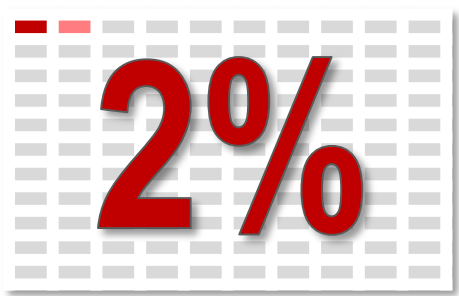


Pueo Job Series 2. Win Their Hearts AND Minds

Pueo Job Series

According to Glassdoor, only 2% of job applicants will ever be called to interview for the average job opening. In the *Pueo Job Series* we summarize the most desirable attributes for any applicant to not just get the interview, but also land the job! In this series our panel of expert contributors impart the considerations, techniques, AND free tools for your success.



Job applicants who will ever be called to interview for the average job opening. Source: Glassdoor

The Balance to Win Both Hearts AND Minds

When interviewing job candidates, we often ask ourselves, “Do we like the candidate? Can the candidate do the job? And are we being fair and equitable?” Appealing to both human emotion and logic bolsters your chances for success.



A study published in the American Psychological Association analyzed two interviewing tactics side-by-side: self-promotion and likeability. The results suggest that job candidates who were likeable have a better chance of being hired. Self-promotion, on the other hand, has only a weak impact on hiring results.



In addition to gauging the candidate’s ability to perform, our contributors also acknowledged the importance of defending hiring decisions in the face of discrimination complaints. Since 2010, more than 1 million employment discrimination complaints have been filed with the Federal government.

In this job series we will walk through four primary considerations, with proven story-telling techniques, to create likeability and effectively win both hearts and minds.



CREATE A HERO

Character-driven stories, cause the brain to release oxytocin, a love hormone – drawing emotional attachments.



KNOW YOUR AUDIENCE

Our contributors’ primary concern with potential hires is their ability to apply theory to actual and unique mission challenges.



CRAFT YOUR WORDS

MRI scans reveal that while the brain ignores cliché words, words like “perfume” activate the brain’s olfactory cortex for high memory recall.



MAKE IT BELIEVABLE

Our contributors credit the proper use of statistics as the strongest means to avoid assertions without evidence.

Story-telling Techniques

Summarized below are the most effective techniques, identified by our contributors, for effective story telling.



- Mix both failure AND success stories – show your ability to learn and improve.
- When inserting humor, be careful not to do so at anyone's expense (avoid generalizations).



- Search online and learn the mission (look for strategy documents, organization charts, etc.).
- Search for Agency IT53, OMB300, and other public exhibits that report technical direction.
- Ask the scheduler who will conduct the interview and prepare personalized panel questions.



- Listen to the words managers use in Newsletters and Town Halls to gather resonating terms.
- Get out of your comfort zone – review your planned narratives to insert words that will draw upon human emotion and feelings.



- Establish relatable comparisons to help unfamiliar panel members contextualize your story..
- Estimate (with integrity) to fill data gaps.
- 75% of employers catch lies – don't over embellish.

Pueo Job Series 2 Summary

With these techniques and advanced preparation, you can be sure that your job application and/or interview will compel panel members by appealing to both hearts and minds. Don't miss the rest of Pueo's Job Series instructions to help you tell your story, get the interview, and land the job.



The Pueo Job Series is a small part of our service objective that is to help members of disadvantaged communities achieve positions in National Security.

Through similar story-telling techniques we offer Program Advocacy capabilities to make sense of the complex PPBE overseer-engagement process. Our innovative solutions identify all engagement opportunities, evaluate the efficacy of each, and prescribe prioritized improvements to help customers defend program resources.

CAGE Code: 7QR11
Designations: 8(a), HUB Zone, SDVOB
Facility Clearance: Top Secret

JACQUELINE L. VAYRO
 Pueo Business Solutions LLC, Consultant

Overview: Self starter with keen ability to identify gaps and deficiencies within program mission areas. Through her competence, trustworthiness and dedication to the mission, Jackie processed from a GS-5 secretary to GS-14 Program Manager. She gives 100% to her work, while balancing her family and leading various initiatives with her children to give back to those less fortunate in her community.

Decision Support Task Manager Process Improver	Project Management Staff Management Customer Engagement	Interpersonal Relations Committed to Excellence Strategic Optimization
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Civilian Meritorious Award | **Mathematics, Science and Technology (STEM) Coach**

PUEO BUSINESS SOLUTIONS, LLC
 Coreless all aspects of employee graduation, business development, and capability delivery

LEIDOS | PUEO
 SENES Project Mgr Team Lead
 Oversees all aspects of project management for DHS (classified information sharing)

Program and Management Analysis
 The No. 1 Graduate School

DEFENSE INTELLIGENCE AGENCY
 Program Resource Mgr, CIO Infrastructure
 Provided revenue oversight, budget and management of 115 civilian / 130 military employee HR functions

LEAD various humanitarian efforts in support of children in need and victims of natural disasters

CFC Executive Team Member of the Year
 CFC

Program Analyst / Manager
 Led various projects/activities and advised internal NCIS processes. Authored and delivered NCIS external content

NCIS Security Assistant
 Entrusted to serve in numerous sensitive capacities, operating under proper handling protocols

NCIS Representative to SECNAV Admin Staff

SALVATION ARMY NATIONAL HQ
 Administrative Assistant
 Course of office action functions to include annual audits, staff evaluations, office budget, file management and conference planning

One the Spot, Performance and Time Off Awards x18

Disney Institute – Leadership Course

Tip: Consider using a compliance matrix to recap your experience against the job requirements. Doing so can enhance defensibility for qualification and suitability.

Tip: Consider using a Visual Resume to create visual cues for greater retention, while differentiating from the competition.
CAUTION: Be sure to conform with application format requirements.

	LEADING CHANGE	LEADING PEOPLE	RESULTS DRIVEN	BUSINESS ACUMEN	BUILDING CONDITIONS
Reporting	X	X	X	X	X
Trust	X	X	X	X	X
SE ARB	X	X	X	X	X
Group	X	X	X	X	X
Chair for CIO Executive Governance	X	X	X	X	X
Firing IT Senior Champion	X	X	X	X	X
Business Intelligence	X	X	X	X	X
Capability Lead for Booz Allen Hamilton	X	X	X	X	X
Royal Saudi Naval Forces Strategic Plan	X	X	X	X	X
IC Common Operating Env/Bun Case	X	X	X	X	X
DIA Enterprise Management Roadmap	X	X	X	X	X
DIA CIO KSA Prioritization	X	X	X	X	X
DIA CIO Geographic Footprint Strategy	X	X	X	X	X
DIA D1 Analytic Application Prioritization	X	X	X	X	X
DIA Intelligence Process Review	X	X	X	X	X
DIA TED 4D Learning Event Prioritization	X	X	X	X	X
DIA CIO Strategic Budgeting	X	X	X	X	X
DIA Budget Performance Integration Instructor	X	X	X	X	X
GDIP Representative to ODN BCOWG	X	X	X	X	X
NGA Production Performance Management	X	X	X	X	X
Senior Executive for Booz Allen Hamilton	X	X	X	X	X
VP Team Labor Management and Forecasting	X	X	X	X	X
Enterprise Effectiveness and Efficiency Lead	X	X	X	X	X
BAH Proposal Manager	X	X	X	X	X
Leadership Development Activities	X	X	X	X	X
Change Management Course Instructor	X	X	X	X	X

Pueo Job Series Contributors

Our contributors have served as hiring managers across diverse mission areas and have conducted countless interviews.

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