HIRE

WIRE

Currently Serving Hennepin and Carver Counties Minnesota

2014 Product Manual

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Section 1

Professional Presentation

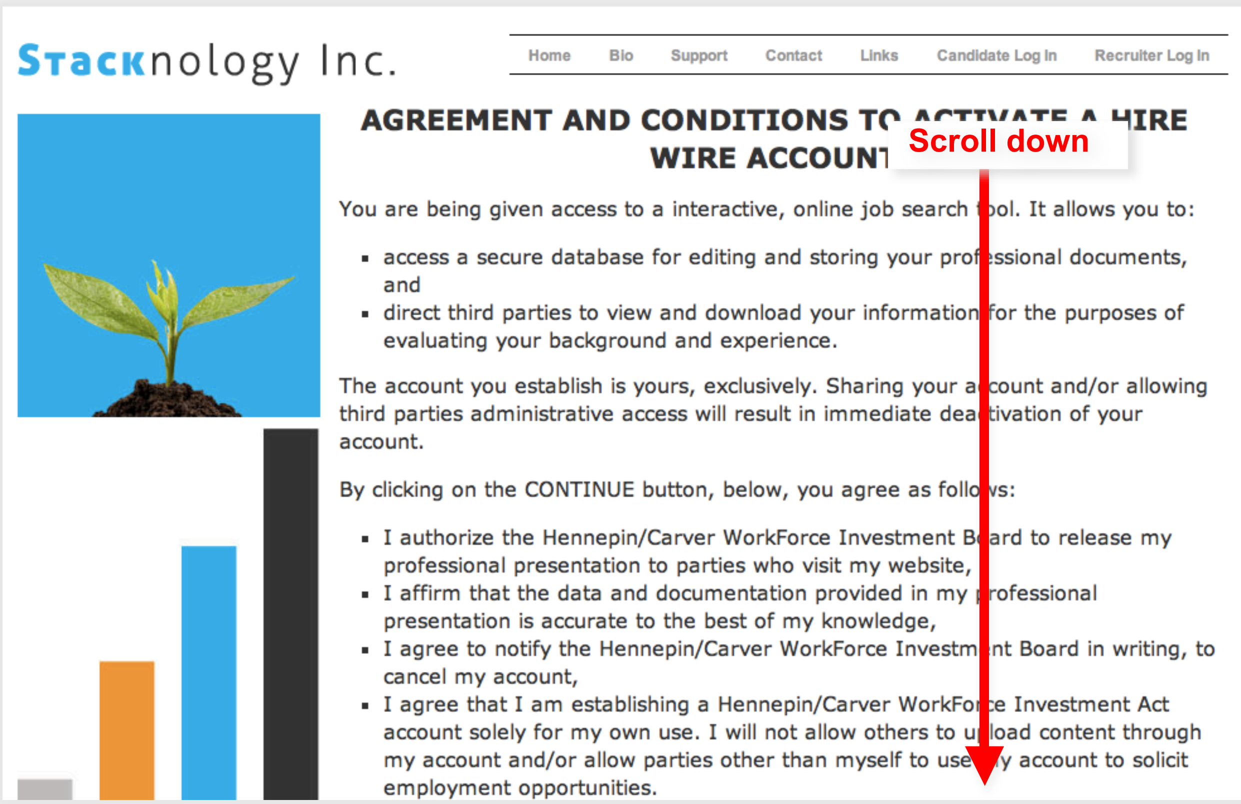
Initial Construction & Publication

LOGIN to Your Account

1) www.stacknology.com
2) Click on Candidate Log In

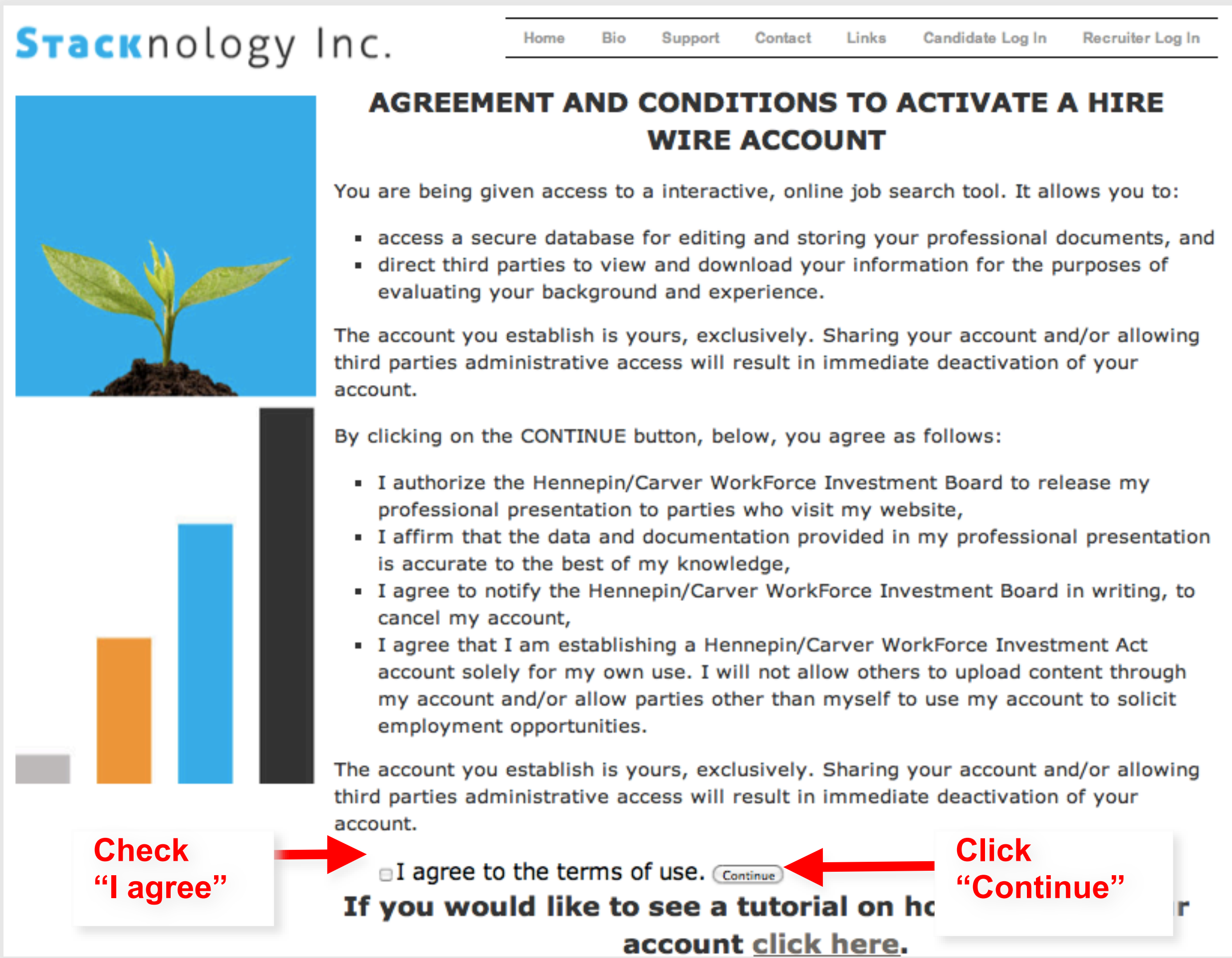
LOGIN to Your Account

3) Scroll Down



LOGIN to Your Account

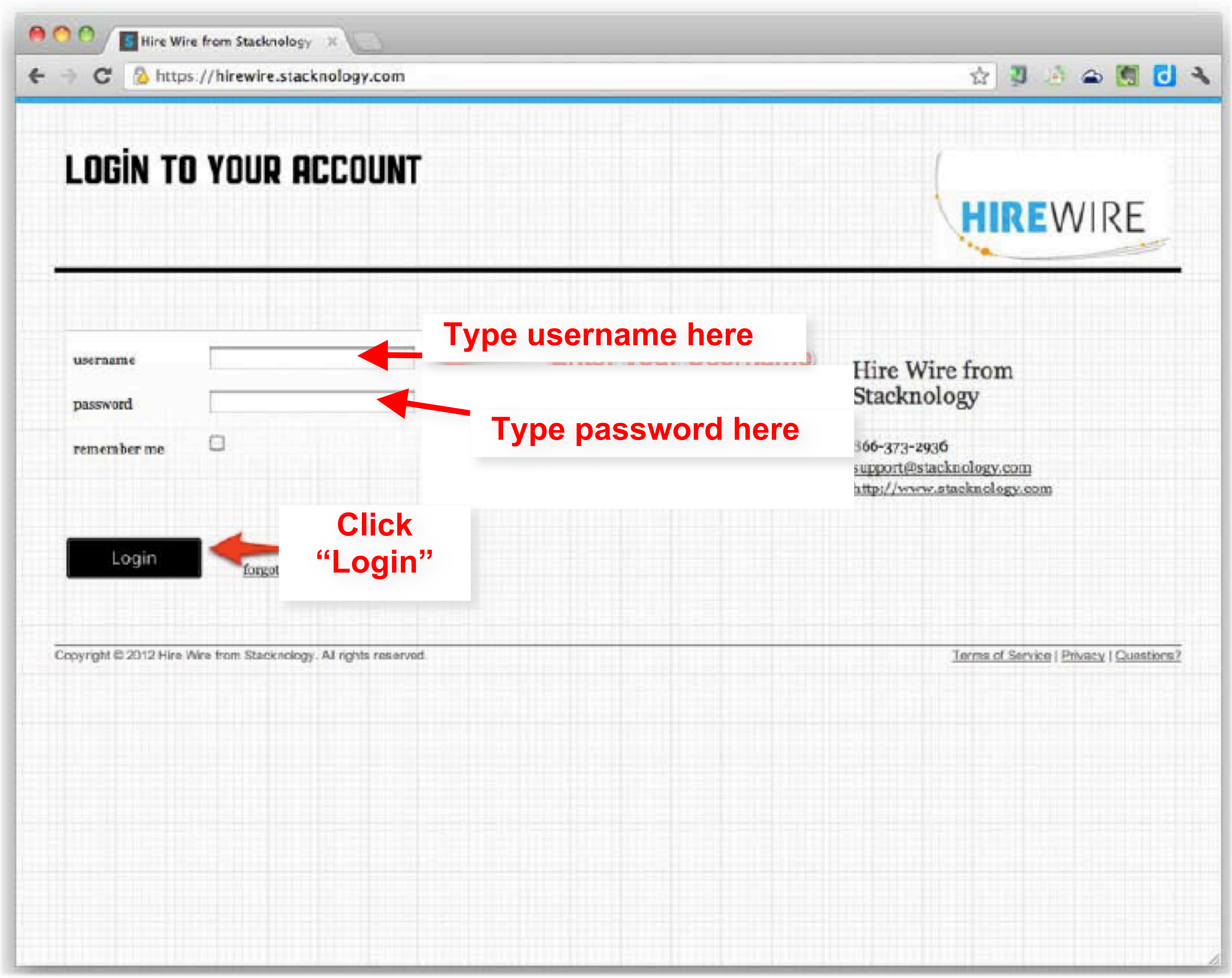
4) Check "I Agree"
5) Click Continue



LOGIN to Your Account

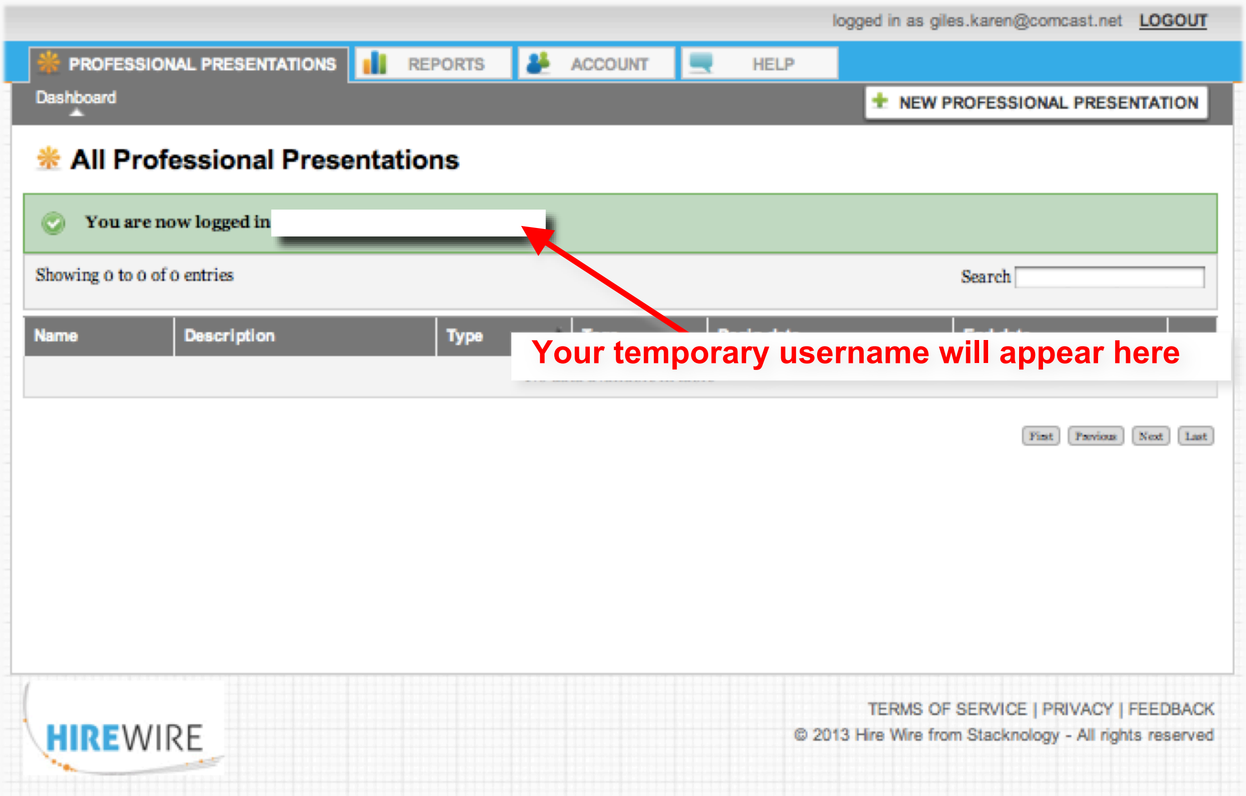
--Temporary User Name and Password needed before attempting the following steps--

