Résumé Best Practices

When you haven't updated your resume in a while, it can be hard to know where to start.

What experiences and accomplishments should you include for the jobs you've got your eye on? What new resume rules and trends should you be following? And seriously, one page or two?

Well, search no more: We've compiled four resume tips to get you started on your resume creation journey. Read on for advice and tricks that'll make sure you craft a winning resume —and help you drive into that job you want.

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1. Regularly Update
 2. Length Does Matter
 3. Be Intentional
 4. Use A Strategic Layout



Regularly Update Your Résumé

Think of your résumé as a living, breathing document. It is the written representation of the real-life professional growth you experience every day, on an ongoing basis, and it should always contain your most important successes and milestones. But, more than a third of professionals only update their résumé when they are actively looking for a new job. For many, this can mean that years go by before they make any updates to it.

This is a mistake. At a minimum, résumés should be updated at least once or twice a year, regardless of whether or not you're on the job market. Although, ideally you should make additions to this document much more frequently.

Here's why...



Even if you haven't gone through a job change or other big professional milestones, you have still experienced new things, accomplished new goals, and learned new skills. If you don't update your résumé on a regular basis to include these things as they happen, it's more likely that you'll forget the important details of these key experiences or successes that would be of interest to a potential new employer, however far down the road that might be.



Break Away From One Page



Two pages? Perfectly fine. The old adage says: keep your résumé to one page. But if you are a seasoned professional, it can make sense to write a two-page résumé that encompasses your relevant work experience. If you have less professional experience, a single page is more than acceptable.

A 2018 report detailing the results of a study of 7,712 résumés selected for hiring, 5,375 were two pages. In other words, employers are 2.3 times more likely to hire a person who submitted a two-page résumé.

However, this doesn't give you license to make your résumé a book. If your strategy is to wow hiring managers with your full career history, you may want to rethink your approach.

One of the most common résumé mistakes job seekers make is believing that length denotes ability. However, while you may have over 20 years of experience, a hiring manager is not going to be interested in the day-to-day responsibilities of your entry-level role.

The bottom line when it comes to the appropriate length of your résumé, it all depends on where you are in your career, but the standard is two pages. Overall, being brief and selective about the experience you include will ensure readability and demonstrate that you know what accomplishments are most important for the role you're applying to.




Be Intentional

Your résumé, at its essence, is a marketing document telling prospective employers why they need to work with you. When a prospective employer looks at your résumé, they should instantly understand what type of position you're looking for and how your experience lines up with their needs.

The potential employer should also be able to easily pick out your greatest accomplishments.

It's important that you don't simply list your past responsibilities; you want your résumé to tell a compelling story of what you've accomplished and how your experience would translate into a new role.



You want your résumé to **tell a story** of what you have accomplished and **how your experience** translates...



Layout Your Résumé Strategically.

Most employers spend an average of 6 seconds viewing your résumé. The top-third of your résumé should be a snapshot of everything the prospective employer needs to know. This section is prime real estate. If you're going to make the sell about why a prospective employer should want you, it will be because of what you put here. You want to keep this space reserved for the following:



YOUR CONTACT INFORMATION. This should only include your name, location (city and state of residence), phone number, your LinkedIn profile and A PROFESSIONAL email address. Whatever you do, don't use work contact information on your résumé. Prospective employers will not hire a person that blatantly abuses work resources for personal matters.



A PROFESSIONAL SUMMARY. This is NOT an objective statement, which are all about what you want versus how you can meet the needs of the employer. Your professional summary should be a brief paragraph that acts as your elevator pitch highlighting what you excel at and how you can fill this employer's needs.



YOUR MOST RECENT JOB INFORMATION. This one is pretty self-explanatory. Be sure to not clutter this top part of your résumé with lists of keywords or skills. If you want to include a skills section, do so towards the end of your résumé and keep your list relevant to the specific role at hand.



Your Personal Brand





What Is A Personal Brand?

In short, it's your reputation.

Each interaction you have with others has the opportunity to create a memorable experience, teaching them what they can expect from you. When you're consistent in delivering those experiences, you build a strong reputation.

Many professionals think that the résumé accounts for the bulk of landing a new job, however, experts say there are so many more factors to consider. Résumés are important, and you need to have a strong one. But there is much more to a successful career. You don't get hired by just blindly sending out your résumé.

This section of the guide focuses on one of the most significant aspects to career management, your personal brand.





