



Webinar Starting Soon:
Helping Job Seekers
Emphasize Innovation &
Problem-Solving Skills

Presented by Martha Lanaghen

Martha Lanaghan

Co-author of JIST's Soft Skills
Solutions Series and Passport to
Career Success

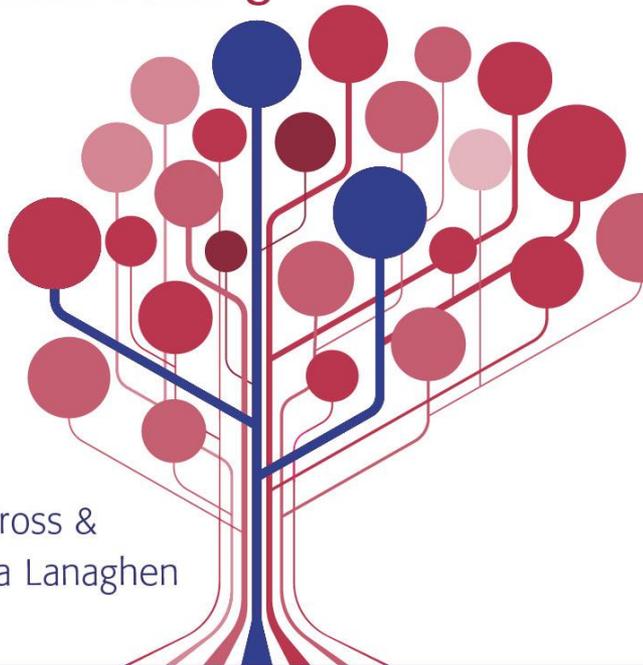


SOFT SKILLS SOLUTIONS

Second Edition

Step Up Your Game!

Innovation & Creative
Problem-Solving



Ann Cross &
Martha Lanaghen

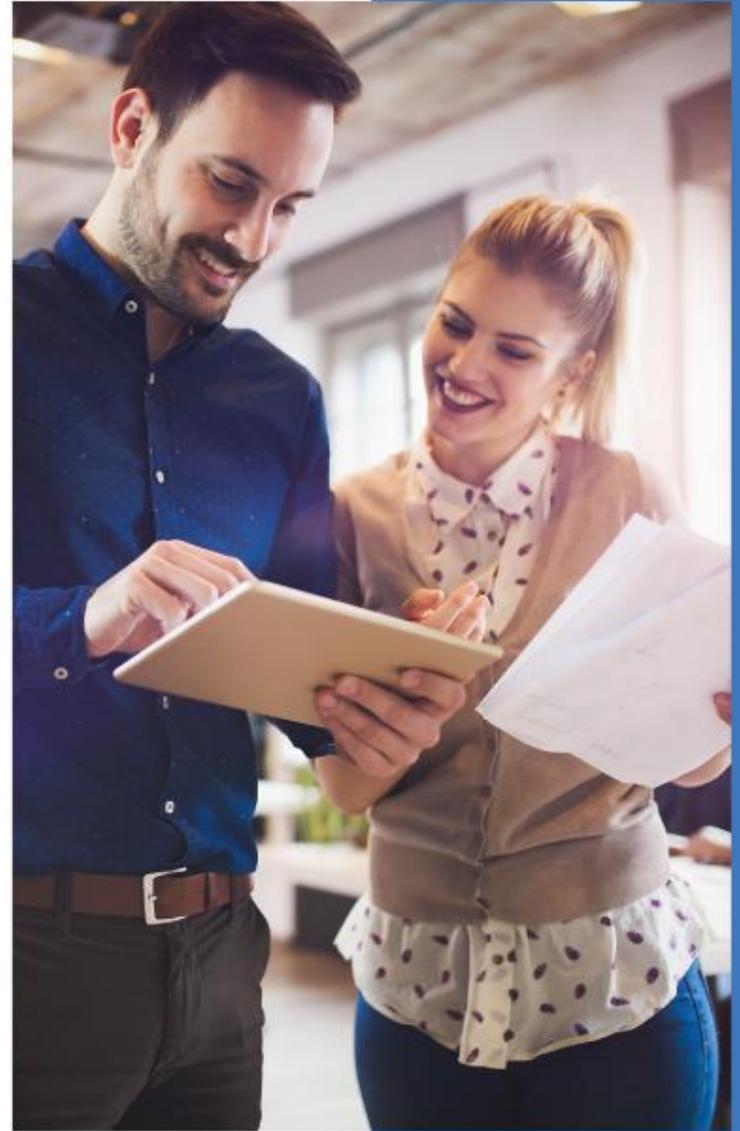
CAREER SOLUTIONS
JIST

Innovation & Creative Problem Solving

- How to recognize an innovative culture
- Innovation key phrases
- Innovative examples for interviews