6) **Enter your temporary username and password**
7) **Click Login**



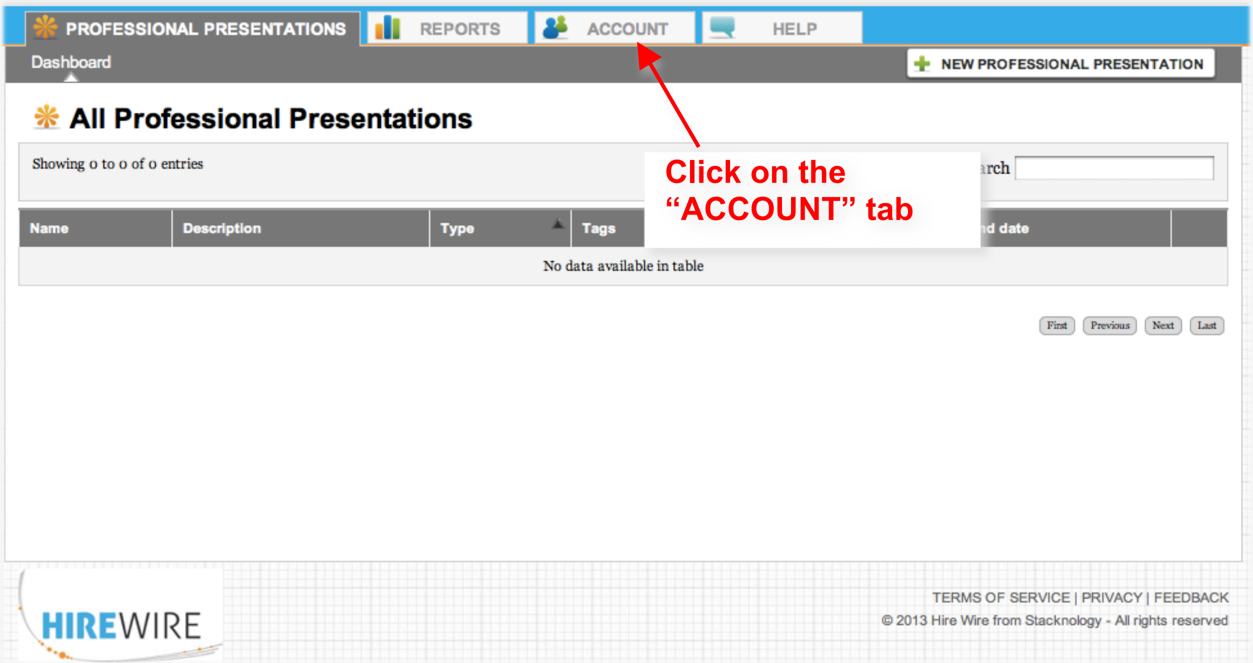
LOGIN to Your Account

8) You are now logged in!



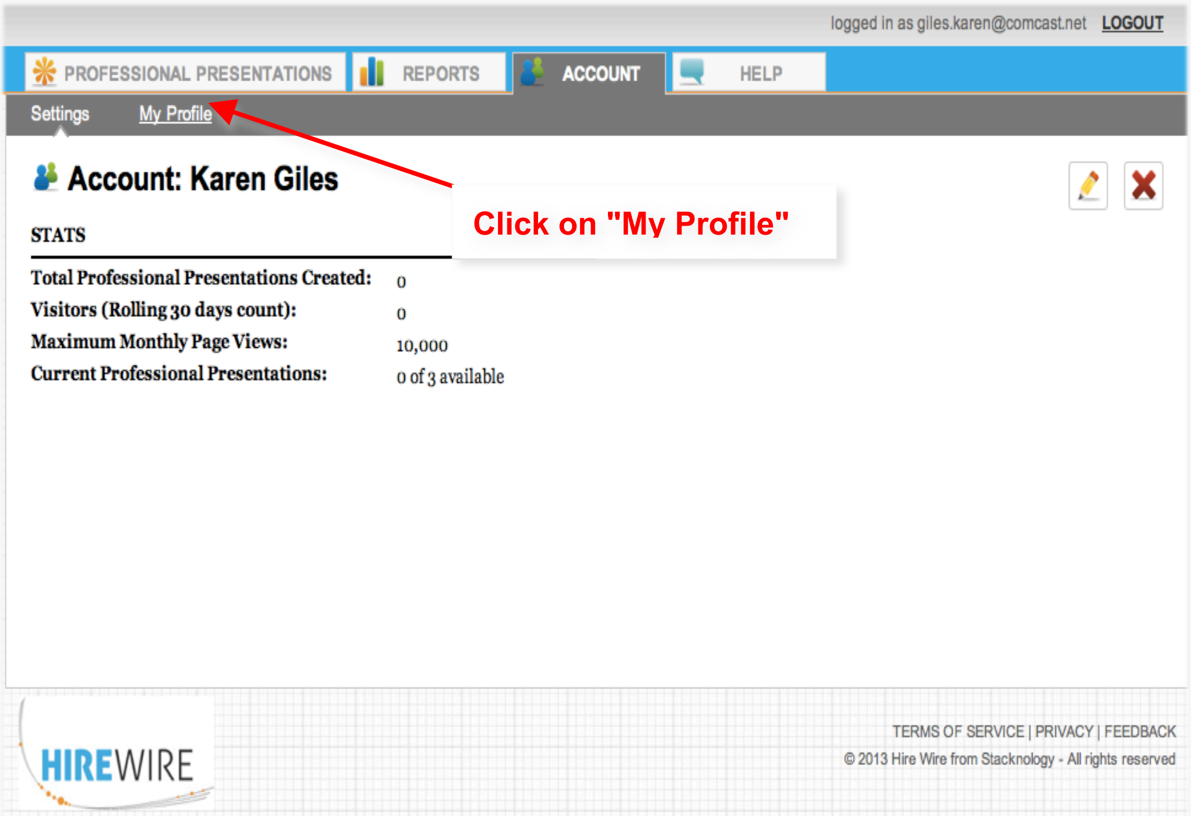
Update Your PERSONAL ACCOUNT INFORMATION

1) Click on “ACCOUNT” tab



Update Your PERSONAL ACCOUNT INFORMATION

2) Click on "My Profile"



Update Your PERSONAL ACCOUNT INFORMATION

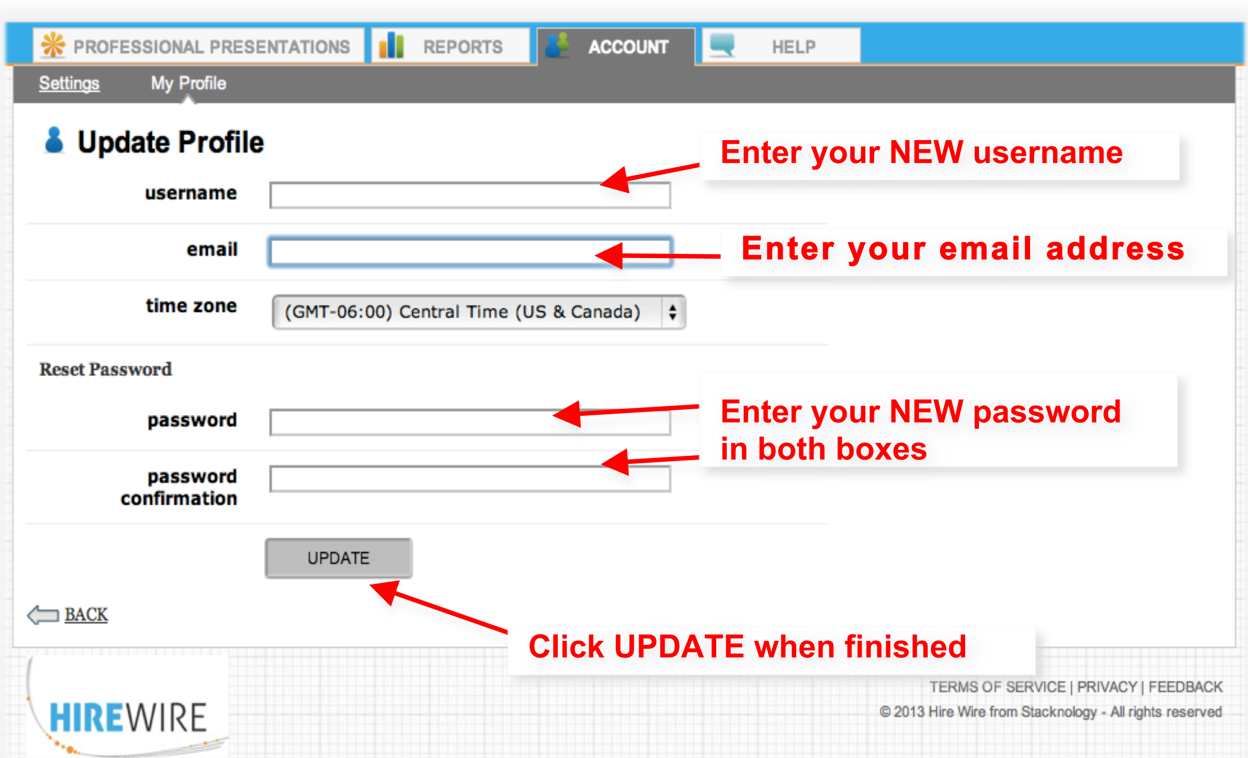
3) **Enter a NEW username in the field labeled "username"**

   NOTE: It is suggested that you use your email address as your username. Doing this allows the Hire Wire team a separate check for the correct spelling of your email address and makes it easy for you to remember your username.

4) **Type your email address in the field labeled "email"**
5) **In the field labeled "password," enter a password that you will be able to remember. (It must be at least 6 characters)**

   NOTE: This should NOT be the temporary password that you were provided.

6) **Click "UPDATE"**



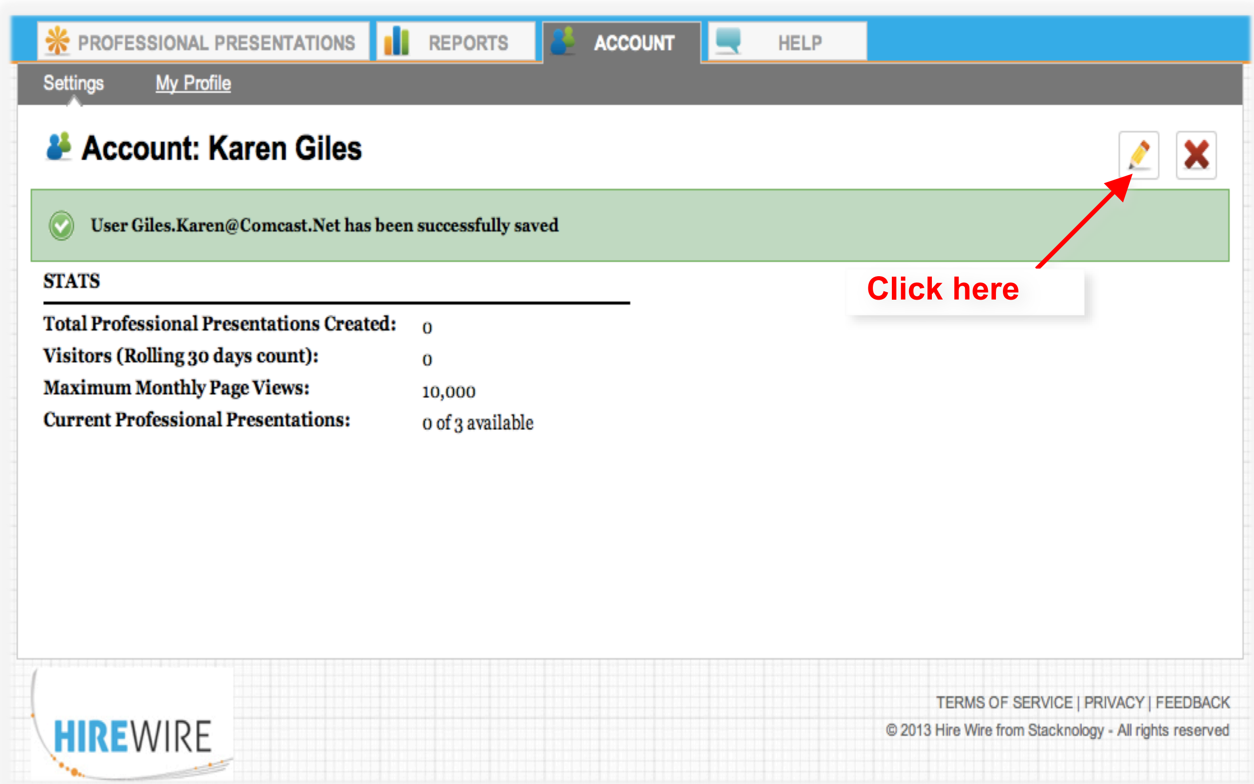
Enter your NEW username and password below:

USERNAME______________________________

PASSWORD______________________________

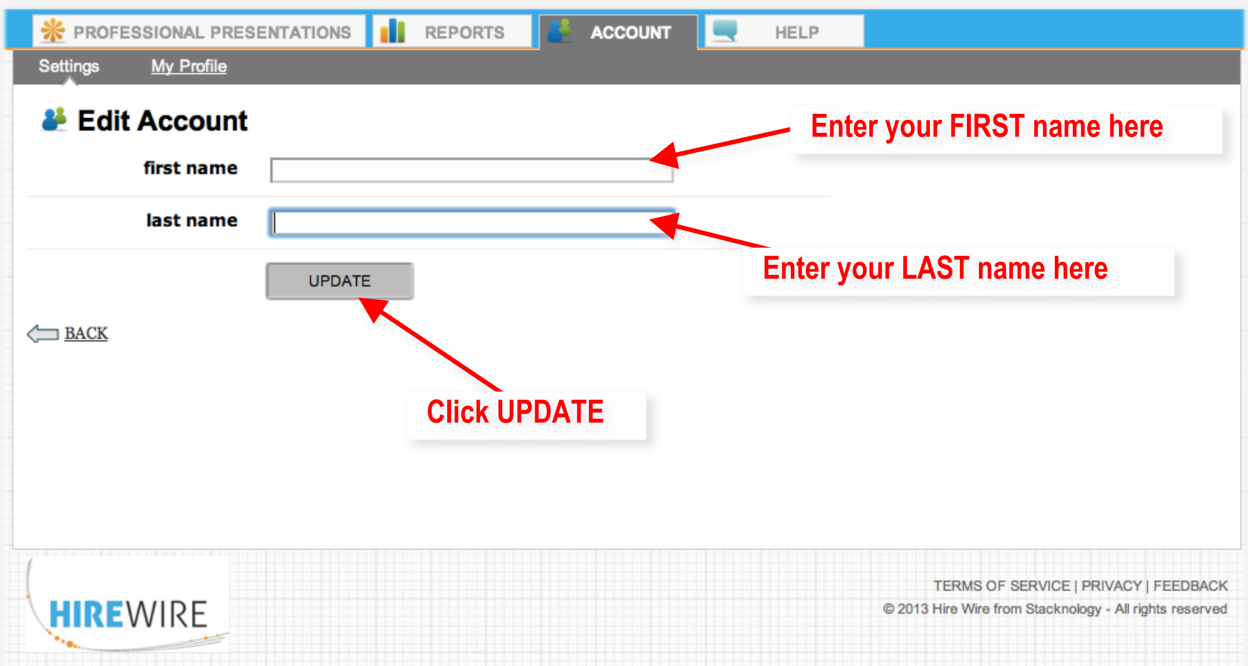
Update Your PERSONAL ACCOUNT INFORMATION

7) Click on the  **to enter your first and last name**



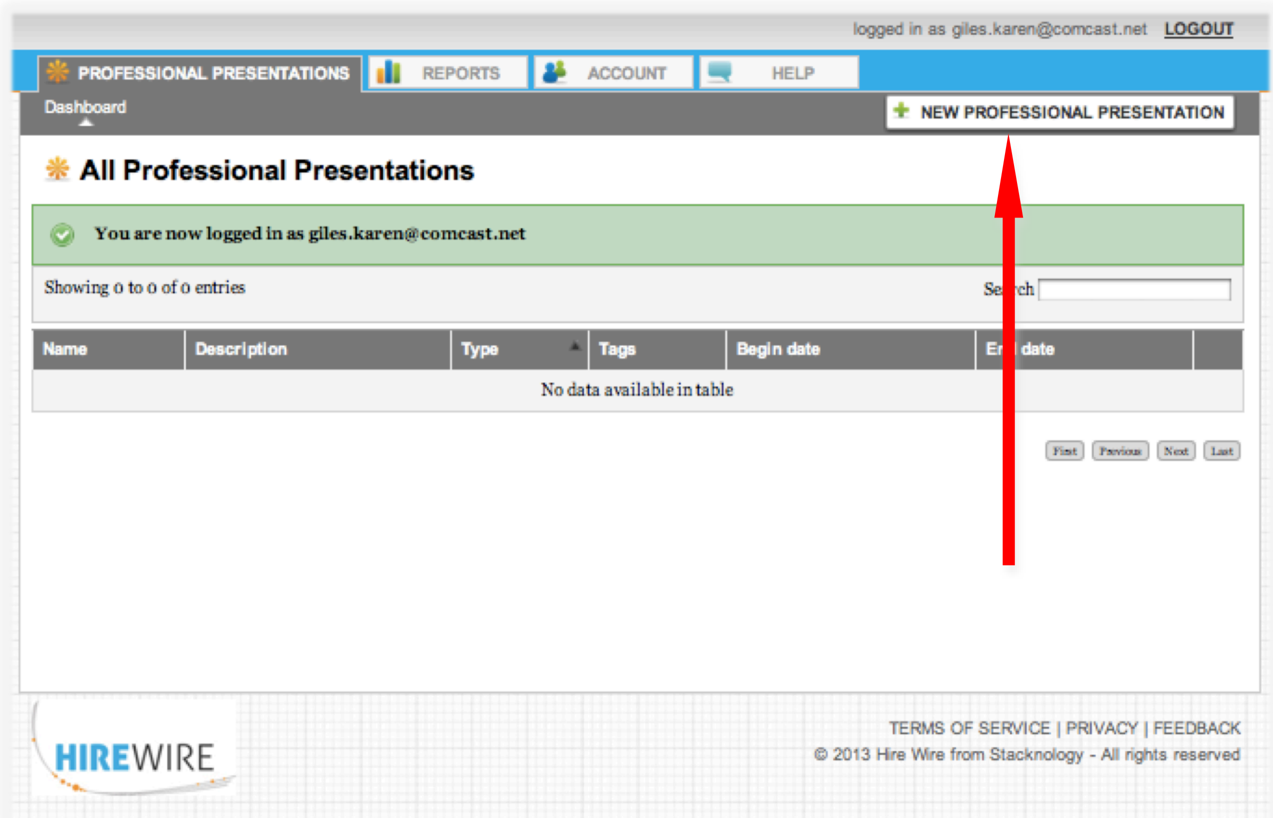
Update Your PERSONAL ACCOUNT INFORMATION

8) Enter your first and last name in the boxes
9) Click "UPDATE"



Create a Professional Presentation

1) Click on “ + NEW PROFESSIONAL PRESENTATION ”

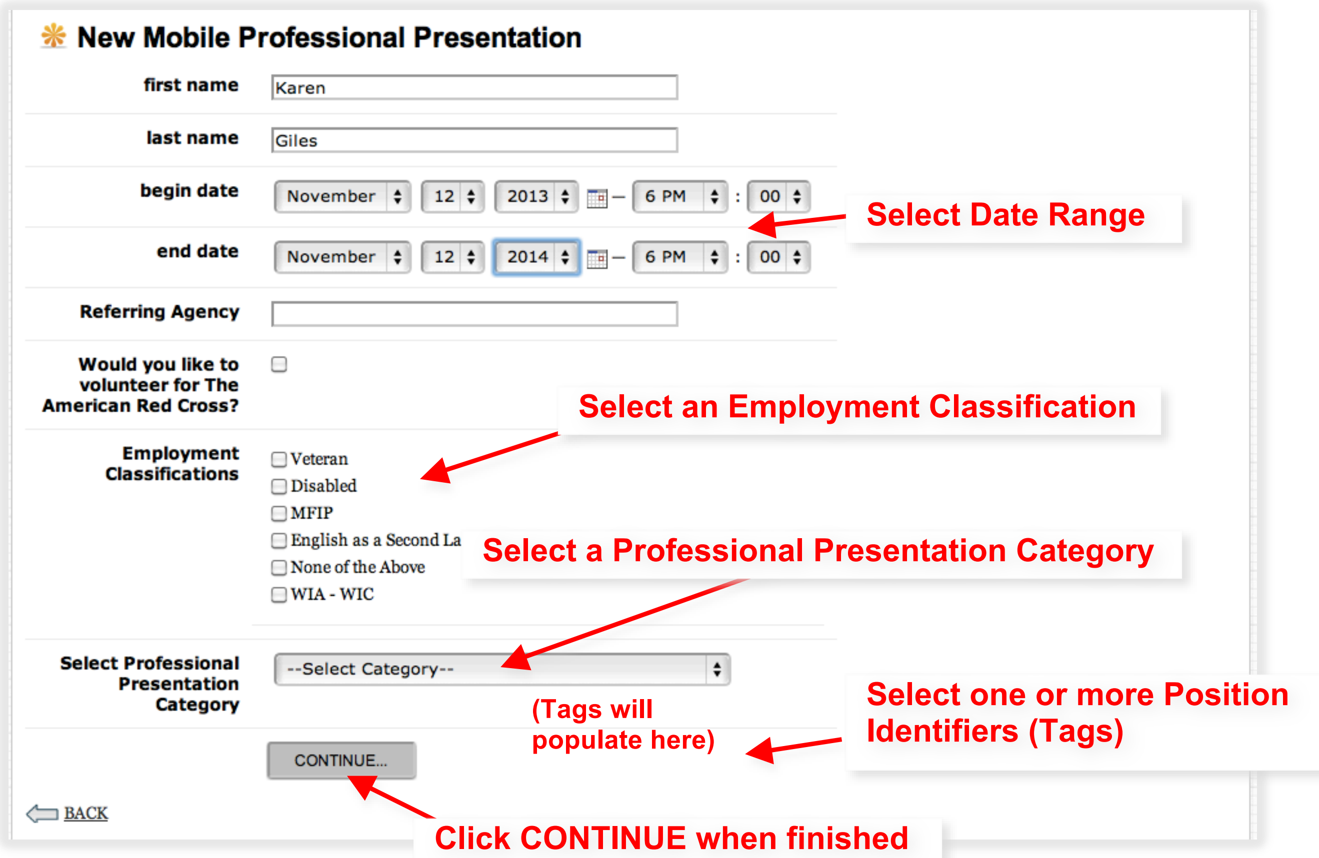


Create a Professional Presentation

2) Choose the date range that your presentation will be viewable by recruiters – the default end date is one year out from the Professional Presentation creation date
3) Select at least one of the employment classifications listed, if there are none that apply, check "None of the above"
4) Select a Professional Presentation Category

NOTE: After a Professional Presentation Category is selected, the Position Identifiers, or "Tags", associated with the selected Category will populate the lower area of the page.

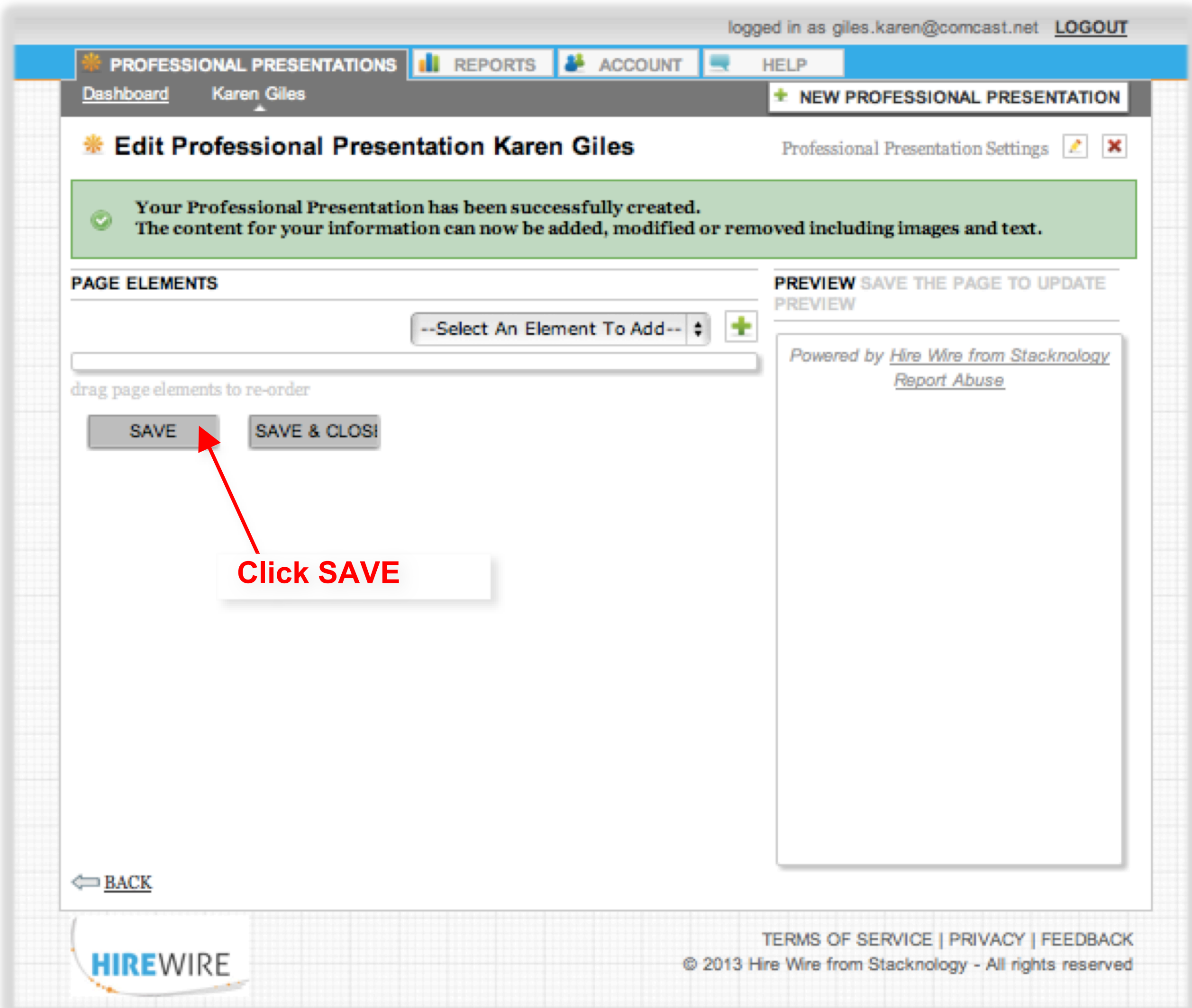
5) Select one or more Position Identifiers (Tags) that apply to your current or next career step
6) Click Continue



NOTE: If you require a Professional Presentation Category - Position Identifier combination which is not shown, your session facilitator will provide it or you may request the combination you need by contacting support@stacknology.com

