

SUMMARY

- 1 If you're not connecting with people emotionally, you may not get to the next step of your job search and you won't get to the final step.
- 2 Emotion is a huge factor in decision making, from the initial gut reaction to the final evaluation.
 - A. 3 parts of the brain – primitive / Brain Stem (auto systems like heartbeat, sensing heat), middle / Limbic (emotion), new / Neocortex (logic, judgment, words).
 - B. Emotional Fit is not the same as Cultural Fit, which is about the fit with company culture.
- 3 Have you woven emotion into your job search process?
 - A. What are your emotional hooks when communicating? When and how often are they used?
 - B. How well are you listening and watching for emotional hooks revealed subtly by others?

AREAS TO INCREASE EMOTION IN YOUR JOB SEARCH

1. RESEARCHING

- People --- personal information, affiliations, and career history of those you want to meet.
- Companies --- their community involvement, values, news, history, Facebook posts.

2. REFERENCING

- 7 to 1 advantage using a good reference when trying to connect to people through networking.
- Best references -- #1: Insiders in the company. #2: Influencers external to the company.

3. OBSERVING

- Watch and listen to people for emotional connection points. Practice this. It's not easy.
- Ask questions (Where from? Where live? Kids? Hobbies? Best job? Best vacation?).

4. PRESENTING

- Discussions --- Weave in an intriguing personal story. Ask them "Why" questions.
- Resume --- Include sections for Personal, Business & Personal Affiliations, and References.
- LinkedIn --- Include numerous Groups, Recommendations, Interests, Honors, Photos.

5. SOUNDING

- The sound of your voice is a stronger communicator than the content of your words.
- SVEET PEV --- Speed, Volume, Emphasis, Enthusiasm, Tone, ... Pausing, Emotions, Variability.

6. BODY LANGUAGE

- Power and Warmth --- the two biggest aspects being communicated. Both equally important.
- Eyes and mouth --- the 2 most important. Must be in sync. Both #1 determinants for warmth.

7. INTERVIEWING

- Help interviewer. "Is anything not clear about?" "You look puzzled by my answer."
- You should reveal meaningful weaknesses or difficult past situations. This helps connect people emotionally. It also shows your honesty, courage and transparency.