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2012

## Your New and Improved Awesome Resume, Fourth Edition

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**HARDING**  
UNIVERSITY

Your  
New and Improved  
**Awesome Resume**

**Courtesy of  
The Belden Center  
for  
Private Enterprise Education**

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**HARDING UNIVERSITY  
Searcy, Arkansas**

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## TABLE OF CONTENTS

	Page
1. Congratulations! .....	1
2. Crucial Resume Format.....	2
3. Career Objectives Sample.....	4
4. Professional Profiles.....	4
5. Employment Accomplishments .....	5
6. And Did You Know? .....	6
7. Key Actions Verbs .....	7
8. Killer Resumes .....	8
9. Prospecting Letter .....	20
10. <i>“To Whom It May Concern”</i> .....	21
11. Job Interview Strategies .....	22
12. Tough Questions .....	23
13. Questions You Ask.....	24
14. <i>“Hire”</i> Education .....	25
15. Post Interview Letter Sample.....	26
16. Handling Rejection .....	27
17. Networking Pays .....	28
18. Those Pay Raises .....	29
19. <i>“I Love My Job”</i> .....	30
20. Remember Joe College.....	31



## **1. Congratulations!**

*Having spent tens of thousands of dollars on a first rate higher education, you now have just 20 seconds to sell yourself to a prospective employer through a resume that makes the reader regard you as a special person he'd want to meet before hiring anyone else.*

*In terms of lifetime income, the average college graduate is now expected to earn \$1,000,000 more than the average high school graduate. So, take charge of your career. Set personal goals, develop reasonable time frames, begin an active job search, and learn to network, too.*

*Competition is keen. Opportunities abound for you to make a difference and exercise the stewardship of your education and talents. Sure, it has been said that if tombstones told the truth, most of us would wish to be buried at sea. Nevertheless, the closest we come to perfection in this life is when we develop our resume. Press on!*

## 2. CRUCIAL RESUME FORMAT

# YOUR NAME

Note: Use bold, all caps, 16 point type for your name only. The rest of the resume goes in 12 point type. Work to fill in those east-west margins. Justify your right margin. Whenever possible, combine two or three short lines into one. Avoid ruling and italics.

Current Address  
(Campus address,  
email, phone/fax)

Permanent Address  
(Your home address,  
email, phone/fax)

**Career Objective:** Three lines regarding type of position sought, location, desire for professional growth, and your aim to be a key contributor to the organization's mission (pg. 4).

**Formal Education:** Full name of your degree. For example, Bachelor of Business Administration, major, GPA (if above 3.0). Then on the second line, list college name and location, graduation date, etc.

**Professional Profile:** Three lines with bullets at left margin -- each citing your positive qualities along with technical, conceptual, and human relations skills an employer would expect. These will be talking points during an interview, so have examples ready that show you to be worthy of consideration (pg. 4).

**Special Skills:** List every software package with which you are familiar. Seek more experience to add to this list (one per semester). Employers feel that they are lucky to get two persons by hiring one -- a business graduate and a computer person, too! Include language skills also. If only listing computer skills, call this section "Computer Skills" instead.

**Employment Experience:** List the most recent job first--a variety of jobs is useful. Use this format: company name, city, state, dates on first line. Then, on the second line, state your position, a few lines of accomplishments, not just duties--performance which achieved results (pg. 5). Use action verbs (pg. 7). Some companies scan for these.

**Honors & Activities:** Include honors such as Dean's list, "Who's Who," honor societies, scholarships, fellowships, club officer, extra-curricular activities; volunteer work, civic service, etc. Avoid irrelevant hobbies and political organizations unless you were an officer (shows leadership without alienating).

**References:** Leave this off your resume. If the interview leads to further employer interest and a formal application, you will then be asked to provide references. Have them ready, with thorough contact information, on a separate page. Give each reference person listed a copy in advance (in a bright-colored folder), to gauge their support of you.

Now, see resume samples on pages 8-19. Go build your own awesome resume. Good job-hunting!



### 3. CAREER OBJECTIVES SAMPLE

*To obtain an entry-level position that will apply my strong aptitude for commerce-related concepts, lead to advancement opportunities, and professional growth, while assisting my employer to reach and exceed the organization's strategic and tactical goals and enhance the bottom line success of my employer and respective clients.*

### 4. PROFESSIONAL PROFILES

(choose a few that describe you)

- Enjoy evaluating, researching, and solving problems.
- Very self-motivated, goal oriented, and have high moral standards.
- Able to work with a team to accomplish projects.
- Trustworthy, honest, able to learn new skills quickly.
- Experience in direct contact with customers.
- Can set long term goals that require discipline and hard work and carry them to completion.
- Highly organized in personal and professional life.
- Responsible, hard working, strong sense of honor.
- Effective communicator and astute listener.
- Capable team player and leader.
- Self-motivated and achievement-oriented with a desire to learn.
- Good communicator and efficient worker within a team setting.
- Proficient in research, presentation formation and public speaking.
- A strong work ethic and a knack for getting things done.
- Experience with teaching and training others.
- Excel at group problem solving and taking responsibility for group actions.
- Responsible, quick learner, strong work ethic, able to work well with others.
- Good listener and communicator, energetic, committed individual, proven leader.