Create a Professional Presentation

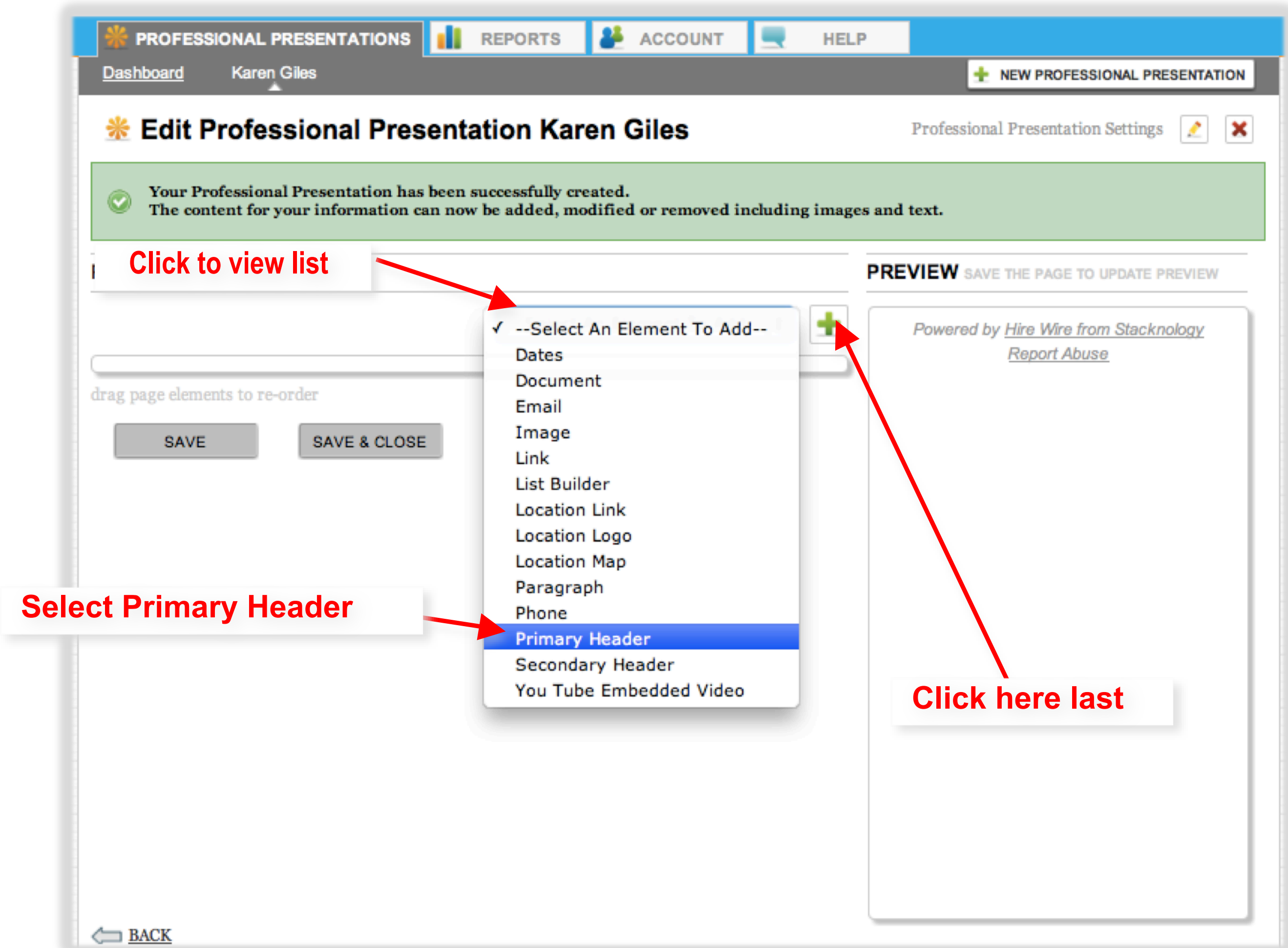
7) You are now ready to begin building your Professional Presentation



NOTE: You may have up to 3 Professional Presentations. If you would like to create multiple Professional Presentations targeting different categories, you may follow the steps above or you can utilize the "copy function" outlined in the Appendix section of this manual.

Adding a PRIMARY HEADER to Your Professional Presentation

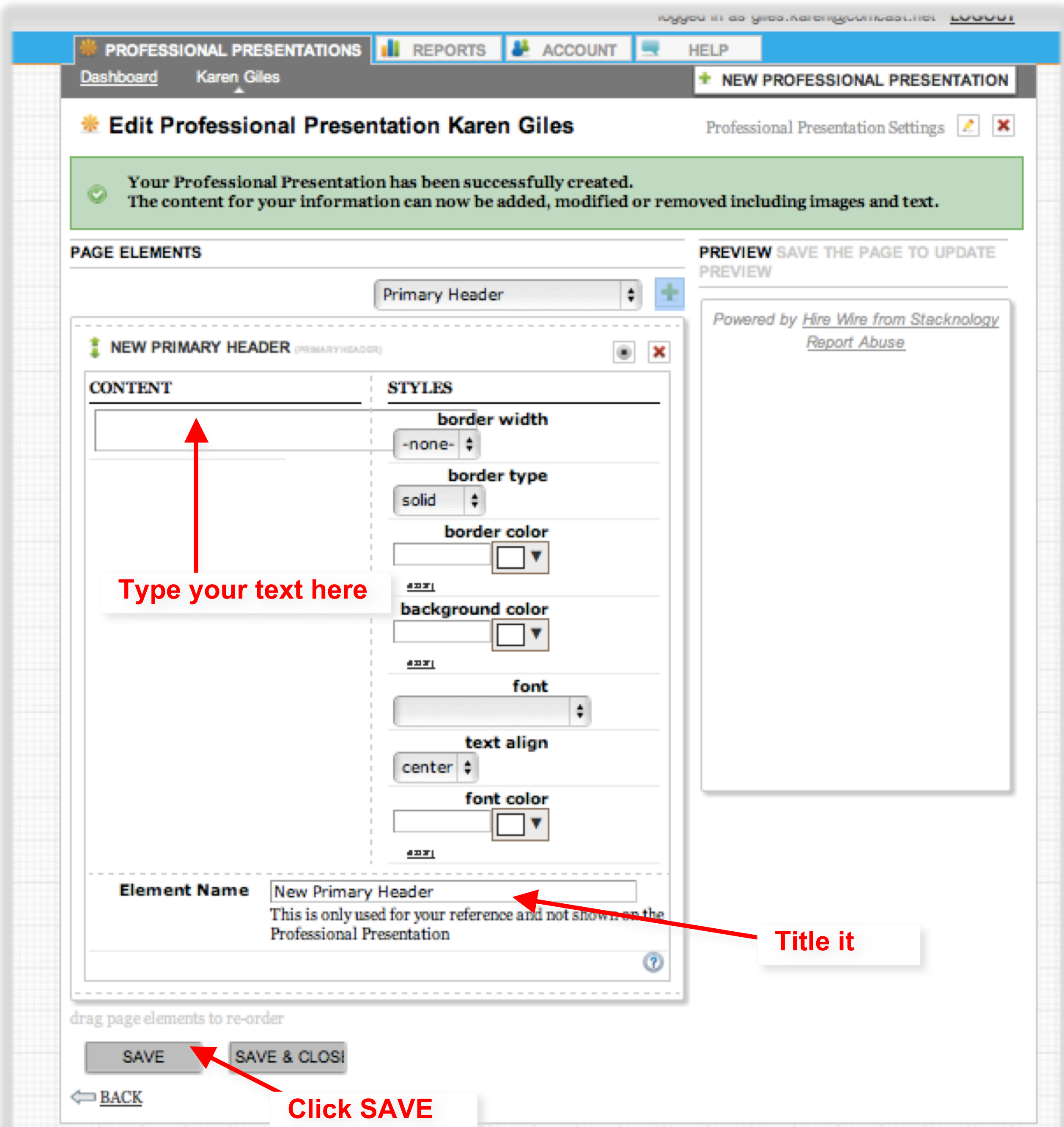
1) Click on -Select An Element To Add-
2) Select Primary Header
3) Click +



NOTE: Many users choose to use their name for the Primary Header

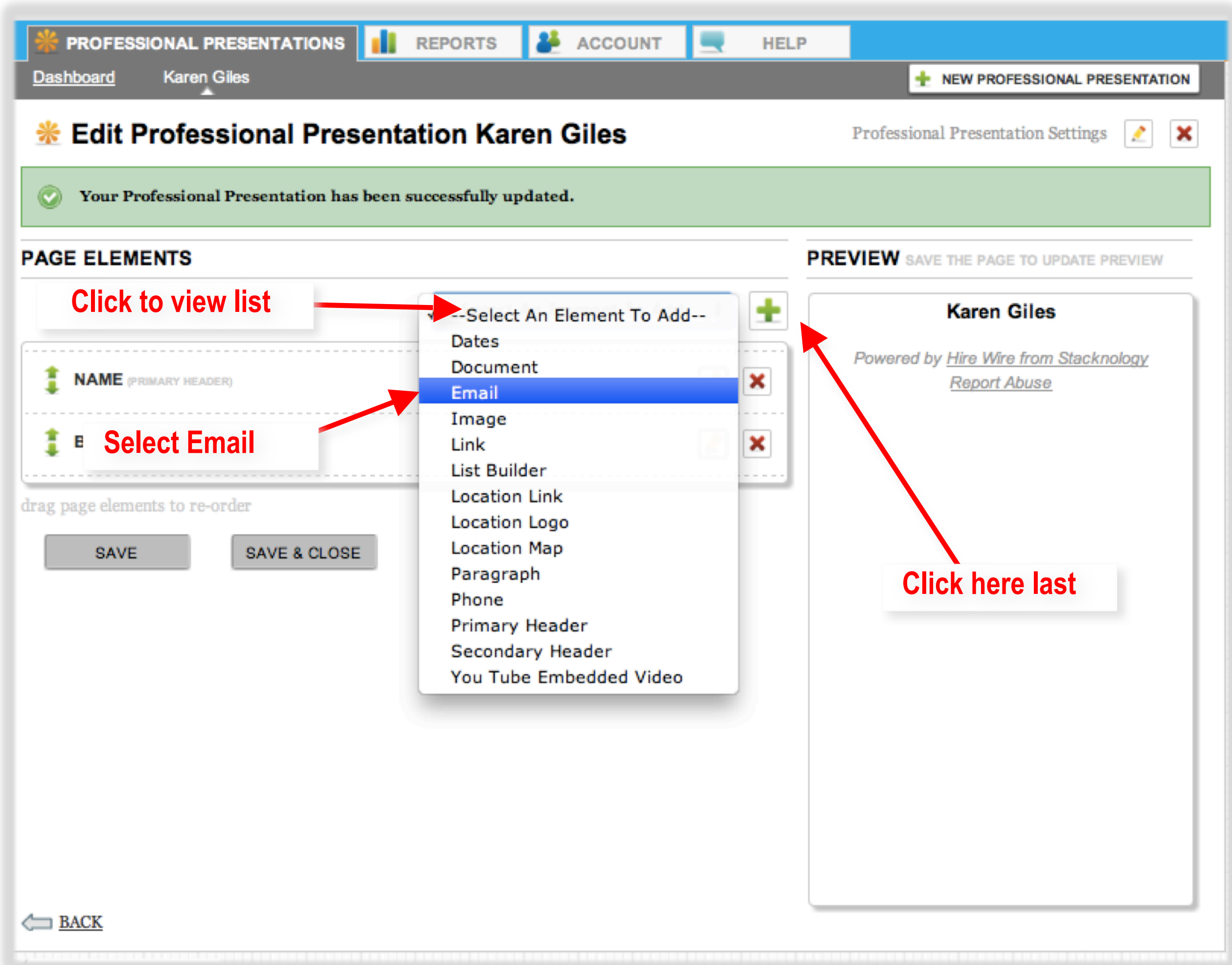
Adding a PRIMARY HEADER to Your Professional Presentation

4) Type your Primary Header in the Content Box
5) Title the Element Name to reflect the text you added
(For example, if you entered your name as the Primary Header, then change the text in the Element Name box to read "Name")
6) Click SAVE



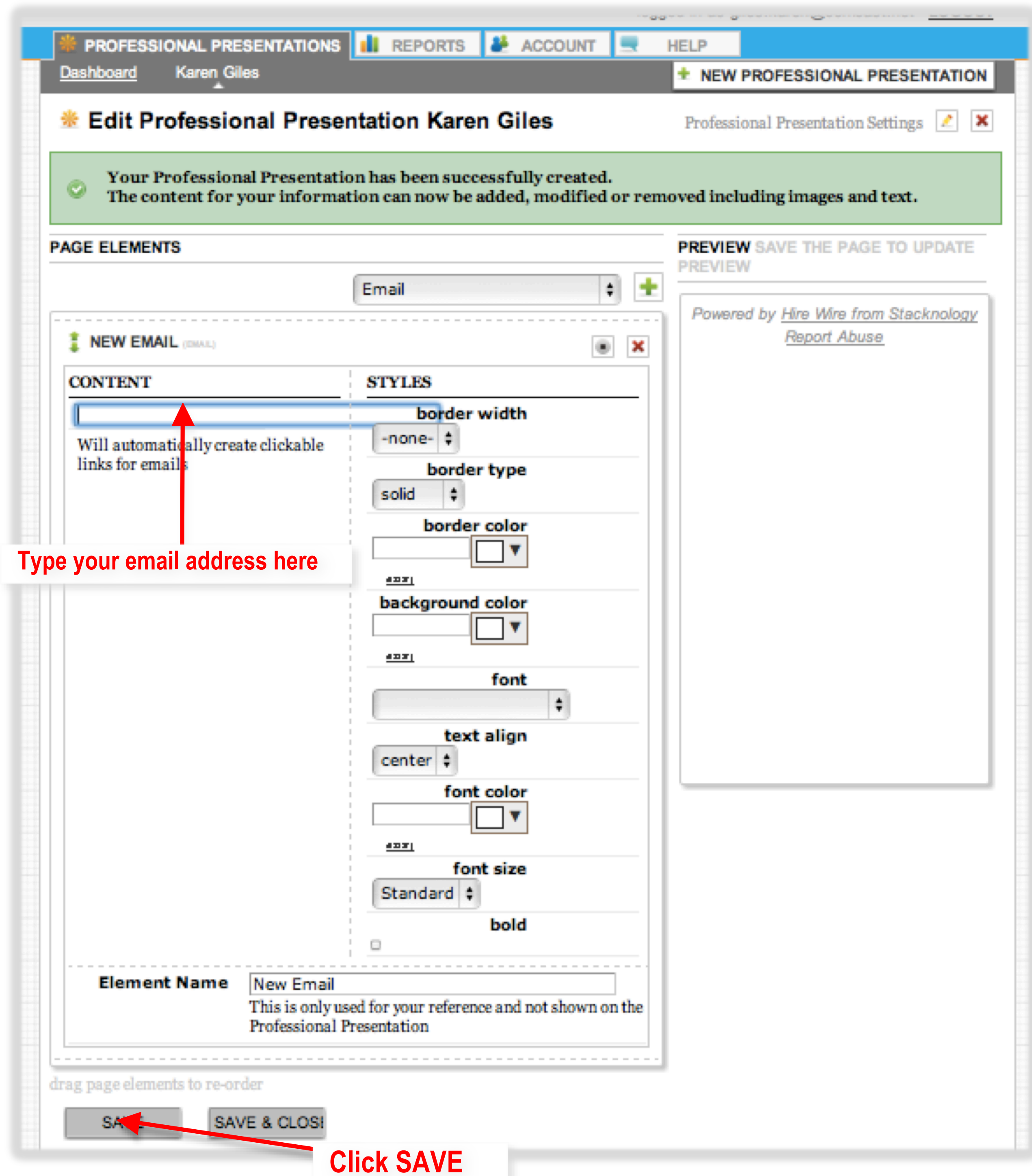
Adding an EMAIL ADDRESS to Your Professional Presentation