Why It Matters

Beyond managing people's perceptions of you, there are many other reasons you should invest time in creating your personal brand. Delivering your brand clearly and consistently across a wide audience helps open doors to opportunities. Your brand becomes your personal calling card—a unique promise of value; a distinct and authentic representation of you. In building your personal brand, you will define your individuality, maximize your strengths and manage your choices now to create future opportunities.

The bottom line is that it's no longer enough to simply be good at what you do. You can't put your head down and expect people to notice you. You have to differentiate yourself and explain your value to others. Because if you don't, it's too easy to be overlooked with all the other noise going on around you. That's what your personal brand helps you do. It allows you to position yourself so you can attract new opportunities that are aligned with what you're best at and what you enjoy doing the most.

Your personal brand helps you...

- 1. Better Define Individuality**
- 2. Maximize Your Strengths**
- 3. Create Opportunities**

Owning Your Online Reputation

You first and foremost want to make sure you pass the Google Test. By that I mean, are you happy with what pops up when you google your name? It might sound egotistical to Google yourself, but it's the best brand insurance there is. Today, the first place people turn to learn more about you is the internet, so it's critical to know what comes up when someone searches your name.

For many people, the number one way of communicating your professional personal brand online is through LinkedIn. Make no mistakes, customers, potential employers, and colleagues will research you on the network before deciding to work with, hire, or refer you. So it's crucial to not just fill your profile out, but make it compelling.





Owning Your Online Reputation

Once your profile is updated, the most significant way to create a positive presence on LinkedIn is to participate. Not sure where to start? You can post quick updates, publish long-form content, comment on your networks' posts, or join a discussion in a relevant group.

Here are a few basics for crafting a strong LinkedIn profile:

- ✓ Customize your LinkedIn URL so it features your name (i.e., www.linkedin.com/in/namehere)
- ✓ Keep it up-to-date (includes your most recent work history)
- ✓ Highlight your career achievements and accomplishments
- ✓ Make it keyword optimized
- ✓ Include your education and professional certifications





Contribute As A Thought Leader

The best way to both stay top of mind and deliver value to your network is by creating original content. While one of the easiest ways to do this is via your social networks, there are many ways to contribute.

One way is to contribute to industry or trade publications. Making headlines is a good thing, that is as long as it's not for an unsavory reason. Appearing in the media as a source of expertise can go a long way toward building your brand. To gain press, identify media outlets that are most applicable to your particular areas of expertise and send them targeted pitches. In the parking industry there are several publications and media outlets that cater to our space. Another is to attend industry events. After you have honed an area of expertise, you will find that there are plenty of opportunities to take your message on the road.

Becoming active in professional organizations and attending conferences not only offers valuable opportunities for networking, but it raises your profile.

As you become more familiar within a certain field, more and more people will call on you to share your expertise. If you are interested in speaking opportunities, start small or close to home by submitting proposals to regional and niche events. Smaller events serve as good training grounds to help you refine your message.

When you are scheduled to attend or speak at an event, make sure to let your followers on the Web know, through your website and social media profiles. After the event, include a video or audio clip of your presentation, if possible.



Interviewing





Interviewing



Step 1: Do Your Homework. 🔍

Research the company by, at the very least, visiting their website. Additionally, it is recommended to review information about them on LinkedIn and Twitter, conducting a Google search, reviewing any videos about the company on YouTube and reaching out to those in your network who may have worked with them in the past.

Step 2: Make A List. ☰

Compile the following information:

- ✓ Company Information and Background
- ✓ Title of Position
- ✓ Name and Title of Interviewer
- ✓ Who Are the Company's Main Competitors?
- ✓ Location of Company and Location of Position
- ✓ What Are the Main Products and Services of the Company?
- ✓ Who Do They Sell / Provide Their Products or Services To?



Step 3: Prepare A Cheatsheet

Prepare a cheatsheet for the top 5 things you want the interviewer to know about you. Have a story ready that illustrates your best professional qualities. For example, if you tell an interviewer that people describe you as creative, share a brief story that shows how you have been creative in achieving your goals.

5 Things The Interviewer Will Want To Know

1

Why you want this job?

Briefly share what about this opportunity interests you.

2

What makes you remarkable?

Have ready several stories/examples that show you are a rockstar and uniquely suited for this position.

3

Explanation of any gaps in employment on résumé or reasons for leaving jobs.

Short clear responses that answer the 'why did you leave your job?', questions about gaps in employment and why are you looking for work now.

4

Areas for Development - Strategic answers to that dreaded "tell me about your weaknesses" question. An impressive and confident response shows that you have prepared for the question, done some serious self-reflection, and can admit responsibility and accept constructive criticism. Sincerely give an honest answer (but not a long one), be confident in the fact that this weakness does not make you any less of a great candidate, and show that you are working on this weakness and tell the recruiter how.