## 5. EMPLOYMENT ACCOMPLISHMENTS

Regarding this section of your ever-improving resume, in your jobs to date, did you accomplish any of these things:

- ... increase productivity?
- ...expand market share?
- ...enhance security?
- ...do more than you were paid for?
- ...exceed quotas?
- ...have a self-improvement strategy?
  - ...foster customer goodwill?
  - ...volunteer to learn new skills?
  - ...reduce losses?
- ...polish your multi-tasking abilities?
  - ...improve patron retention?
  - ...network with others?
  - ...solve problems?
  - ...mentor new employees?
- ...get the right people together?
  - ...learn new software?
- ...protect employer's good name?
- ...develop time management skills?
  - ...streamline operations?
  - ...help out whenever needed?

**If your answer is, "Yes," then say so! Don't just list drone-like duties. Remember this: Drones do not get paid much. State accomplishments, not just duties. Your competitors are!**

## 6. And Did You Know?

- Only 5% of job hunters research before a job interview.
- Only 3% will prepare questions about the job or company.
- Only 10% work at selling themselves persuasively.
- 30% will walk into the interview without copies of resume.
- And only 2% follow up the interview with a note to the recruiter.

## 7. Key Action Verbs for Resume/Applications

Accomplished	Evaluated	Produced
Acquired	Executed	Programmed
Adjusted	Exhibited	Promoted
Administered	Facilitated	Publicized
Advertised	Financed	Purchased
Analyzed	Guaranteed	Received
Applied	Guided	Recruited
Assembled	Headed	Reduced
Assisted	Hired	Reorganized
Balanced	Implemented	Reported
Budgeted	Improved	Represented
Calculated	Increased	Researched
Changed	Influenced	Restored
Completed	Initiated	Retrieved
Compiled	Innovated	Revised
Computed	Installed	Scheduled
Condensed	Instructed	Served
Conducted	Interpreted	Shipped
Consulted	Introduced	Sold
Contracted	Lectured	Solved
Coordinated	Led	Sorted
Corrected	Maintained	Staffed
Counseled	Managed	Strengthened
Created	Marketed	Studied
Delegated	Minimized	Supervised
Demonstrated	Monitored	Supported
Designed	Motivated	Taught
Directed	Negotiated	Trained
Distributed	Observed	Transferred
Edited	Obtained	Translated
Educated	Operated	Transported
Equipped	Organized	Updated

## 8. KILLER RESUMES

### YOUR NAME

College Address

Permanent Address

**Career Objective:** To be accepted into a dietetic internship to gain experience in the field of Dietetics while contributing to the success of the program.

**Formal Education:** Bachelor of Science in Dietetics, GPA 3.7  
Harding University, Searcy, AR, May '08

**Professional Profile:** Self-motivated, capable worker, effective, goal-oriented leader.  
Responsible, very good communicator with strong sense of honor.  
Able to learn new skills quickly, excel in many types of professional settings.

**Special Skills:** Microsoft Word, Word Perfect, Microsoft, PowerPoint, Excel, & Access.  
Certified in Purchasing And Inventory by the National Restaurant Education Association.

**Employment Experience:** **Harding University Belden Center,**  
Searcy, AR 2004-2008  
*Student Worker/Assistant.*

- Conducted primary research on economic trends and indicators.
- Typed, edited, critiqued, and distributed director's publications.
- Implemented office documents to a new software program.
- Adjusted to a heavier work load during the transition of a new office manager; took on extra responsibilities to ensure the office continued to run smoothly.
- Processed letters and memos, exams, and grades in a timely fashion.
- Scheduled make-up tests and appointments for the professor in order to keep students on task.

**Camp Tahkodah**, Floral, AR '03 - '07  
*Counselor/Staff Member*

- Kept the campers safe and rested while staying in the cabins.
- Cleaned the kitchen, providing a safe eating environment for campers.
- Maintained order in the camp by leading the campers.
- Took initiative to finish tasks that needed to be done to make the camp run efficiently.
- Filled leadership positions when the head counselor was absent.

**Foodservice Experience:** **Camp Tahkodah** *Summer '07*  
*Assistant Cook*

- Cooked three balanced meals a day for 250 people.
- Aided in process of selecting best possible food for each meal to be balanced and nutritious.
- Assembled meals that met all dietary needs of the camp.