1) Click on -Select An Element To Add-
2) Select Email
3) Click +



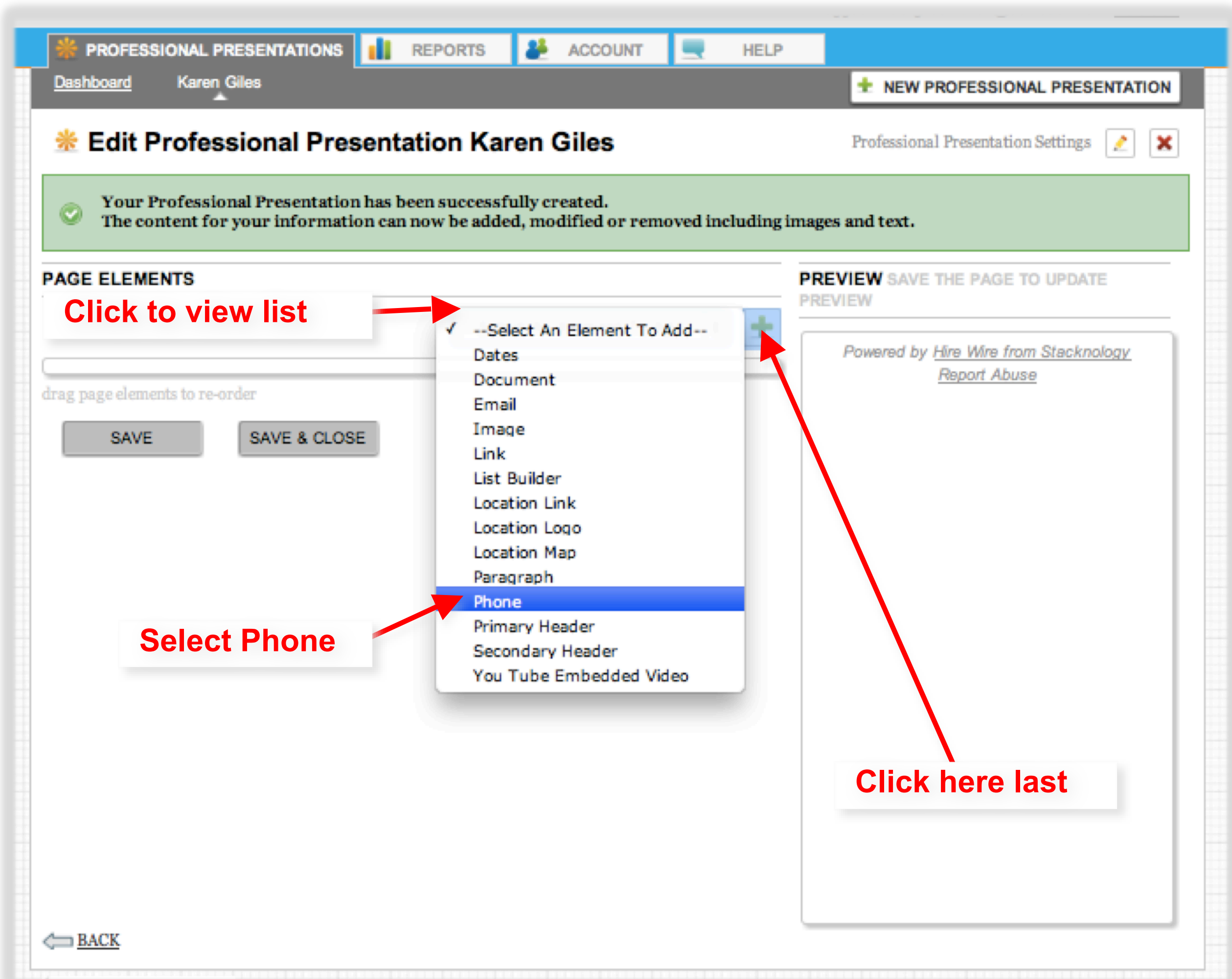
Adding an EMAIL ADDRESS to Your Professional Presentation

4) Enter your email address in the Content Box
5) Click Save



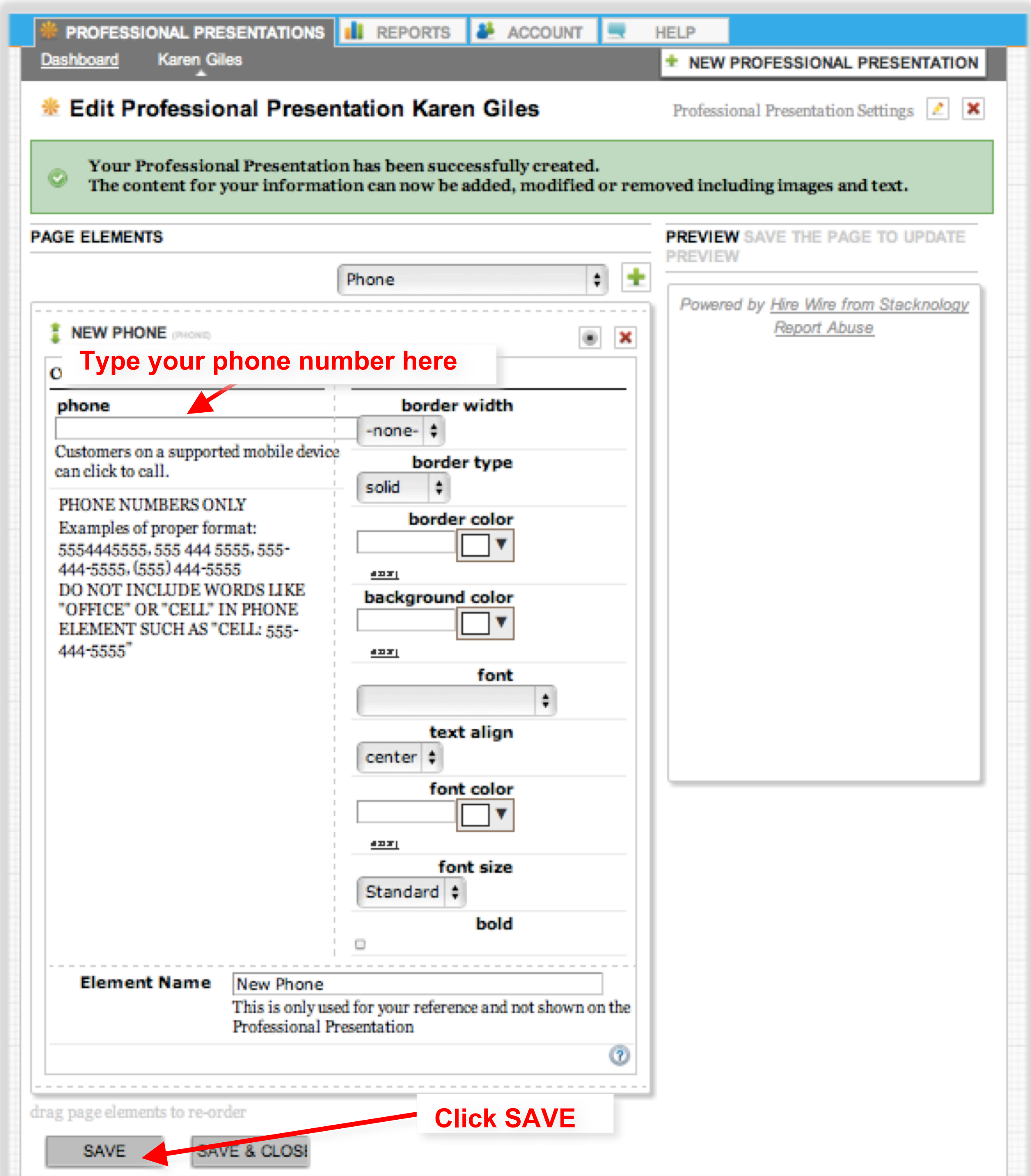
Adding a PHONE NUMBER to Your Professional Presentation

1) Click on -Select An Element To Add-
2) Select Phone
3) Click +



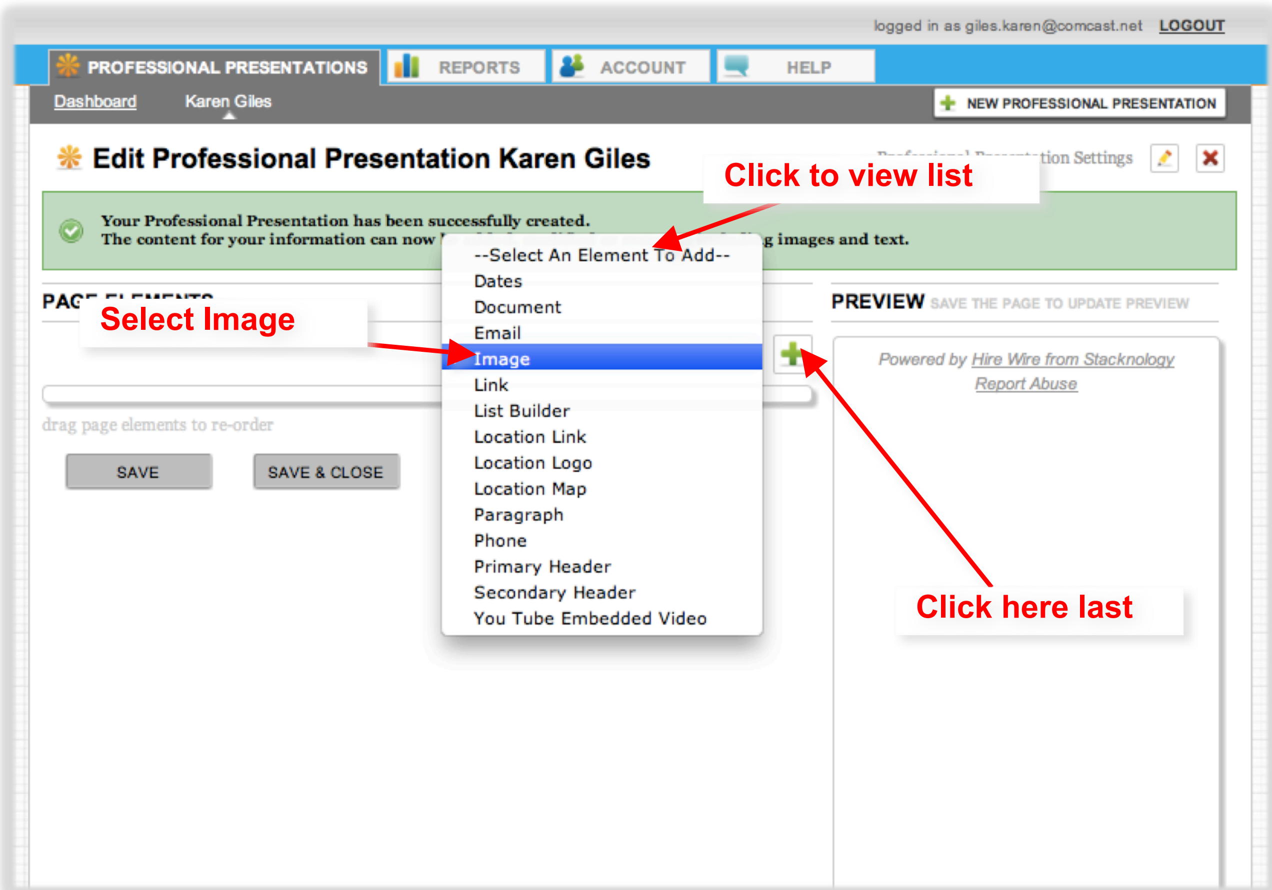
Adding a PHONE NUMBER to Your Professional Presentation