5

Specific Challenges - What are some specific challenges you've faced, and how did you overcome them? Or, what is the hardest lesson you had to learn as a manager – Your answer should describe a difficult situation you faced, how you addressed that particular instance, how it worked out, and how that helped you develop.



Step 4: Come With Questions

Have ready several questions you would like to ask the interviewer. Asking the “right” questions can also help solidify a positive impression. These questions should be related to the organization or position you are applying for.

Asking questions that show you are thinking ahead and how certain developments may impact the business demonstrates to an employer that you are a “smart” candidate. You are already thinking like you belong in the position and looking ahead at how to address possible challenges. These types of questions can also help the employer see how you fit right in.

Don't prepare too many questions though, just a couple. If there are multiple rounds of interviews, you can ask questions at each stage.



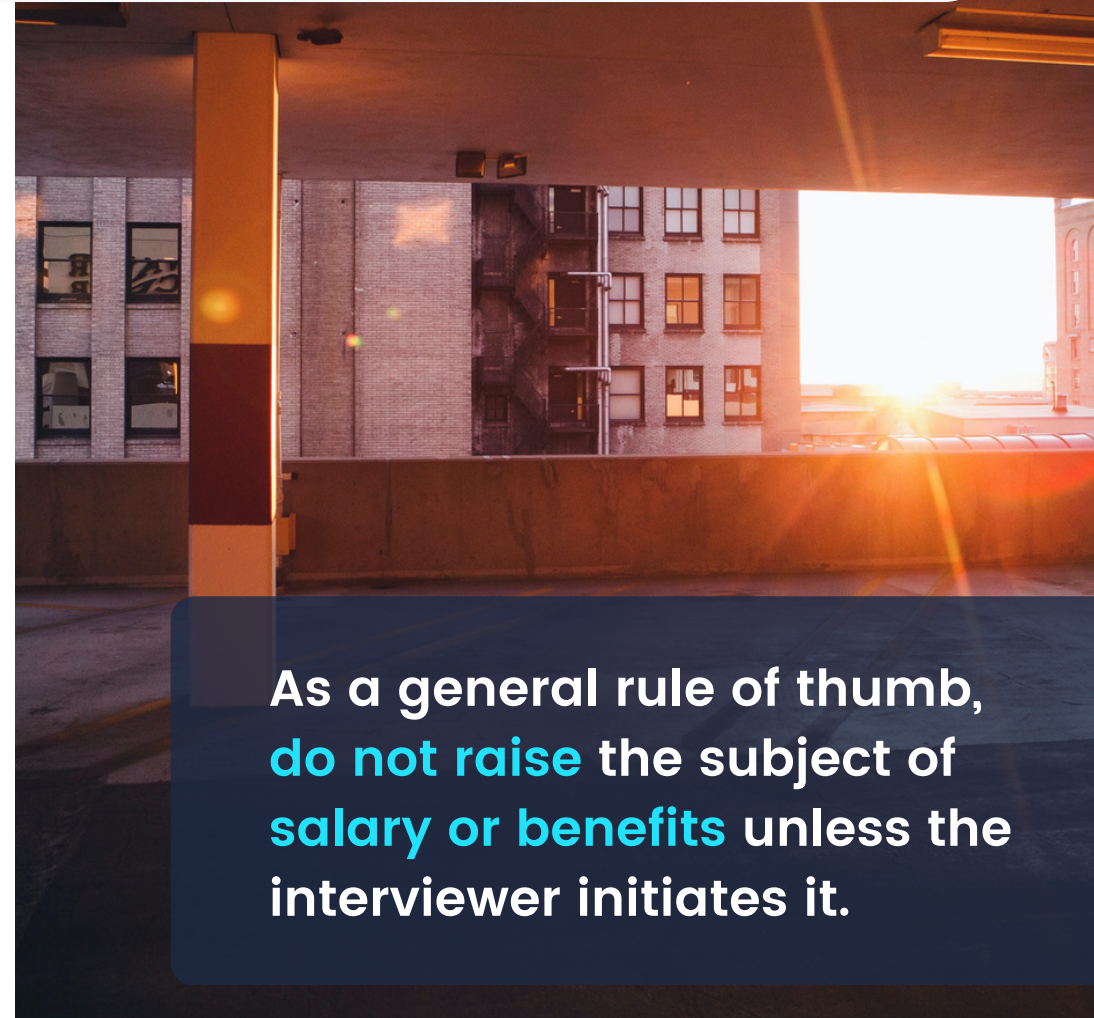
Asking questions **shows you are thinking ahead...** demonstrating to an employer you are a **"Smart" candidate.**

Step 5: Practice Your Closing Statement

Have a closing statement prepared (Thank you for your time, it was a pleasure to meet you, and I'm very excited about this opportunity) so that you leave a confident and enthusiastic impression with the interviewer.

