

# Ask the Career Coach: Recharging Your Work Environment

Ask the Career Coach: Preparation for the Offer

By [Lisa Chenofsky Singer](#)

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Dear Career Coach Lisa,

In my job search, I am getting many interviews yet do not get called back for either second round of interviews or offers. What can I do to change this?

EC  
Short Hills

The fact that you are getting interviews is a good sign. Your resume and online presence is selling you well. You are probably using the correct key words. A few questions to consider:

Do you want the position you are targeting with this current resume and online presence?

Many times we search for the same position we have held before without any career exploration. Did you enjoy what you did in the past? Do you want to continue in a similar role? Think through what you enjoyed about it, what gave you energy while working and what you want to do now. If you loved what you were doing, what success stories can you share succinctly when you are interviewing that will allow you to leverage your experience and clearly answer with an example during an interview?

If there is a gap, then you may need to look at additional training. Planning is critical to determine what flexibility you have in retooling while maintaining your lifestyle. Do you immerse yourself into a full time training program or plan a transition period where you land an opportunity and continue on a longer term plan with retooling either on the job or during your spare time?

Did you write your resume? If not, can you speak to it?

Many people have their resumes written by others. While there are many good resume writing services, when you write your own resume, you learn so much during the process. Knowing your skills and strengths and being guided in the presentation of them is important. When some else writes your resume, many times, it's not reflective of the style you bring to the interview. Make sure you can speak to your resume and present it like it is truly you. If not, think about how you can change your presentation on an interview and during networking or modify your resume.

Are you preparing before going into the interview meeting?

A huge issue is not preparing properly before going to an interview or before conducting an informational interview. Preparing involves knowing the organization, what it does and/or produce and what the mission and/or vision is. Where does it typically hire from and where do employees go after leaving the company. What regulatory, compliance and social pressures is it facing? Who are you interviewing with? What is their background? What are their views?

When searching company information, most people just Google the company name and only read the first few references cited. Go through the references and search through the potential multiple pages as most companies will front load the positive news to push down the negative commentary.

Use your public library for access to databases you would not purchase on your own and do some research under the guidance of a research librarian who typically will find resources to investigate that you may not have discovered on your own. Make good use of your tax dollars. Public libraries are a superb source of guided research and often overlooked.

Use the social networking boards such as LinkedIn, Twitter, Facebook and others to identify the backgrounds of individuals you are meeting with. Understand what they are focused on in their messages. Google their names to search if they have written anything, are involved with any causes or on the board of any organization. If possible, read any articles the individual wrote or was quoted in prior to your meeting.

Your preparation is essential to building your confidence going into the interview. Selling what value you can bring to this new company is what the interviewer is seeking, so be prepared to deliver this rather than what is important to you. A key rule is it is about the customer, in this case providing the interviewer with the information needed to suggest you are the individual the company needs.

***About this column:*** "Ask the Career Coach" is a column dedicated to those who may be in transition or wrestling with a career dilemma by providing a forum for advice. We welcome your questions. Please send them to [CareerCoachLisa@gmail.com](mailto:CareerCoachLisa@gmail.com). Lisa Chenofsky Singer is a Millburn-Short Hills resident and the founder of Chenofsky Singer & Associates LLC. She offers Executive and Career Management Coaching and Human Resources Consulting, writes and speaks on job search and career-related topics. Her web site is [www.ChenofskySinger.com](http://www.ChenofskySinger.com).