**Honors & Activities:**

- President of Dietetics club at Harding
- Dean's List
- Kappa Omicron Nu Honor Society
- Delta Gamma Rho, President, Vice President, Spring Sing Director, and Activities Director
- Campaigns to Nicaragua and Arizona
- Mentored children in "*Friends*" Program

## YOUR NAME

College Address

Permanent Address

**Career Objective:** To teach, and coach students to become the best contributing member of society they can be, while contributing to the successfulness of the school district.

**Formal Education:** BA in Social Science GPA 3.79  
Harding University, Searcy, AR, May '11  
Teacher Licensure

**Professional Profile:** Goal oriented, self motivated, responsible. Good communicator, hard working. Efficient worker within a team setting. Good listener and communicator. Energetic proven leader experienced with teaching and training.

**Special Skills:** Microsoft Word, PowerPoint, Excel, Access Microsoft Windows, Word Perfect, Adobe Photoshop.  
Certified in CPR and First Aid by Red Cross

**Employment Experience:** **Harding Athletic Center** 2008-2009  
*Student Worker/Facilities Monitor*

- Maintained a proper order by checking for valid identification
- Assured safety by being CPT ready and First Aid certified, and notifying Public Safety of an accident
- Took initiative in maintaining a peaceful environment by notifying Public Safety of a problem
- Secured people's belongings by monitoring personal possessions during their workout

### **Camp Deer Run, Winnsboro, TX 2008**

*Group Leader/Staff Member*

- Maintained order by leading the campers and staff through the daily schedule
- Shared the Bible with forty kids in a group session, teaching a daily hour and fifteen minute long lesson
- Mentored the young staff through guidance and example
- Took initiative to complete daily tasks that needed to be done to make the camp run efficiently
- Created a fun environment for the campers and staff by being energetic and creative
- Built strong relationships by spending weeks at a time with the campers

### **Camp Deer Run, Winnsboro, TX 2007**

*Head Counselor/Staff Member*

- Maintained order by leading the campers daily through the schedule
- Shared the Bible with them as a group daily
- Took initiative to complete daily tasks that needed to be done to make the camp run efficiently
- Created a pleasant and hospitable environment by being energetic and creative
- Built strong relationships by spending weeks at a time with the campers

### **Honors & Activities:**

- Dean's List
- Served through Prison Ministry
- Awarded PTA Scholarship
- Participated in Bisons for Christ
- Community service projects



## YOUR NAME

College Address

Permanent Address

**Career Objective:** To obtain an accounting position with a local CPA firm offering advancement opportunities and professional growth, while using my education & experience for the company's benefit.

**Formal Education:** Bachelor of Business Administration in Accounting and Economics, GPA: 3.7  
Harding University, Searcy AR, Dec. '03

**Professional Profile:** I have taken the entire CPA exam and have passed the FAR, BEC, & AUD parts and will be receiving my scores for the REG section in January.

**Special Skills:** Proficient with Windows 98, Microsoft Word, Excel, PowerPoint, Word Perfect, Corel Presentations, Internet Explorer, Kirchman Bankway, Asset Keeper

**Employment Experience:** **First Security Bank**, May 2005-Current  
*Internal Auditor*

- Assist with monthly brand audits for various bank functions, such as loan review, credit cards, wire and ACH departments, fixed assets, and teller cash count
- Prepare financial reports for board of director review
- Conduct daily bookkeeping activities and financial statement reconciliation

**First Security Bank** (Jan. '04–June '05)  
*Customer Service Representative*

- Developed excellent interpersonal communication skills
- Handled multiple needs of customers, including opening, closing, and maintaining accounts
- Developed strong financial management and computer skills

**Miller & Rose, PA** (Spring 2003)

*Office Assistant*

- Complied and assembled Tax Returns
- Performed data entry and bank reconciliation for new and existing clients
- Learned organizational skills by maintaining constant client file turnover

**Lindsey & Company** (Summer 2002)

*Accounting Internship*

- Assisted with financial statement preparation for Housing Authorities
- Created and restructured worksheets on Excel for data entry
- Performed Electronic Submission of year-end financial statements

**Accounting Society Program Harding University** (Spring 2002)

*Accounting Tutor*

- Successfully coordinated multiple student study sessions
- Assisted college students with homework and preparation for exam

**Bank of Delight, Nevada County**

**Branch** (Summer 1998 – 2001)

*Bank Teller/Loan Assistant*

- Performed all teller duties in a timely and efficient manner: money handling, check cashing, processing deposits and loan payments
- Regularly balanced cash drawer while coordinating multiple tasks
- Conducted daily bookkeeping activities to ensure efficient operations
- Ensured accuracy in loan department by balancing loan cabinets

