



Speaking With *One* Voice
Civil Rights Virtual Symposium

Gaining the Competitive Edge

March 13 - 15, 2018





U.S. Department of Transportation

**Office of the Secretary (OST)
Departmental Office of Civil Rights (DOCR)
Policy, Education, and Outreach Division (S-35)**

Recruitment and Hiring: “I” is for...

Introduction



Overview

During this session, participants will learn that organizational and individual success are bolstered by a diverse and inclusive environment, which is enhanced through

- Intense Leadership Commitment;
- Improved Policies, Programs, and Techniques; and
- Individual Interview Skills.



INTENSE LEADERSHIP COMMITMENT

Setting the Vision, Encouraging Buy In, and Initiating Action



Setting the Vision

- See it
- Say it
- Sell it



Encouraging Buy In

- Initiate change
- Frequent communication (progress updates)
-
- Maintain momentum



Initiating Action

- Empower key players
- Recognize success
- Accountability (organizational and individual)



IMPROVED POLICIES, PROGRAMS, AND TECHNIQUES

Building a Framework for Success



Policies

- Further clarify the vision
- Establish fundamental principles
- Compel action



Programs

- Give life to the policy
- Set expectations
- Define roles
- Identify tasks



Techniques

- Empower those with responsibility
- Support implementation
- Ways around, over, and/or through roadblocks



INDIVIDUAL INTERVIEW SKILLS

Making the Most of the Opportunity



Activity #1



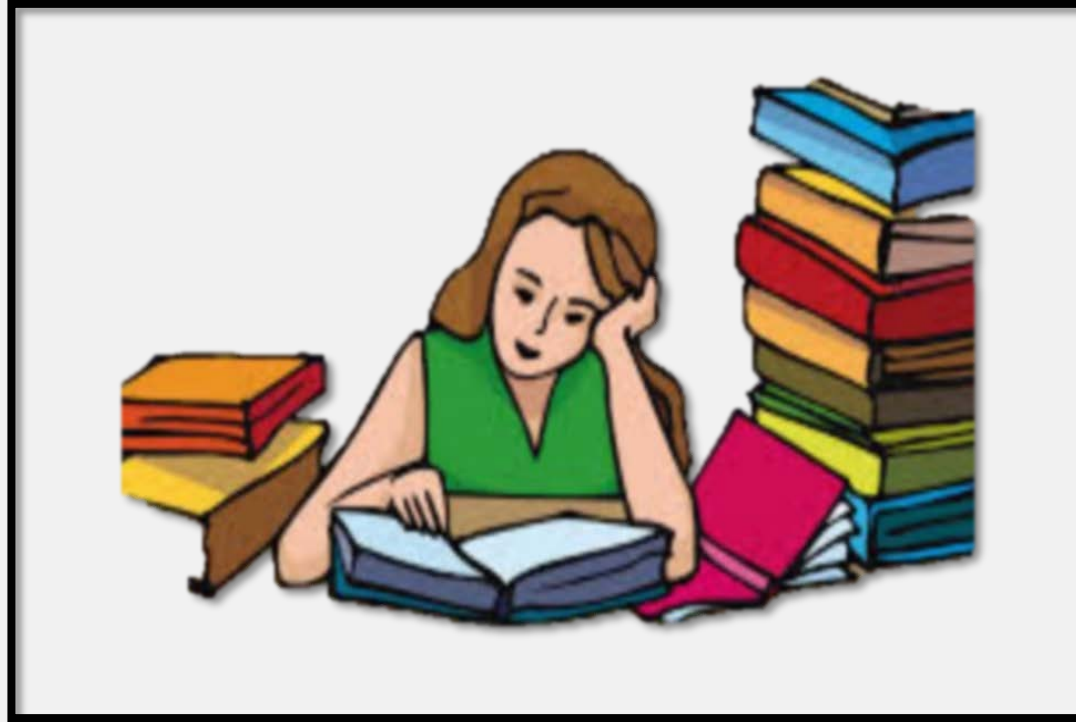
Taking Control

“Control your destiny, or someone else will.”

Jack Welch



So I did my homework...



And researched theories of successful techniques



What The Experts Say

- Review your Career—Pre-application & Pre-Interview
- What are your top accomplishments?
- Know the common themes in your accomplishments.
- What values drove the hard work?
- How did you personal goals get you there.



An Examined Career: Marketing Yourself & Creating Your Brand Image

- Determine what are you selling.
- What differentiates you? What is unique about you?
- What is the implied promise with your brand?
- How does it reflect your values and personal mission
- Does your brand elicit positive emotions in others?



How is this done?

The Challenge-Context-Action-Result (CCAR) Model

- Challenge/Problem
- Context
- Action
- Result



Activity #2



Pre-Interview Keys

- Do your research: What does this employer do?
- Develop your stories to address behavioral questions, situational questions, pressure questions, and hypothetical questions
- Prepare your questions
- Practice, practice, practice



A Note On Your Responses

- Pace yourself
- Pause, when appropriate



Interviewing Pitfalls

- Lack of context: not showing how accomplishments reflect top skills and talents
- Time management: forgetting important details or cramming accomplishments to “beat the clock”
- Focused on Tasks: failing to showcase outcomes
- Telling the interview panel how good you are rather than having stories that demonstrate your top skills



Other Keys To Success

- Be Positive
- Be willing to share experiences and ideas



Activity #3



Interview Preparation Resources

- [Georgetown University's Cawley Career Education Center](#)
- [George Washington University Career Center](#)
- [University of Maryland Interviewing Guide](#)
- [OPM SES Reference Materials](#)



A Closing Thought



Questions



Thank you very much!

Request additional information or pose questions to the following:

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