

What do Employers REALLY Want?

New research gives insight into what Australian employers look for when hiring and promoting staff.

Employers can make hiring decisions about job seekers as they walk them from reception, says James Evangelidis, Principal Consultant at boutique outplacement providers, myEnvoy, and

co-author of the newly released book "What Do Employers Really Want?"

In researching the book, Mr Evangelidis and his business partner, Ms Karalyn Brown, conducted a series of detailed interviews with 25 of Australia's leading employers – both large and small – to uncover what they really want when hiring and promoting staff. Among the more well known employers are BigPond, HP, Electrolux, Harris Farm Markets, Investa, and Munich Re.

"We've been in the employment industry for a combined 25 years, and we were still surprised at what employers said" says Ms Brown. "There are strong messages here for job seekers."

Not all employers believe in interviews. One employer said that he judges job seekers on the way they treat waiters. Another told us that he always asks the receptionist how the candidate spoke with them as they came in for the interview.

"Behave yourself at the bus stop: jobs can come from anywhere" says Mr Evangelidis. An executive manager at one of Australia's best-known brands hired a senior staff member from a conversation that started on a bus. Another is in discussions at partner level with someone they met on a ferry.

"We were surprised that even in this market job seekers seemed to be neglecting the basics" says Ms Brown. "Employers were disappointed about how few people actually researched the company before interview" she says. "They believe it's almost inexcusable given the amount of information that is easily and publicly available."

"If job seekers are struggling to find a job through advertisements they should think seriously about approaching the employer directly, even if no job is advertised" says Ms Brown. "When I was first looking for a job I was too embarrassed to do this. However most employers said they were open to it. But – and it's a big but – job seekers must do their homework and tell the employer why you want to work for them, and only them."

With growth in full time jobs still slow, the end of the school year coming up and graduates competing for opportunities in a slow market, this book comes just in time for anyone wanting to stand out in a tough employment market.

Packed with information including

- what can make or break someone's career,
- what is more important – attitude or experience,
- do employers believe in interviews

"What Do Employers Really Want?" contains answers to all the questions clever job seekers should ask.

Contact James on 0410 46 36 37 or Karalyn on 0439 595 687 for a full interview about the findings.

About the authors

James Evangelidis and Karalyn Brown are co-founders of myEnvoy, a boutique outplacement firm specializing in senior, executive and challenging assignments.

James Evangelidis

There's no point being in outplacement if you're not a people person. And James is just that. He gets his energy and inspiration from people - helping clients make the right career choice and to find the right role.

James started his career as a research economist with the Australian Bureau of Statistics, graduating with a degree in Economics. After the ABS, he joined the Commonwealth Department of Finance as a researcher for the then-Minister, Senator Peter Walsh. Leaving government work in 1989, James entered publishing and worked extensively in South East Asia and the Pacific.

James brings has a passion for getting results for his clients. He has over ten years experience in recruitment consulting and executive search. With a huge cache of contacts across the accounting, banking, legal and information technology sectors he gets excited when he can share his passion for networking with his clients.

When he's not helping others, James enjoys spending time with his young family and is heavily involved in community work.

Karalyn Brown

Karalyn has over 10 years experience as an HR Manager and Recruitment Consultant.

In 2005 she established Interview IQ, a boutique operation providing one-on-one interview coaching, resume writing and career marketing services. Karalyn has assisted clients in just about every profession prepare themselves for the next step in their careers. Her clients have included airline pilots, accountants, surgeons, marketing managers, graduates, public servants, architects and bankers, train drivers, scientists, IT project managers, web designers, personal assistants and software developers.

Karalyn also provides online career advice for two popular employment websites. She appears regularly on ABC radio on Tony Delroy's Nightlife. She currently writes on career and employment issues for CareerOne, the Australian and Management Today and in the past has been commissioned to write for Recruitment Extra, Human Resources Leader, and myCareer.

Karalyn has an intimate knowledge of the recruitment industry and an understanding of ever-changing dynamics of the employment market. But, by far, the work she's proudest of is the help she's provided for people who most need it - refugees and recent arrivals to Australia. After helping people who face enormous barriers, find work, anyone else is a breeze!