**Honors & Activities:**

- National Dean's List
- Alpha Chi National Honor Society
- Vice President of Senior Class
- Accounting Society
- SIFE Economics Team Co-captain
- "Capitalism Corps" Member
- Vice President of Phi Beta Lambda

## YOUR NAME

College Address

Permanent Address

**Career Objective:** To obtain an entry-level position that will apply my strong aptitude for commerce-related concepts, lead to advancement opportunities, and professional growth, while assisting my employer to reach and exceed the organization's goals and enhance the bottom line success

**Formal Education:** BBA in Marketing, GPA 3.25, Harding University Searcy, AR, Dec. '08

**Professional Profile:** Self motivated, trustworthy, honest, good listener, effective communicator  
Strong work ethic, energetic experience with teaching and training others. Excel in multiple professional settings, proven leader.

**Computer Skills:** Microsoft Word, PowerPoint, Excel, Word Perfect, Microsoft Windows 98, 2000, XP, Vista, Adobe Photoshop.

**Employment Experience:** **Fastenal Company**, Searcy, AR, June 2008 – October 2009

*Branch/Sales Manager*

- Head of daily operations resulting in increased productivity and expanded market share
- Mentored employees in problem solving, reduced losses, and exceeded quotas
- Developed time management skills and streamlined operations increasing productivity
- Actively managed accounts payable and receivable while reducing costs
- Improved personal and employee retention

*Outside Sales*

- Developed and executed a sales plan in the local territory to meet/exceed sales goals

- Conducted cold calls with manufacturing, maintenance, construction, job sites and other industrial accounts attaining new market share and protecting employer's good name
- Maintained and grew the existing customer base, resulting in increased sales
- Managed account collections for assigned accounts, increasing monthly cash flow
- Maintained and grew customer inventory programs
- Helped out whenever needed conducting inside sales, purchasing, receiving, packing orders, deliveries, sourcing and inventory management, volunteering to learn new skill

**Movie Gallery, Searcy, AR, Feb. - June '08**  
*Sales Associate*

- Provided an exemplary level of customer service
- Performed as top sales associate in promoted product sales and marketing
- Assisted and managed daily accounts receivable, reducing losses and enhancing security
- Conducted inside sales while polishing multi-tasking abilities and networking with others

**Tree Top Ranches, Boise, ID, '03 - '07,**  
*Private Contractor/Ranch Hand*

- Equipment operator: tractors, loaders, truck and trailer, etc.
- Solved problems at hand, having to think and execute on the spot.
- Conducted labor, landscaping, property maintenance, etc, improving property value
- Leadership Team Development

**Honors & Activities:**

- Theta Psi Kappa: President, Vice President, Treasurer, Activities Director, Devotional Director, Athletic Director, Historian
- Completed International Program in Australia, New Zealand, and South Korea
- Peer Mediator/counselor in grade school, voted in by classmates as both happy and caring

## YOUR NAME

College Address

Permanent Address

**Career Objective:** A Systems Process Assurance position that enables me to use my wide variety of IT skills and knowledge. I aspire to grow and learn personally and professionally in order to be a highly valuable asset to my employer and contribute to the organization's success.

**Formal Education:** BBA in Information Technology, GPA 3.9  
Harding University, Searcy, AR, Dec. '07

**Professional Profile:**

- Strong work ethic and a self-starter, high moral and business standards
- Responsible, quick learner, able to work well with others
- Very motivated and organized with a desire to learn
- Enjoy evaluating, researching and solving problems
- Well-developed writing and word-processing skills

**Computer Skills:** Proficient in Windows, Apple/Mac operating systems, Microsoft Word, Excel, Access & Project, PowerPoint, Visio, working knowledge of Visual Studio, Visual Basic, C++, & HTML Network and workstation setup and troubleshooting

**Employment Experience:** **White County Cable TV**, Searcy, AR,  
Fall 2007- Present

*Locator Technician*

- Accurately located buried cable lines to prevent lost time and money in repairs
- Reliably fulfilled job orders without management supervision so that follow-up work could be performed safely and timely
- Acquired experience in presenting a positive demeanor to customers while relaying bad news about discontinuing service

- Worked to maintain and improve customer relationships by offering high quality service in a friendly and personable manner
- Increased company revenue by collecting overdue accounts

**Alpha Security Products**, Charlotte, NC,  
Summer 2007

*Intern, Electrical Technician*

- Played an integral part in building and testing prototypes for a bid for contract from Best Buy and Best Buy Canada stores
- Created and utilized electronics testing equipment
- Performed support service for various departments in a timely and quality-driven manner
- Acquired familiarity with Pro-Engineer CAD program
- Learned high-detail surface mount and through-hole soldering techniques
- Gained electronic, problem-solving, and model skills in a fast-moving environment