4) Type your Phone Number in the Content Box
5) Click SAVE



Adding an IMAGE to Your Professional Presentation

1) Click on -Select An Element To Add-
2) Select "Image"
3) Click +

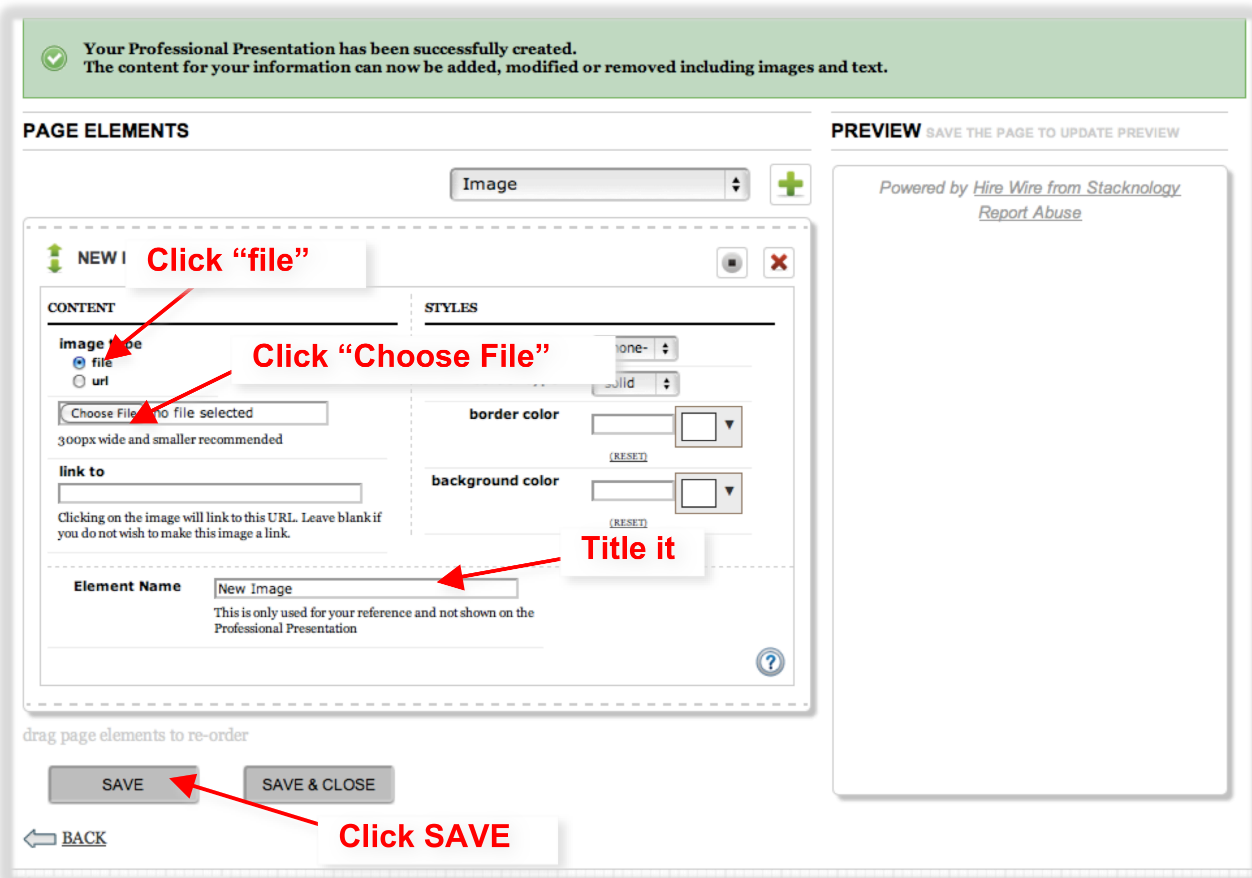


Adding an IMAGE to Your Professional Presentation

4) Click on “File”
5) Click “Choose File” to browse for your image
6) Change Element Name to reflect image added

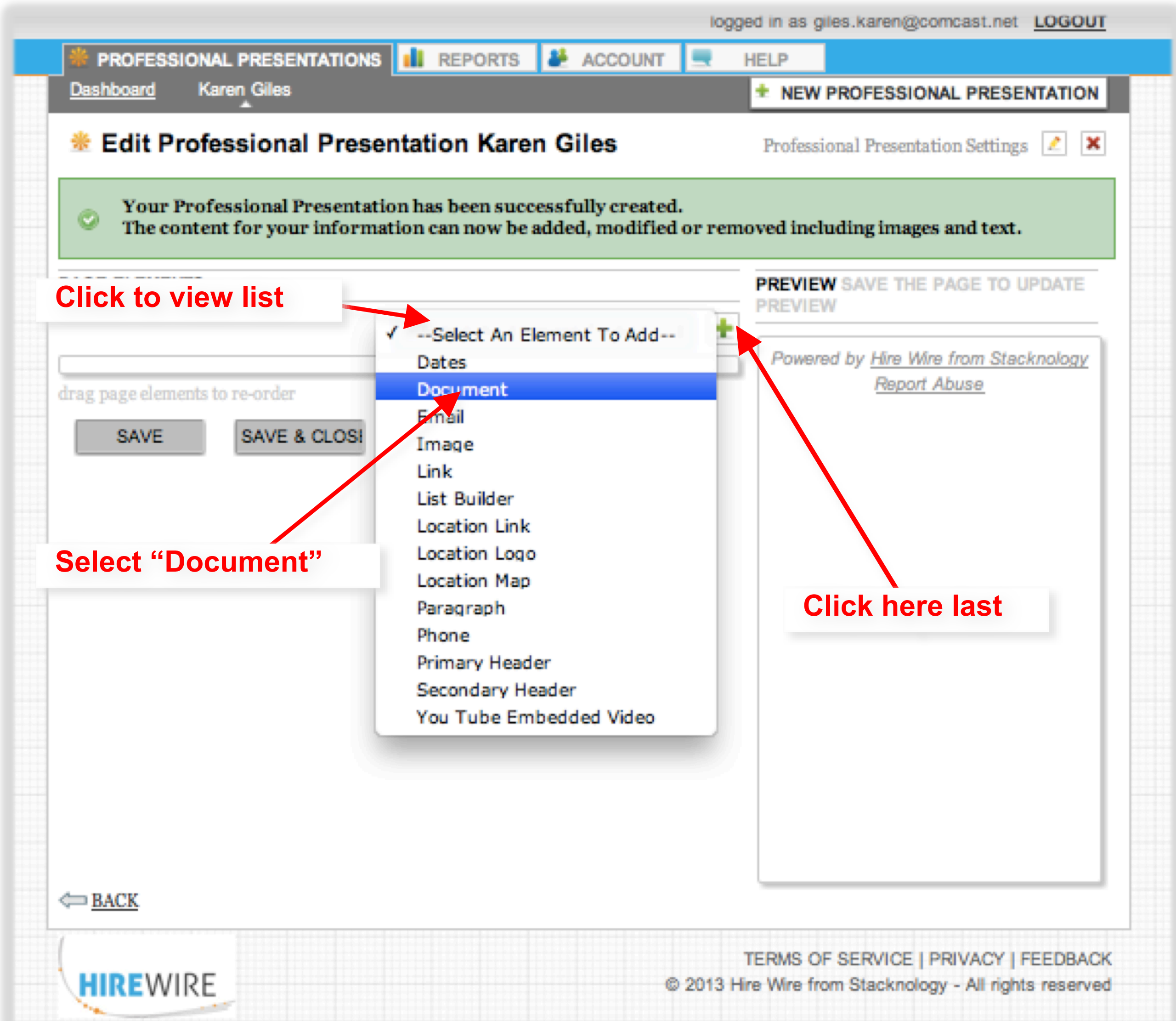
(For example, if you added a photo of yourself you may wish to title it “My Photo”)

7) Click “Save”



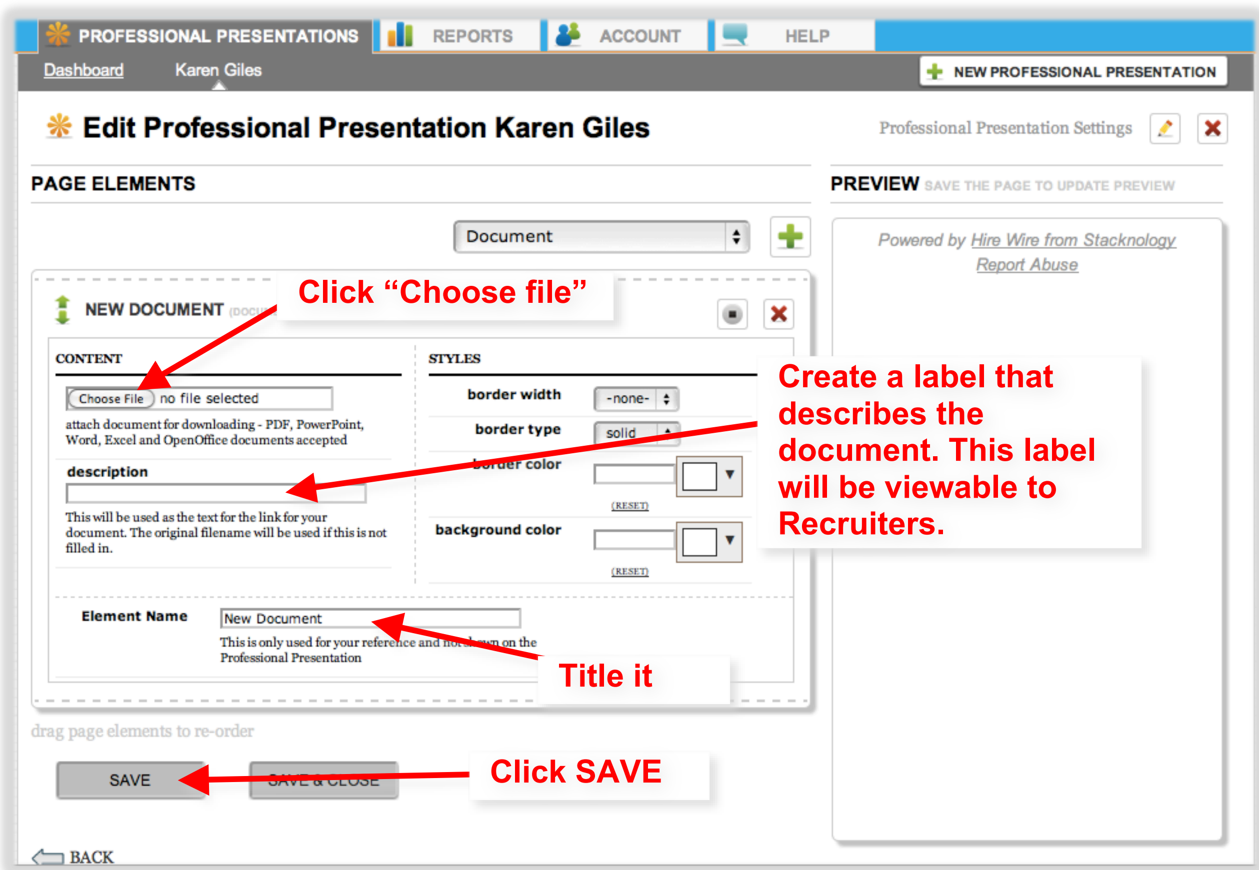
Adding a DOCUMENT to Your Professional Presentation

1) Click on -Select An Element To Add-
2) Select "Document"
3) Click +



Adding a DOCUMENT to Your Professional Presentation

4) Click "Choose File" to browse for your document
5) Complete the field labeled "description" with the label that you want to appear for the link on your Professional Presentation. If you are uploading a resume, use the word "RESUME," or any other description you choose.
6) Change Element Name to reflect the type of document added
7) Click "Save"



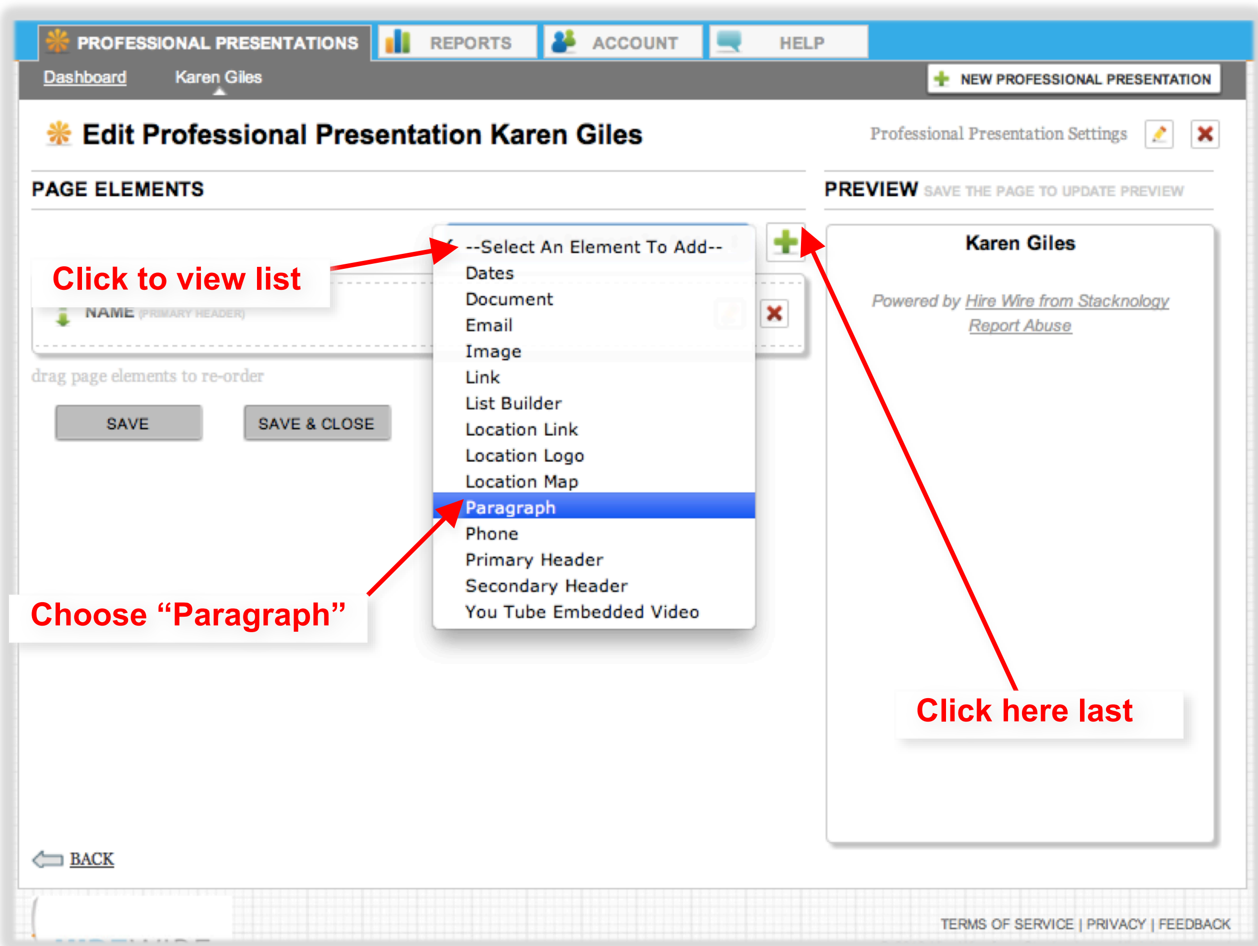
NOTE: It is <u>always</u> necessary to include a <u>resume</u> in your Professional Presentation. However, if you would like to include additional documents, you may use the steps listed above to do so. Be sure to change the Description and the Element Name to reflect which document you added.