Make sure to express your continued interest in the position and ask what the next steps are. Let each interviewer know that you are still interested in the position and want to know what you need to do to keep the recruitment process moving forward. And make sure that you actually SAY it in words at the end of the interview.

Don't assume that they should have noticed your enthusiasm and interest level in this position from the rest of your comments during the interviewing process.



As a general rule of thumb, do not raise the subject of salary or benefits unless the interviewer initiates it.

3 Most Common Interview Questions

Being prepared to answer the questions an interviewer asks is a big advantage. The following are some of the most common interview questions and approaches to answering them.

- ✓ **Tell Me About Yourself?**
- ✓ **Why Did You Leave Your Last Job?**
- ✓ **What Are Your Compensation Requirements?**





Tell Me About Yourself?



What The Hiring Manager Is Really Asking.

“How does your education, work history, and professional aspirations relate to the open job?”

“How will you benefit their company?”



How To Respond.

Select key work and education information that shows the hiring manager why you are a perfect fit for the job and for the company.



Things To Keep In Mind.

Keep your answers short and simple, elaborate on experiences and goals relating to the relevant position, summarize your résumé, and talk about transitions in employment.



Why Did You Leave Your Last Job?



What The Hiring Manager Is Really Asking.

What were the circumstances and reasons you left your previous job?
Did you leave for a good reason?
Did you leave voluntarily?
Did you leave on good terms?



How To Respond.

Be direct and focus your interview answer on the future, especially if leaving wasn't under the best of circumstances.



Things To Keep In Mind.

Never bad mouth your boss, if you have a job, say you're "seeking greater opportunity," and if you got fired, say that you "parted ways" and change the topic to your accomplishments.



What Are Your Compensation Requirements?



What The Hiring Manager Is Really Asking.

Is this person in my price range?

Are they selling themselves too high or too short?



How To Respond.

Always say negotiable.



Things To Keep In Mind.

Do market research for your job/role, industry, geographic location, and pay structures of the prospective employer. Consider the total compensation package such as vacation time, health insurance, retirement, flexible work hours, etc.



Final Thoughts



Introduction and Presentation.

When introducing yourself, it is important to be confident and natural. Give your first and last name, make eye contact and when shaking hands, matching the pressure of their handshake. Body language is vital. Sit up straight, keep eye contact with your interviewer as much as possible and stay alert.

Be Prepared To Address Prior Layoffs or Terminations.

It is always awkward to let an interviewer know why you left your last job if you were laid off or especially if you were terminated for a cause. Never lie when asked. Be prepared to answer your layoff question with information that will dispel any assumption someone might have about cutting the poor performers. Try to show that there was a specific business reason behind your layoff. Your department was eliminated. The office was moved. The product you supported was being discontinued.

Address Job Hopping.

Excellent performers tend to stay in their jobs at least three to five years. If your résumé reflects jobs with companies that were acquired, moved, closed, or downsized, it is still viewed as a job-hopper's history. Ratchet up your networking to include anything that exposes you to hiring authorities who can get past your tenure issue because now they know you. Your networking efforts have never been so important.

Directly Explain How You Will Add Value.

Ask the interviewer what the biggest challenges of the position are at the beginning of your interview. Write down what they tell you and focus on how you can overcome those challenges with your skills and background. Focus on how you can help them, not on what the company has to offer you.



About Laney Solutions

Founded in 2014, Laney Solutions is the leading parking industry recruitment firm specializing in middle and senior management, experienced sales professionals and executive level placements. Driven by client and candidate satisfaction, we target and locate quality candidates who possess very specific skills, experience, education, training and more – to match our client's exact requirements.

From marketing and sales to operations and product development, we have an extensive network of top talent in the parking, mobility, transportation and smart cities space. We are able to deliver exceptional candidates that your in-house or current traditional recruitment firm hasn't been able to because Laney Solutions is different. After all, helping our clients hire great talent isn't just a key part of our business. No, it IS our business. And because this is what we do, and only what we do, we invest heavily in technology, tools, resources and efforts to bring that game-changing talent to our clients.

Laney Solutions is a member of Sanford Rose Associates.



Get In Touch.



Laney Solutions
LaneySolutions.com
hello@laneyolutions.com
(720) 672-9904

Contact Us