**Harding TRIO Student Support Services**  
Fall 2006 – Spring 2007

*Tutor*

- Improved clients' understanding of business, math, and IT course material
- Provided clients a comfortable environment while exhibiting a personal, friendly attitude
- Worked with disadvantaged students to increase learning ability

**Los Alamos Public Schools**, Los Alamos, NM, Summers of 2005 & 2006

*Grounds crewman, equipment operator*

- Operated both heavy and light equipment safely and efficiently to improve functionality and visual appeal of school grounds

- Completed jobs on time without management supervision with attention to quality
- Supervised a work crew and assisted in the training of new employees

**Rocky Mountain Auto and Storage**, Los Alamos, NM, Fall 2003-Summer 2004  
*Mechanic's Apprentice*

- Assisted smoothness of all operations by providing timely service
- Cleaned facilities daily to help ensure a safe and positive work environment
- Performed fiduciary responsibilities as well as many other requested tasks

**The Central Avenue Grill**, Los Alamos, NM, Fall 2003 - Summer 2004  
*Server, Expeditor, Host*

- Welcomed and served patrons patiently and with a cheerful attitude
- Managed cash register functions and trained new employees
- Expedited flow of goods served to maximize service

**DataVentures, LLC**, Los Alamos, NM, Winter 2000 – Spring 2002  
*Inventory Analyst and Data Scribe*

- Surveyed merchandise inventories of retailer and collected data for analysis
- Recorded data into computer system for further analysis and computation
- Performed duties on weekends and odd hours in order to help company meet deadlines

**Honors & Activities:**

- Member, Alpha Chi Honor Society
- Member, Delta Mu Delta International Business Honor Society
- National Dean's List
- Distinguished Student American Studies Institute
- Harding University Honor Student
- Business Information Technology Students Vice President of Activities



## 9. PROSPECTING LETTER

*(Wrap this letter persuasively around your now-awesome resume)*

*Perhaps you have plans in the near future to employ a recent business college graduate. I am graduating from Harding University with a Bachelor of Business Administration degree. May I seek an entry-level position with you, as I plan to begin my professional career?*

*As my enclosed resume will attest, I have considerable employment experience. In addition to a solid academic background, I have excellent computer skills. My strong work ethic, both as an individual and as a team member, is well-balanced with co-curricular and semi-professional leadership experiences.*

*For the above mentioned reasons, I'm confident that I could be a good match for your job requirements and could make a significant contribution over time. Should you agree, I would welcome the opportunity to meet with you to explore the possibilities.*

*After you have had time to review the enclosed resume, please call me during the afternoon or evening hours to arrange an interview to discuss my qualifications and employment possibilities. I look forward to hearing from you shortly and also to meeting you personally.*

*P.S. Please call me after hours at 555-1212, to learn how I can increase your customer retention and contribute to your bottom-line success, too.*

## 10. TO WHOM IT MAY CONCERN:

To Interested Persons:

*Les Payne, a recent graduate, can always be found hard at work. Les works independently, without wasting company time talking to colleagues. He never thinks twice about assisting fellow employees and finishes given assignments on time. Often he takes measures to complete his work, skipping coffee breaks. Les is an individual who has absolutely no vanity, in spite of his high results and profound knowledge in his field. I firmly believe that Les can be classed as a high-caliber employee, who cannot be dispensed with. I duly recommend that Les be promoted, and that this proposal will be executed as soon as possible.*

Delivered a short time later:

*“Les was standing over my shoulder while I wrote the letter sent to you earlier today.*

*Please re-read only every other line!!!”*

## 11. JOB INTERVIEW STRATEGIES

A job interview is like a game. It has rules, and the participants have roles to play. What you can win is an offer. What the interviewer can win is the proper person for the job.

Your role as interviewee is to play the confident applicant who can project talent, willingness and suitability for the opening. If you have done your homework, you should have no problem. What to do:

- Research the company, or talk to friends who know similar organizations.
- Record a mock interview of yourself until you hear confidence in your answers to questions.
- Prepare positive answers to potentially difficult queries like “*I’m a little worried about your lack of experience...*” or “*Why have you been out of work?*”

### **Interviewers play one of four general roles:**

- The *Target-Directed* interviewer is direct, businesslike and a little impersonal. Respond in kind.
- The *All-in-the-Family* interviewer is warm, friendly and company oriented. Emphasize your team-player attributes.
- The *Thinking Person’s* interviewer is interested in how you did things or intend to do things. Give logical, expanded answers about your methods and theories.
- The *Make-It-Easy-For-Me* interviewer is unpredictable and prone to snap judgments. Be a responsive audience and let the interviewer keep center stage.