Examples of additional DOCUMENTS you may wish to include:

- Letters of Recommendation
- Certifications
- Licensing
- Awards

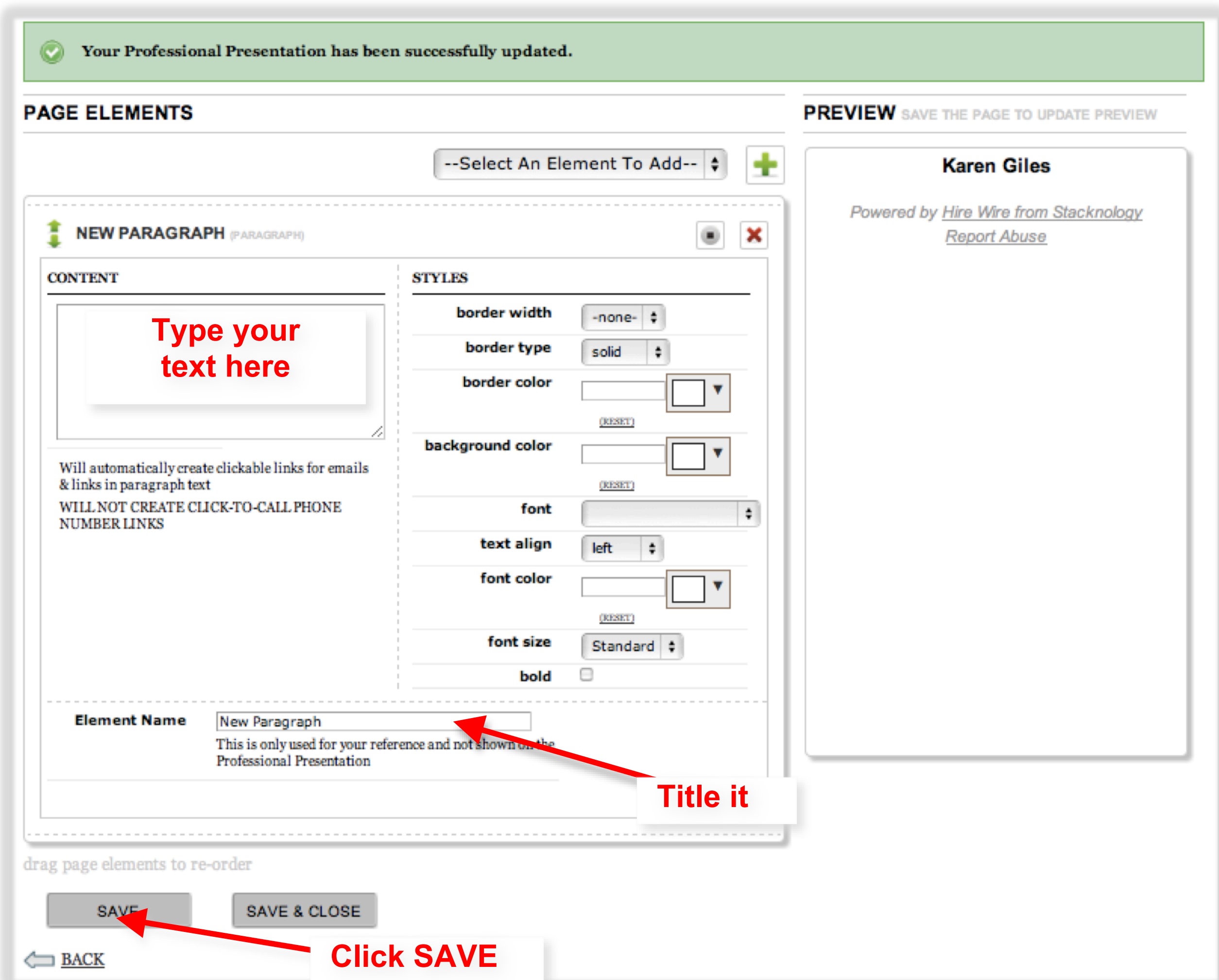
Adding a PARAGRAPH to Your Professional Presentation

1) Click on -Select An Element To Add-
2) Select Paragraph
3) Click +



Adding a PARAGRAPH to Your Professional Presentation

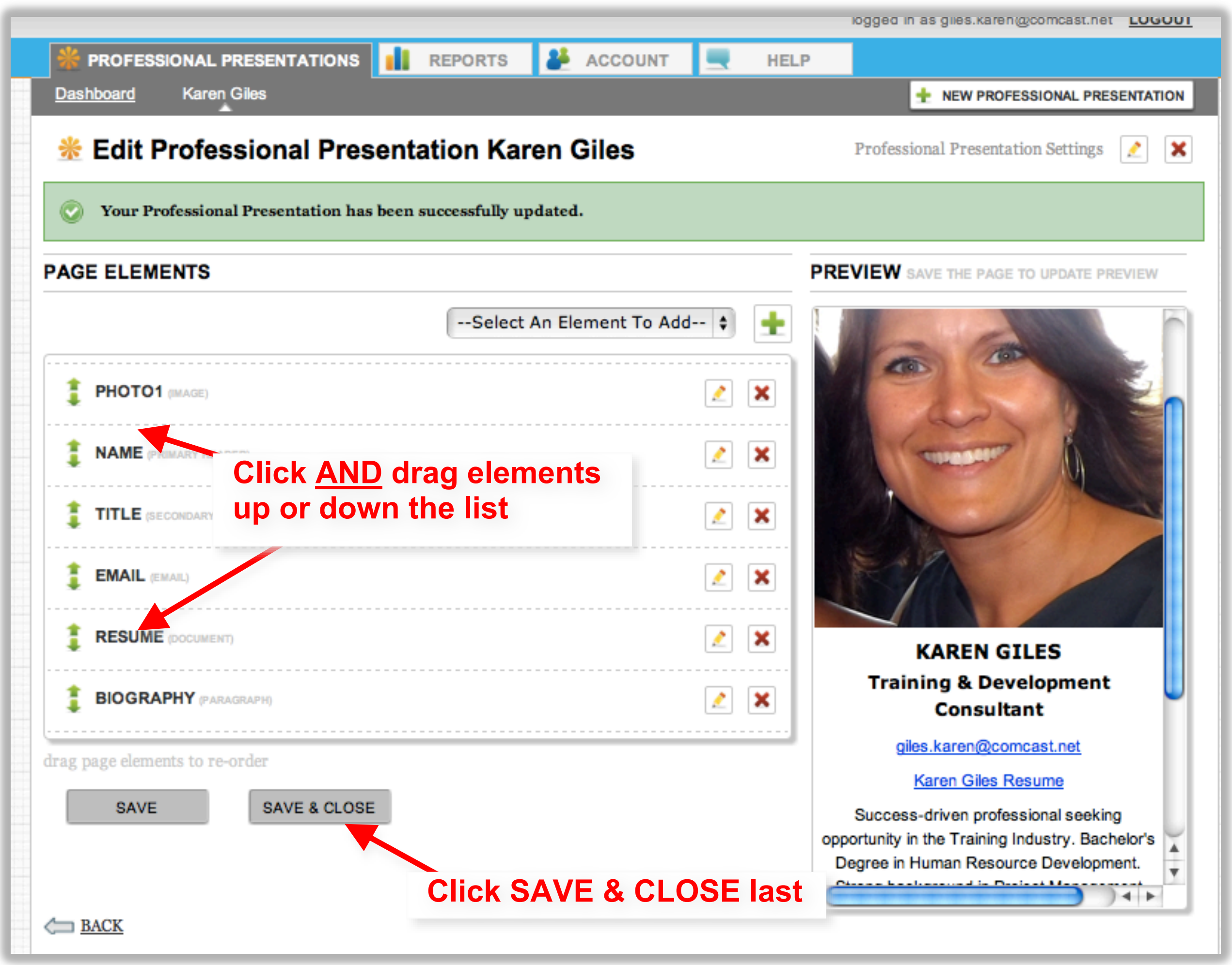
4) Type your text in the Content Box
5) Change Element Name to reflect the text you added
6) Click SAVE



NOTE: The Paragraph element is often used to display a candidate's professional summary. Find tips for writing a Hire Wire Professional Summary in the Appendix section of this manual.

Publishing Your Professional Presentation

1) **Review your Professional Presentation in the Preview Window**
2) **If you wish to change the order of the elements, CLICK the next to the element you wish to move AND DRAG it up or down the list to the desired position.**
3) **Click SAVE to see changes in the Preview Window on right**
4) **When you are happy with the Preview, click SAVE & CLOSE to publish your Professional Presentation**

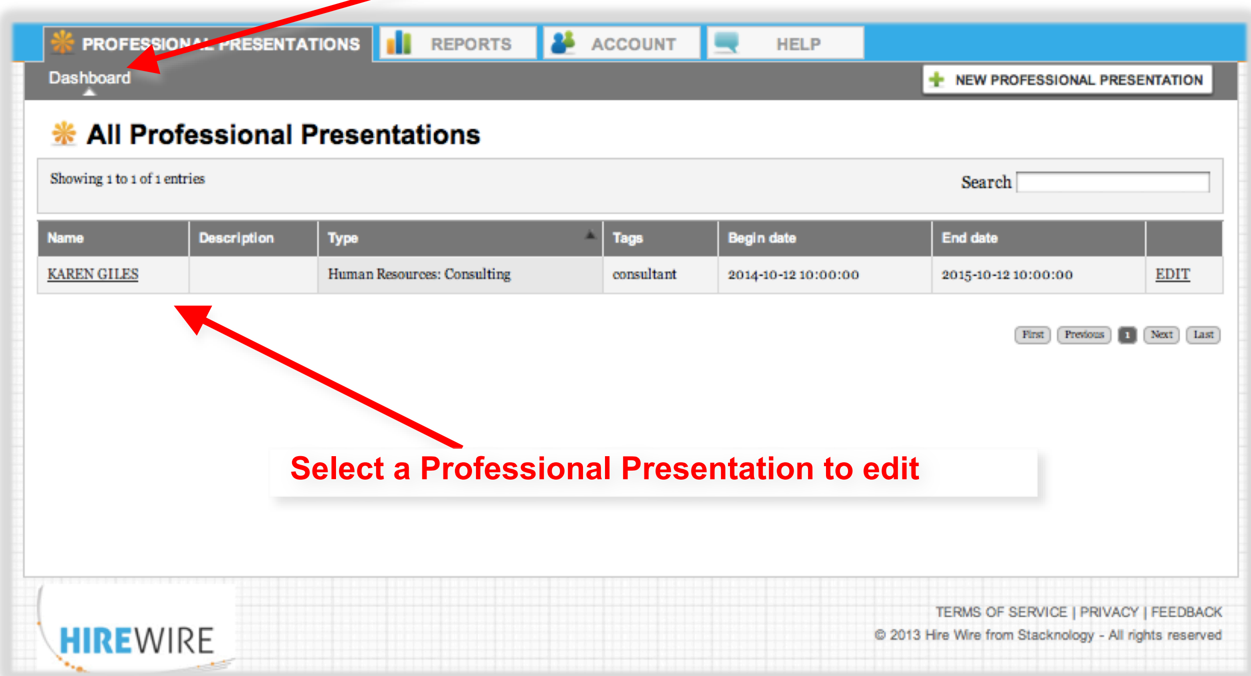


Section 2

Editing Your Professional Presentation

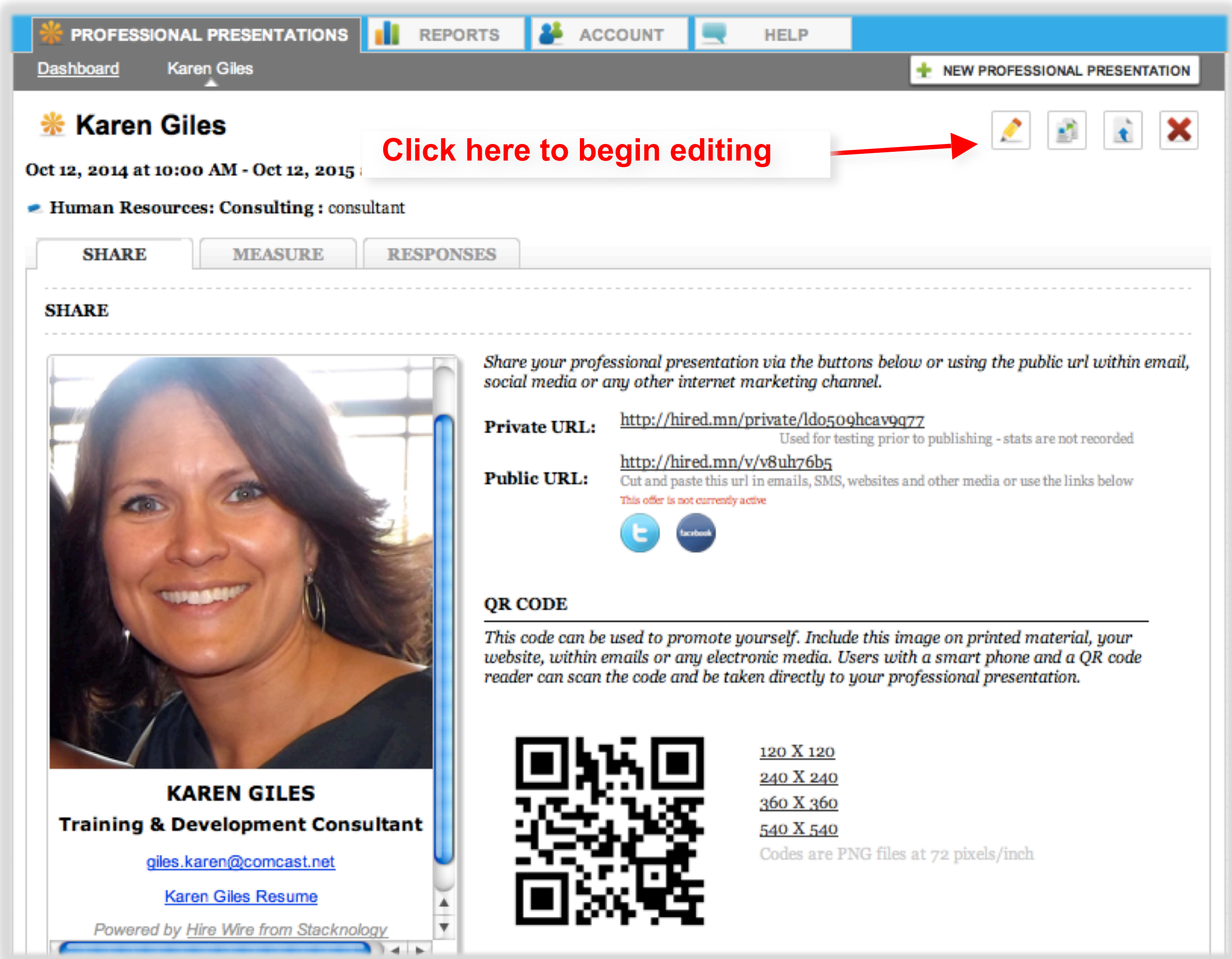
How to EDIT Your Professional Presentation