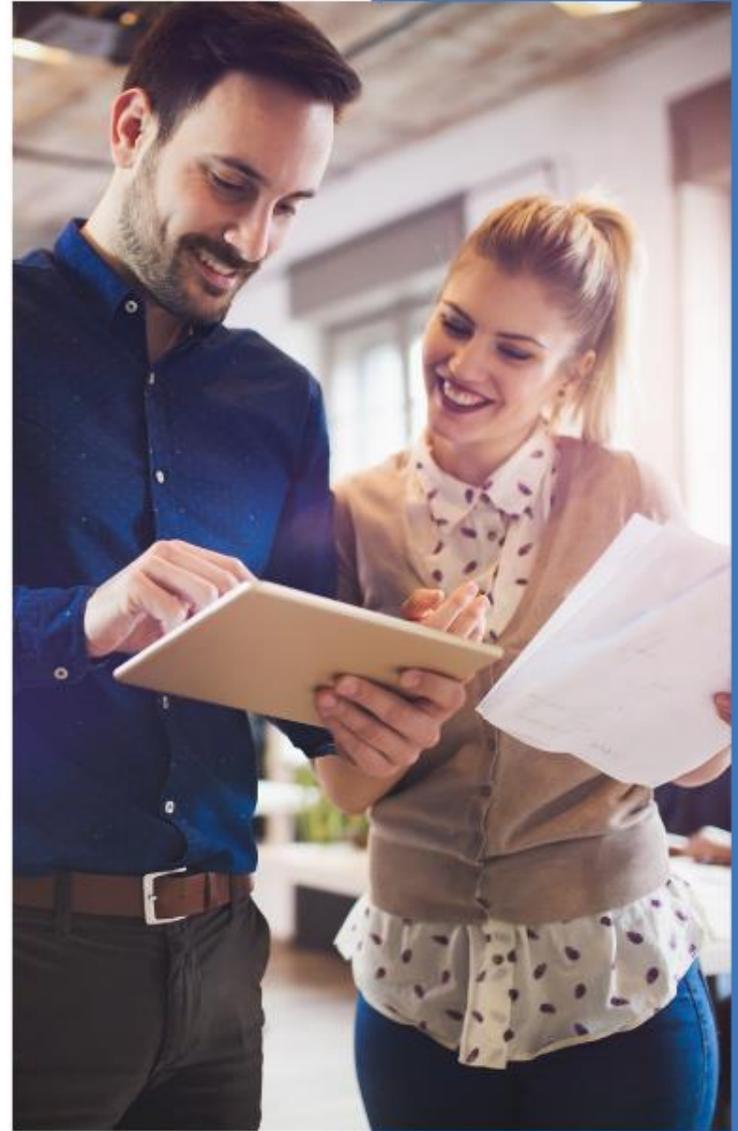
What Am I Looking For?

- Environment is safe to **make mistakes**
- **Embrace iteration** (even rapid cycle iteration)
- Fast thinking/moving, **change oriented**
- Be comfortable getting it **“80% right”**



What Am I Looking For? (continued)

- **Remain curious** longer when solving problems
- **Exhibit empathy** and intense focus on the customer
- Strong **collaborative** culture – two brains are better than one!
- Get your **EGO out** of it



Important Innovation Words

- Lifelong learner
- Observant
- Empathetic
- Embrace rapid change
- Iterate (test, pilot, prototype)
- Resilience or grit
- Action oriented
- Comfortable with a reasonable risk



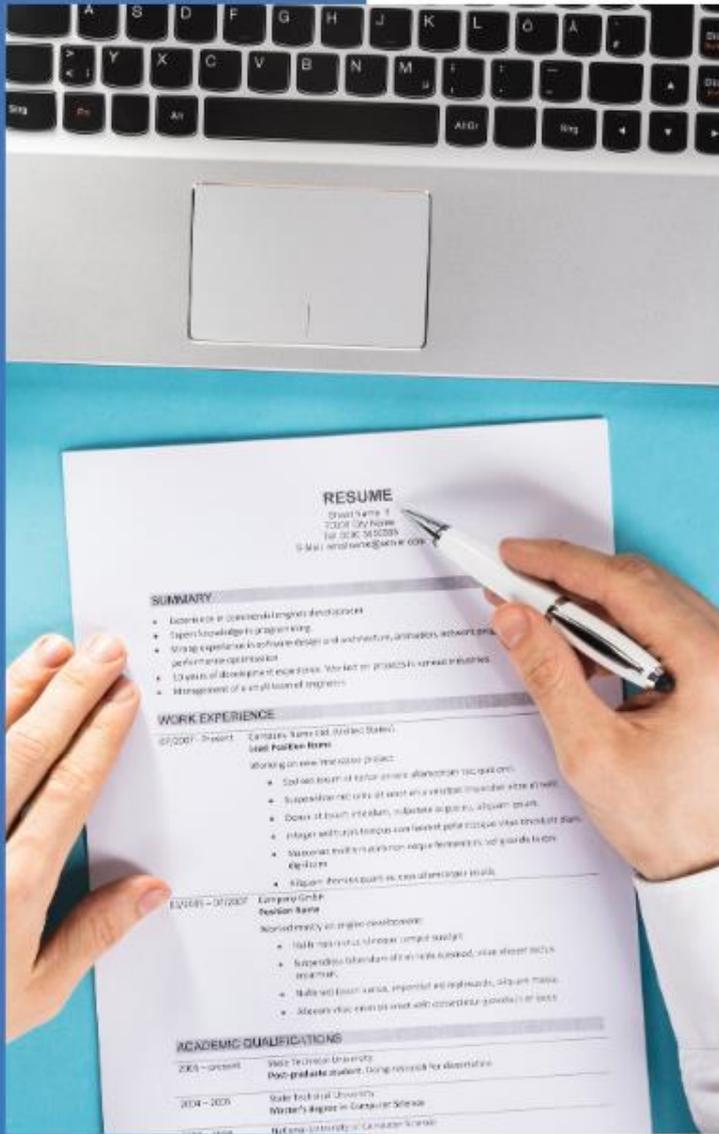
See George Couros' 8 Characteristics of the "Innovator's Mindset"