Source: Robert Half, author of The Robert Half Way to Get Hired in Today’s Job Market

## **12. TOUGH QUESTIONS MOST ASKED**

1. Why do you want to work here?
2. What experience do you have for this job?
3. What did you dislike about your last job?
4. Why do you want to leave your present job?
5. What other options are you exploring?
6. What do you see as your principle strengths and weaknesses?
7. What can you do for us?
8. What is your present salary?
9. What are your salary expectations?
10. How would you handle a conflict resolution with your superior?
11. Can you describe a conflict and how you would resolve it?
12. What was the biggest contribution you made in your current position?
13. How would your references rate your technical competence?
14. How would you describe your ideal work environment?
15. What interests you about our organization?
16. How would your co-workers rate you as a team player?
17. What do you expect to get from this position that you're not getting now?
18. Describe the last time you lost your cool and got angry at work.
19. What sacrifices in family life should a person make for a successful career? Why?
20. If a committee of your peers rated your performance with others in stressful situations, what would they say?

### **13. QUESTIONS THAT YOU SHOULD ASK THE INTERVIEWER**

1. What's the annual turnover rate for your employees?
2. Where did my predecessor go? May I ask why?
3. What kind of advancement opportunities do you have to offer?
4. What's your usage rate of temporary staff?
5. Why would customers select your product/service instead of your competitor's?
6. What is projected for production and marketing activities in the future?
7. Are there any significant problems or developments related to employer-employee relations?
8. What training and experience would be useful preparation for this position (and beyond)?
9. What other businesses are necessary for this one to survive and prosper?
10. Does the firm provide in-services and continued education opportunities, or do I have to go outside?
11. Do they offer certification in specialty areas?
12. What would you say your management style is?
13. What would others say your management style is?

## 14. "HIRE" EDUCATION

*If you're just entering the job market, I've got good news. This may be the best time in history to find a job. Commemorative Brands, a company that makes class rings for students, recently commissioned a survey of the executives in charge of hiring at the nation's largest companies. The executives were asked about the job interviews they've conducted – and their responses are revealing.*

*One executive couldn't figure out why the interviewee was taking so long to respond to a question, until the job seeker began snoring. Another young candidate told his interviewer the reason he went to college was, and I quote: "To party and socialize."*

*It's not just guys making these unforgettable impressions. One young lady showed up for her interview...in a bathing suit. Said she didn't think the interviewer would mind. But the topper has to be the guy who was in the middle of being interviewed when a deliveryman arrived. The job applicant had ordered a pizza! The interviewer had to ask him to wait until after their meeting to eat it.*

*Why is all of this good news for you job seekers? It's really simple. These people are your competition. Next to them, you're going to look like a genius!*

Source: Rush Limbaugh author of The Limbaugh Letter, February 1998

## 15. POST-INTERVIEW LETTER

(Keep your name before them)

*Thank you for interviewing me regarding a possible entry level position with you. I am pleased to learn more about the details of the job and about your career as well. I am very interested in working for you. As you noted by my resume, I have a solid academic background, excellent computer skills, and significant work experience to offer your progressive organization.*

*I appreciate your activating my job candidacy status. I am accustomed to hard work, productivity and creating bottom line results for the employer. It was also good to meet you personally. I look forward to hearing from you, as stated, within two weeks.*

### Summary

The employer is looking for a candidate who demonstrates professional maturity, technical skills, good character, creativity, and compatibility with the company. So prepare for questioning in these areas. Interview the interviewer, too, with good questions.

### Bottom line:

**The well-prepared candidate has a major advantage. So, go for it!**

***P.S. Ask for the job (few applicants do)!***

## 16. HANDLING REJECTION

*Dear Hiring Manager:*

*Thank you for your letter. After careful consideration, I regret to inform you that I am unable to accept your refusal to offer me a position in your department.*

*This year I have been particularly fortunate in receiving an unusually large number of rejection letters. With such a varied and promising field of candidates, it is impossible for me to accept all refusals.*

*Despite your company's outstanding qualifications and previous experience in rejecting applicants, I find that your rejection does not meet my needs at this time.*

*Therefore, I will assume the position in your department this August. I look forward to seeing you then.*

*Best of luck in rejecting future applicants.*

*Sincerely,  
Interviewee*



## 17. NETWORKING PAYS, IS FUN AND IT IS EASY

Most businesspeople think networking has only one purpose: to obtain favors or information from others. But networking can be much more powerful. Using it right, you get the following:

- Fresh ideas on sales and marketing, pricing, product development, management talent, etc.
- Exposure to other people's success in handling management problems such as when to delegate, how to promote promising employees, etc.
- Information about new technology which could streamline a company's operations.
- Encouragement and support in trying to meet tough business challenges.

