

## WHY DO SOME PROFESSIONALS WITH LACKLUSTER RESUMES FIND GOOD JOBS WHILE THOSE WITH ENVIABLE CREDENTIALS STRUGGLE EVEN TO GET INTERVIEWS?



**Summary:** *What are the reasons that employers select one applicant for a job over another one? Keep reading to find out what will get you hired by an employer.*

Let's call it the "x" factor.

Most of you believe you'll be hired because of your credentials. You're convinced that your class standing, your school's pedigree and the prestige of your prior employers make the difference between paying off your student loans and standing in a bread line.

Well, you're wrong!

James Kouzes and Barry Posner have proved through statistical studies that competence-established through credentials-is the least important of four qualities in establishing credibility. To assure success in the job hunt, demonstrate these three traits first:

**Enthusiasm.** Don't be afraid to convey how much you want to do this kind of work (as opposed to how much you want a job). People don't care how much you know until they know how much you care. Enthusiasm and the hard work it inspires count for more than an extra piece of ability. But remember that actions speak louder than words. Prove your passion for the work you've targeted with concrete experience. Stay up-to-date by visiting information-rich websites. Arrange an externship in the field. Volunteer for a related organization. Attend relevant professional meetings.

**A forward-looking vision.** Employers also want you to express a sense of vision when it comes to your career-a vision that goes beyond paying off your student loans or making lots of money! How specifically will your presence contribute to the organization? What skills do you plan to hone to make an even greater contribution to their mission?

**Honesty.** Employers today hire those they can trust, especially to be who they say they are. If you're beginning to feel like a pretzel from contorting yourself to fit the package you think the employer wants, stop. Instead, take a hard look at your likes and dislikes, strengths and weaknesses and pursue only those opportunities that genuinely interest you.

All of you have competencies and credentials. You couldn't have entered graduate school without them. But you undermine your chances of getting hired when you place too much emphasis on your credentials and ignore your occupational passions.

For more career related advice, [visit here](#). Once you know the steps, you will be able to relax a bit.

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