How Can I Demonstrate Innovation?

“Case Studies”

- Emerging trend in resumes/cover letters
- Follow a repeatable format:
 - Situation, Complication, Resolution (SCR)
 - Challenge, Role, Approach, Result

**DATA is important:
real numbers, real results**



Example

Situation: Our small restaurant was getting slammed from 11:30 until 1:30 every weekday. Long lines were causing people to leave without purchasing.

Role: I was a new cashier without authority to make changes, but my boss was open to suggestions.

Action: I am naturally curious, so I observed the lunch rush and collaborated with my peers to learn more about their observations. Together, we identified one problem was the number of people that got to the cashier without making up their mind about their order. If people could order more quickly, we could keep the line moving. We decided to create a slip of paper with our menu on it and checkboxes. We created four versions of the paper and tested them all for 2 days. Then we added a greeter during rush hour and invited everyone to fill out the form while they waited.

Result: When we implemented the system our total volume of customers served increased 5%. We learned 2 things: A) we could move customers through more quickly if we helped them organize their order before they got to the register and; b) even if there was a long line, once they got the paper they felt like they were making progress, so they were more likely to stay and order even with the line.

Example

Situation: Our small restaurant was getting slammed from 11:30 until 1:30 every weekday. I noticed that long lines were causing people to leave without purchasing.

Role: I was a new cashier without authority to make changes, but my boss was open to suggestions.

Action: I am naturally curious, so I observed the lunch rush, and collaborated with my peers to learn more about their observations. Together, we identified one problem was the number of people that got to the cashier without making up their mind about their order. If people could order more quickly, we could keep the line moving. We decided to create a slip of paper with our menu on it and checkboxes. We created four versions of the paper and tested them all for 2 days. Then we added a greeter during rush hour and invited everyone to fill out the form while they waited.

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Go the Extra Step with Interview Prep

- **Write** out their important stories
- Create a **one-page, bullet point list of their best stories** that they can refer to quickly during an interview
- Review every story and **highlight/underline important phrases** and make sure they're using innovation phrases

Step Up Your Game!

Innovation & Creative Problem Solving



Self-Assessment—Do You Have an Innovator's Mindset?

The following prompts present a series of opposing viewpoints. For each of the prompts, make a mark in the box that shows where you believe your mindset falls on the spectrum. If you identify strongly with one mindset or the other, mark the box closest to that statement. If you feel you lean one direction but not as strongly (for example, if you generally avoid risk, but not under every circumstance), put your mark in a column closer to the center.

Mindset 1	1	2	3	4	Mindset 2
1. I know what I like and don't like, but I'm not as interested in what other people think.					I am curious about how other people interact with the world.
2. When something doesn't work well, I just figure that's how it is.					When something doesn't work well, I think about how to fix it.
3. When I have an idea, I keep it to myself until I can flesh out the details.					When I have an idea, I tell anyone who will listen.

continues...



Apply the Skills—Make It Happen

Seems simple, right? You have an idea, now *make it happen*. The best course of action is to break your idea down into small items that you can take action on. Follow the steps below to build yourself a thoughtful project plan for one of your ideas:

1. Think about an idea you would like to put into action. Write it down on the lines below.

My innovation: _____

2. Identify the people who will be affected by your innovation. What steps will you take to understand their point of view—to empathize with them? Remember to make notes about what you learn from these steps.

Empathy check: _____

Big Interview Trends...

Innovative companies are using unique interview strategies that include:

- Job auditions
- Projects
- Role Play Interviews
- Group projects / group interviews





Any Questions?

To access past webinars, visit:
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Topics include:

- career development
- re-entry
- digital literacy



Bob Grilliot

bgrilliot@jist.com

States served: CT, DE, DC, FL, IL, IN, KY, MA, MI, MO, MD, ME, NH, NJ, NY, OH, PA, RI, VA, VT, WV

Jill Downs

jdowns@jist.com

States served: AK, AL, AR, AZ, CA, CO, GA, HI, IA, ID, KS, LA, MN, MS, MT, NC, ND, NE, NM, NV, OK, OR, SC, SD, TN, TX, UT, WA, WI, WY