**Networking Should Work:** To build networks, set up appointments, be outgoing, offer your assistance, and more.

**Above All, Ask for What You Want:** *This is where the real payoff of networking comes in. Because you've demonstrated to a new friend that you're a valuable source of ideas, information and support, he's now eager to reciprocate. Allowing others to do that fulfills the goal you had for networking in the first place – to broaden your sources of useful information and ideas.*

Source: Norman Stoehr, president,  
The Entrepreneur's Network.

## 18. THOSE PAY RAISES

**One day an employee sent a letter to his boss asking for an increase in his salary.**

*Dear Bo\$\$*

*In thi\$ life, we all need \$ome thing mo\$t de\$perately. I think you \$hould be under\$anding of the need\$ of u\$ worker\$ who have given \$o much \$upport including \$weat and \$ervice to your company.*

*I am \$ure you will gue\$\$ what I mean and re\$pond \$oon.*

*Your\$ \$incerely,  
Norman \$oh*

**The next day, the employee received this letter of reply:**

*Dear NOorman,*

*I kNOW you have been working very hard. NOWadays, NOthing much has changed. You must have NOticed that our company is NOt doing NOticeably well as yet.*

*NOw the newspapers are saying the world's leading ecoNOMists are NOt sure if the United States may go into aNOther recession. After the NOVember presidential elections, things may turn bad. I have NOthing more to add NOW. You kNOW what I mean.*

*Yours truly,  
Manager*

## 19. I LOVE MY JOB

*Dr. Suess*

I love my job, I love the pay!  
I love it more and more each day.  
I love my boss, he is the best!  
I love his boss and all the rest.

I love my office and its location,  
I hate to have to go on vacation.  
I love my furniture, drab and grey,  
and piles of paper that grow each day!  
I think my job is really swell,  
there's nothing else I love so well.

I love to work among my peers,  
I love their leers, and jeers, and sneers.  
I love my computer and its software;  
I hug it often though it won't care.  
I love each program and every file.  
I'd love them more if they worked a while.

I'm happy to be here. I am. I am.  
I'm the happiest slave of the Firm, I am.  
I love this work I love these chores.  
I love the meetings with deadly bores.

I love my job – I'll say it again –  
I even love those friendly men.  
Those friendly men who've come today,  
In clean white coats to take me away!!

## 20. REMEMBER JOE COLLEGE

**Editor's Note:** *This Joe College letter, a personified version, of course, is sent to prospective high school students and parents, to reaffirm the tone of our on-campus visit. The letter summarizes the distinctive things that have put Harding University on the map, and have made Harding a high choice university, have helped launch careers and, yes, furthered the Kingdom, too.*

*So, the Joe College text is appended to this booklet to remind our graduating seniors to tell our story during interviews. Make those interviewers, and other candidates, too, feel that they missed something great by not attending Harding University.*

Mr. Joe College  
123 Market Street  
Pleasantville, USA 12345

Dear Joe:

We are pleased to know of your interest in Harding University and perhaps the College of Business Administration (COBA), too. I have been associated with the University as a faculty member for 40 years. Coming from the West Coast, and because I did not attend Harding originally, I feel doubly blessed to be a part of the superb programs that Harding University has developed over the years.

My own children attended here, graduating in Biochemistry and Accounting respectively; I'm so pleased that they could attend Harding. Both are now well established in their careers. Our son is a medical doctor (family practice, hospitalist, emergency medicine), and our daughter has an M.B.A. and is presently a staff accountant.

May I take this opportunity to present some more information about us? We are a Christian, private, residential, four-year, co-educational, liberal arts university welcoming students of all faiths. We are very cosmopolitan. Our 7,200 students come from all 50 states and as many foreign countries, making us the largest private university between New Orleans and St. Louis (north and south) and between Dallas and Nashville (east and west).

We are one of very few universities to be listed in three prominent collegiate directories. Harding is fully accredited by national, regional, state, and specialty agencies. COBA is specifically accredited by the Association of Collegiate Business Schools and Programs (ACBSP).

With our 50 buildings located on 200 acres of land comprising a \$100 million campus physical plant, Harding attempts to be non-sectarian in spirit and practice. We desire to admit students who are academically capable, who have high character, and who accept the aims and objectives of the University.

Regarding financial aid, about 80 percent of our students benefit from scholarships, work-study, loans, and government grants. More than 75 undergraduate majors with numerous sequences of specialization are offered. There are several masters degrees and pre-professional programs also available.

Citizenship education and value-oriented goals are also stressed. In that regard, our nationally recognized and award-winning American Studies Institute continues to bring internationally known speakers to Harding. The mission of the COBA is this: Educating Christian business professionals for leadership in the future.

We are committed to excellence in business education, as we strive toward the development of the whole person. Technical, conceptual, and human skills are taught based on a solid foundation of liberal arts courses -- all based on spiritual values. Not really a new concept; our country's first schools were in churches. America's first teachers were clergymen, and our first textbook was, you guessed it, the Bible.

