

## Tailoring your job search for success

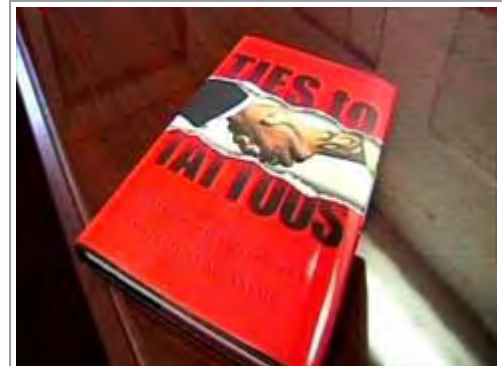
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*From KXAS-TV*

If you're looking for a job, you need to nail the interview. And one expert knows what employers want to hear. After being laid off, Stephanie Sherrill is lining up job interviews.

"Oh it's very important. I think you're given that one opportunity when you're face to face," she says.

So Sherrill's getting help from human resources expert Sherri Elliot, who wrote the book, "Ties to Tattoos."



Human resources expert Sherri Elliot wrote the book, "Ties to Tattoos." (KXAS-TV)

"We have four distinct workforces, and they are going to be at the workplace, and they're sitting around at a desk like this and they're not understanding each other," says Elliott

Stephanie, the job seeker, tries to connect with interviewers by deciding which generation they belong to.

First, there are the traditionalists, generally in their 60s: "When you go in there you talk about your commitment to the company, see they're here for the long term," observes Elliott.

Baby Boomers in their 40s and 50s want to hear this: "I'm going to be here till 8 o'clock. I'm going to be here Sundays. I'm going to travel for you. I'm going to do whatever it takes to get this job done."

Here's how to score with a 30-something Gen-Xer: "I'm going to go to every class I can. I've got great technology skills. I'm going to be very creative," says Elliott.

And Millennials in their 20s want to know this: "Do you care about your community? Do you care about others? Are you willing to promote each other? That's what they care about."

Elliott says you also need to think about which generation you belong to. If you're younger, you might need to practice selling yourself face-to-face. The interview won't happen via text message.