Do You Want Employers To Want You?
by Bob Roth

College students who want to land a good job with a respected employer will need to find one or more ways to make employers want them. Since most employers hire only a few new employees each year, the competition for those good jobs is stiff. Here are some tips that will help those students who are willing to plan ahead and do the serious work that is required.

Excel in Something
Employers always want to learn about student capabilities. To find out more about those capabilities, employers will look at your performance in five areas: In the Classroom, On Campus, At Work, In The Community and During Your Leisure Activities or Hobbies. Since the best employers hire people who are good at something, wise students make a special effort to excel in at least one area that ties in with their capabilities, interests and career goals.

Move Forward Every Week
There is only one person who can leap tall buildings in a single bound. The rest of us have to climb the stairs. For most students, the secret to success is steady but continuous effort. Small, continuous but determined steps, over a long period of time, are needed to achieve most worthwhile goals. As you might expect, not every student has the stamina and determination to do that. They will fall by the wayside. It is the students who are focused, determined and consistently moving forward who will achieve their goals. Progress results from the tiny steps we take each day. -- Bob Roth

Build A List of Accomplishments
Employers will judge student performance and capabilities by the results they achieve while in college. Like it or not, to others, we are our results. That’s why students who pursue a degree should never leave themselves in the position of having no significant or memorable accomplishments when they graduate.

Students who want to be wanted by employers must build a list of successes and accomplishments that will impress interviewers. That’s because employers want to know what candidates can do for them. When a student has been successful in the past, employers are more confident that the student will continue to be successful for them.

Importantly, employers usually prefer well-rounded students, students who have been successful in more than one area. As mentioned above, student accomplishments usually take place In the Classroom, On Campus, At Work, In The Community and During Leisure Activities or Hobbies. Wise students keep that in mind.

Cultivate Relationships
Many students ignore something important that should be obvious to them. They will need other people to trumpet their praises to others, as they look for a job. When students can include several respected and influential references and networking contacts among their friends and acquaintances, they dramatically improve their chances for job hunting success. That’s why students who want employers to want them cultivate close relationships with key Professors, Administrators, Employers, Business Professionals and Community Leaders.

Attract The Attention Of Others
Active students can get employers to want them by being publicly recognized for the things that they do well. Awards Ceremonies, Newspaper Articles, Radio & TV Interviews, Papers Presented, Articles Written, Research Projects, Grants, Community Service Projects, Entertainment Events, Speeches and Political Events can all give students the publicity and attention they will need.

Students who can attract attention from others tend to become known to employers seeking outstanding candidates for employment. Don’t be someone who hides in the background. Recognition for your achievements can go a long way to help with your employment objectives. If you are a student who wants employers to want you, you must pay close attention to the five elements that will increase employer interest.