Perhaps you may still be somewhat undecided about a major within COBA. If so, please know that you

might be in the majority. We have 11 very fine degree programs: Accounting, Communications Management, Computer Information Systems, Economics, Finance, Health Care Management, Human Resource Management, Information Technology, International Business, Management, Marketing, and Professional Sales.

To increase their options, many of our students double-major in two of the above mentioned degree programs. We have 27 full-time COBA faculty who have an average of 25 years of professional experience. We have very assertive and first rate Career Planning and Placement Offices.

You will also be exposed to mentoring by us on resume building, interviewing strategies, dressing for success, time management, conflict resolution, negotiation, financial planning, goal setting, etc. We constantly network with former graduates, to facilitate job interviews and positions for our seniors.

Additionally, our COBA graduates have obtained excellent jobs upon graduation. Each year, over 90 percent of our COBA graduates have found jobs or entered graduate school within three months of graduation. We also offer an onsite and online M.B.A., the most popular graduate degree in business.

In my area of Economics, career alternatives are varied. Our Economics graduates are found today in banking, law, retailing, finance, insurance, journalism, academia, administration, management, research, lobbying, government service, real estate, international business, consulting, financial planning, contract agencies, regional planning, stock brokerage, propriety ventures, regulatory agencies, contract administration, hospital administration, health care agencies, the F.B.I., Secret Service, and the C.I.A.

Others have used Economics as a springboard to an MBA degree or a Law degree. The Belden Center for Private Enterprise Education has pioneered the programs for promoting economic enlightenment. COBA Business, Marketing, Management, and Economics teams have won many regional and national competitions.

At Harding University, you get Biblical faith in the science laboratory, in the history class and, yes, in the business and economics courses, too. What better place is there to secure an education than on a campus where God is honored -- where the principles of the Bible are taught as the principles of life? We want you to know that close adherence to Biblical precepts enhances, not hinders, the probability of professional success.

Well, does Harding University sometimes sound too good to be true? It is good, and it is true. Here, you can continue to become the kind of adult that the child you once were would approve of. The rules are reasonable, the standards high, the rewards great.

We are very proud of our COBA students and their many accomplishments. They have been uncommonly successful in bringing significant honors and recognition to Harding University in intercollegiate competitions. There are just so many things that we could visit about, as time gets closer for you to start college.

So, congratulations! You have completed approximately the first quarter of the human race. And at this point, you are ahead! May I urge you to keep on considering Harding, because it's an awfully long trip through Eternity. We can help you to make that journey as sure as you can. I'm sure you would be a terrific addition to our student body. Do let me know if I can be of service in any way, as you begin to firm up your plans.

I'd bet that you would be a bright and shining example of what Harding University is all about. Our job would merely be to help keep you on track and right side up while you are here. Above all, we want you to have a happy, secure, and prosperous Forever. Please do call or write. I'd love to visit with you some more. Hope our paths cross soon and often.

My best,

D. P. Diffine, Ph.D., Director  
Economics and Business Law Programs  
Professor of Economics

## ABOUT THE AUTHOR

Dr. Don Diffine is Professor of Economics at Harding University, and Director of the Belden Center for Private Enterprise Education. Senior Research Associate of Harding University's American Studies Institute, Dr. Diffine is listed in the Heritage Foundation's Guide to Public Policy Experts.

A member of Arkansas Governor Beebe's Council of Economic Advisors, Dr. Diffine has provided Congressional testimony on business problems, economic impact statements, and inflation-recession dilemmas. He has 12 books and 23 monographs in print and has served on the Board of Directors of the Arkansas Council on Economic Education.

The recipient of the \$7,500 Freedoms Foundation Principle Award for Excellence in Private Enterprise Education, Dr. Diffine received 16 additional Freedoms Foundation awards in the categories of Non-profit Publications, Economic Education, Public Affairs-Advertising, Public Address, and Published Works. He is the faculty winner of a \$1,000 First Place prize in a national essay contest judged by Nobel Economist Dr. Milton Friedman.

In 2000, Diffine was inducted into the Samuel Moore Walton Free Enterprise Hall of Fame. He received the "Champion of Enterprise" award in 1995 from the Students in Free Enterprise Hall of Fame in Kansas City. The First Annual Distinguished Scholar Award was also presented in 1998 to Dr. Diffine in Cleveland, Ohio, by the Association of Private Enterprise Education.

Dr. Diffine's wife, Dion, is from Kailua, Hawaii. She is a retired math teacher, Searcy Public Schools. The Diffines have two children: David, a physician; and Danielle, an accountant. Four wonderful grandchildren round out the family tree and give him all the more reason to live: Katie Elizabeth; Ridge Tyler; Lillie Ann; and Piper Dion.