1) **Login to your account**
2) **Click on the Professional Presentation you want to edit**
(Make sure you are in the Dashboard view)



How to EDIT Your Professional Presentation

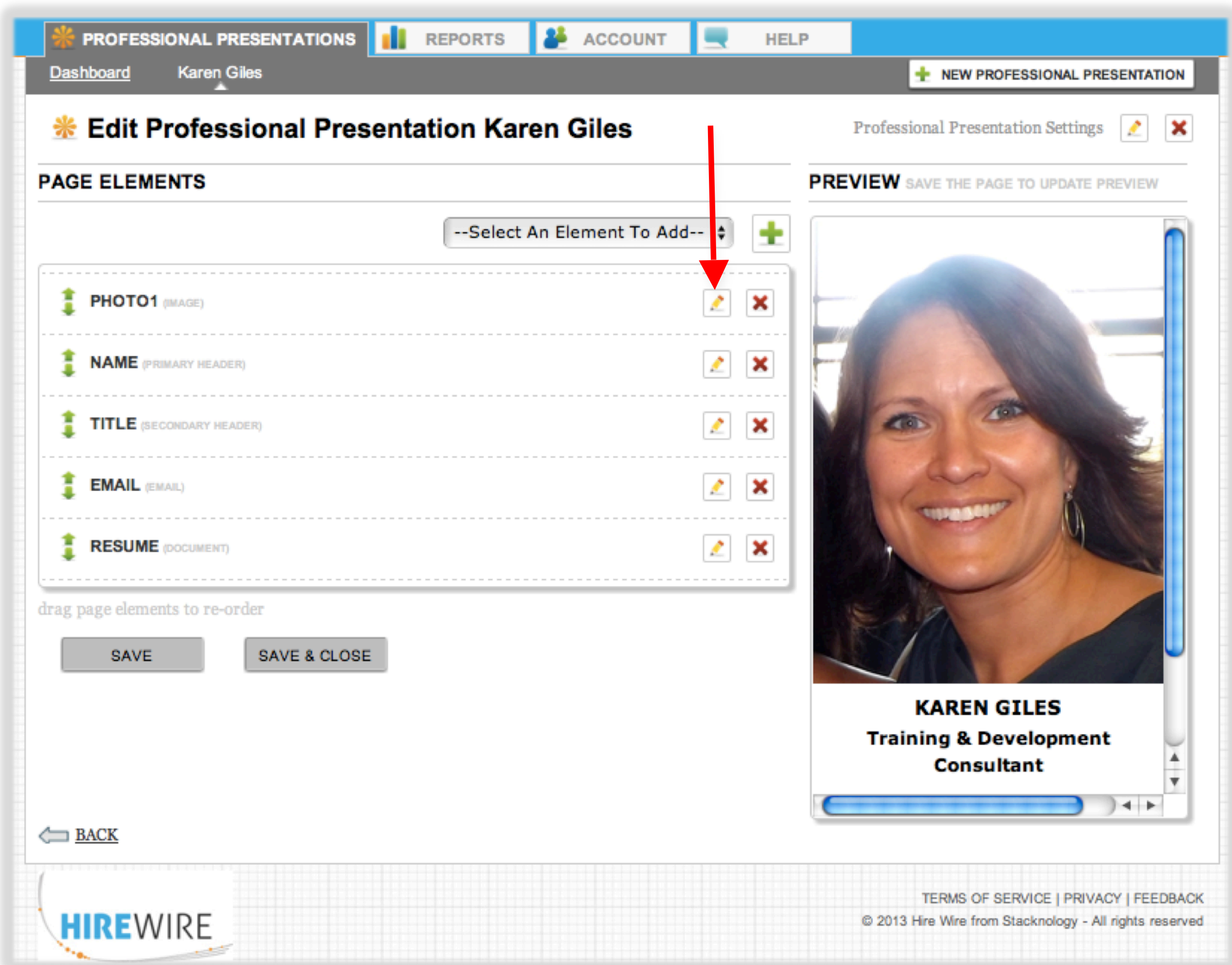
3) Click ✎ to begin editing your Professional Presentation



NOTE: The upcoming pages provide instructions for common edits you may wish to make to your Professional Presentation. When edits are complete, click SAVE and CLOSE to ensure the changes are applied to your presentation.

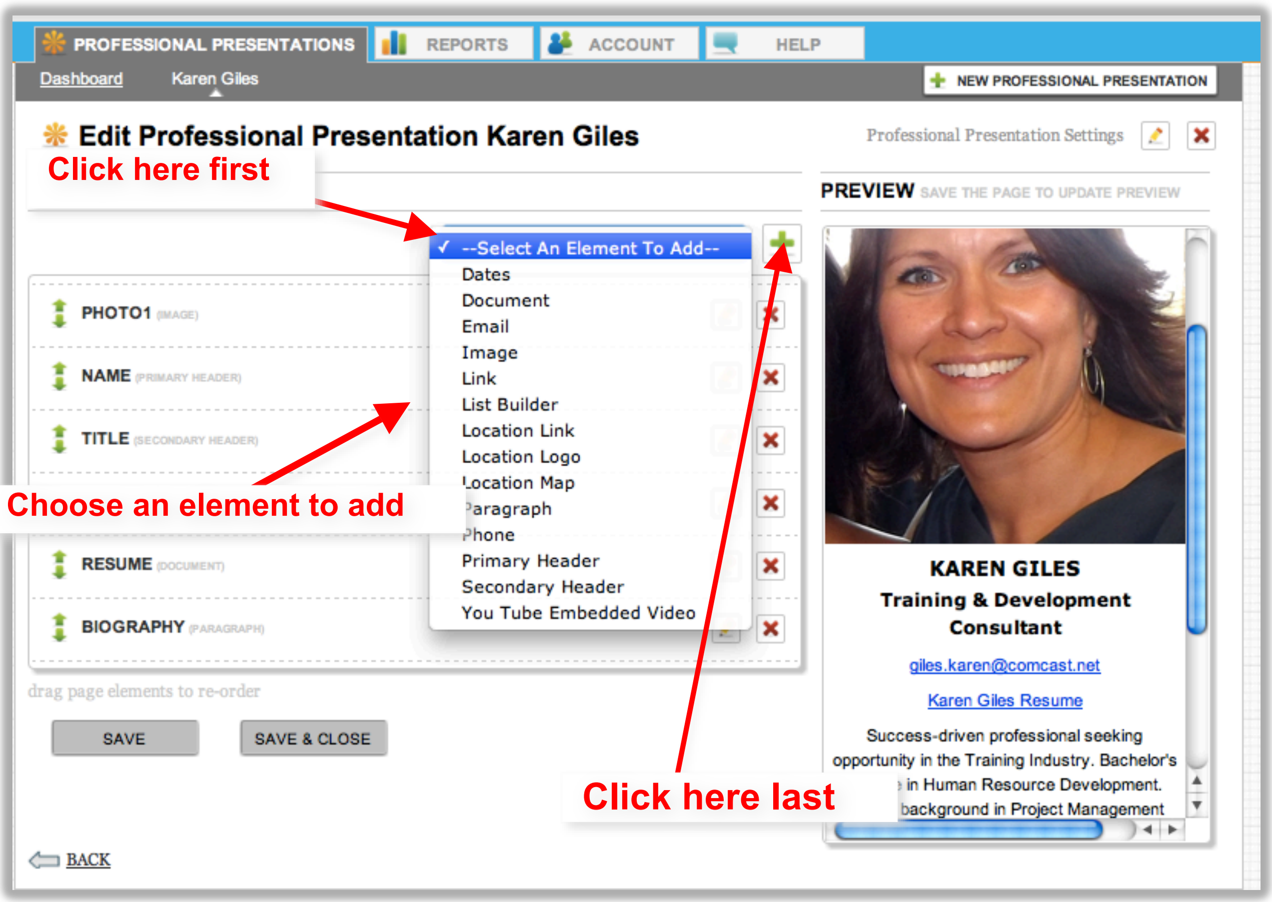
EDITING an Element

1) Click on the  next to the element you want to edit.
2) Refer to selected element instructions in Section 1 of this User Guide if needed



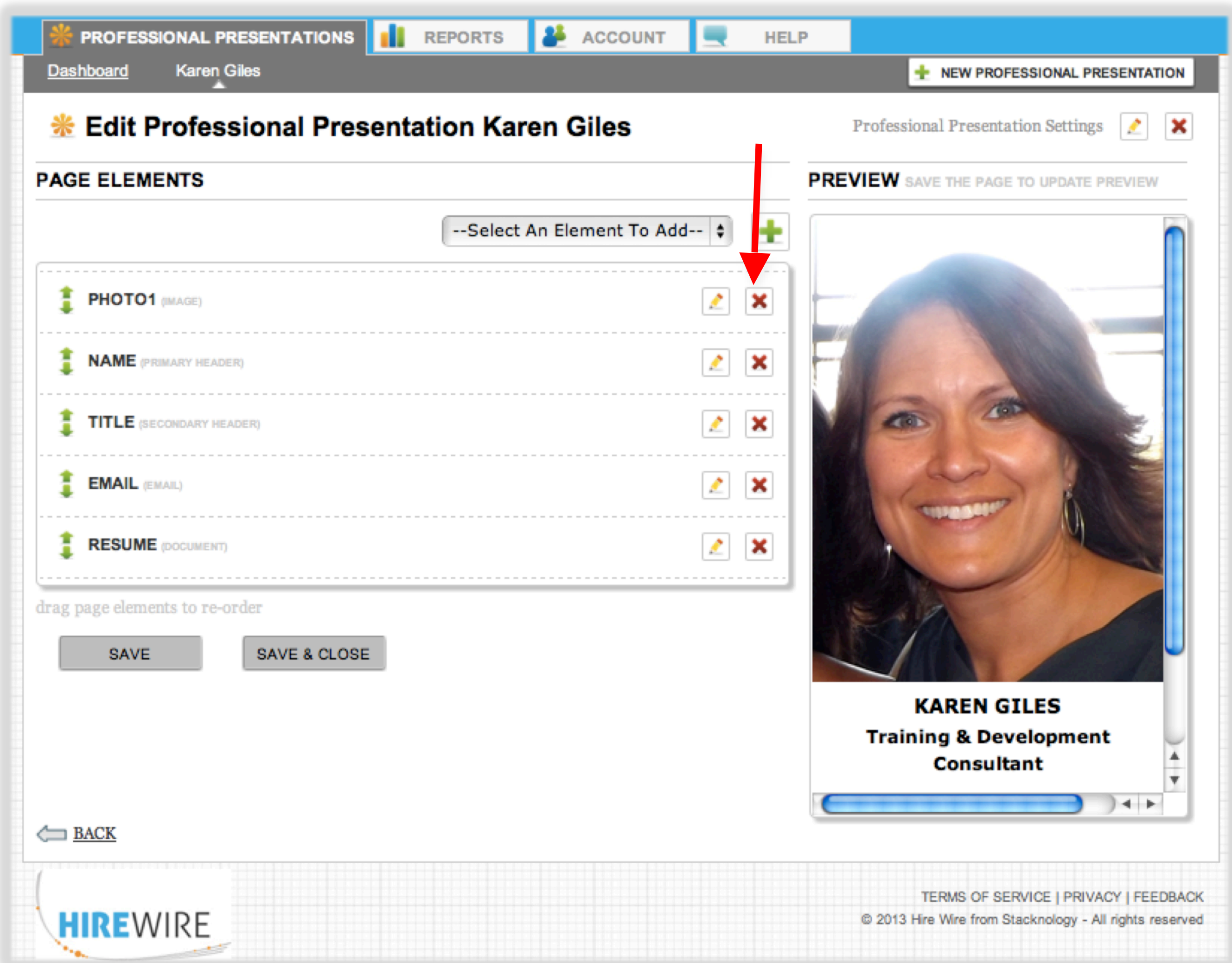
ADDING an Element

1) Click on -Select an Element to Add-
2) Choose an Element from the list
3) Click the ➕ to Add the Element
4) Refer to selected element instructions in Section 1 of this User Guide if needed



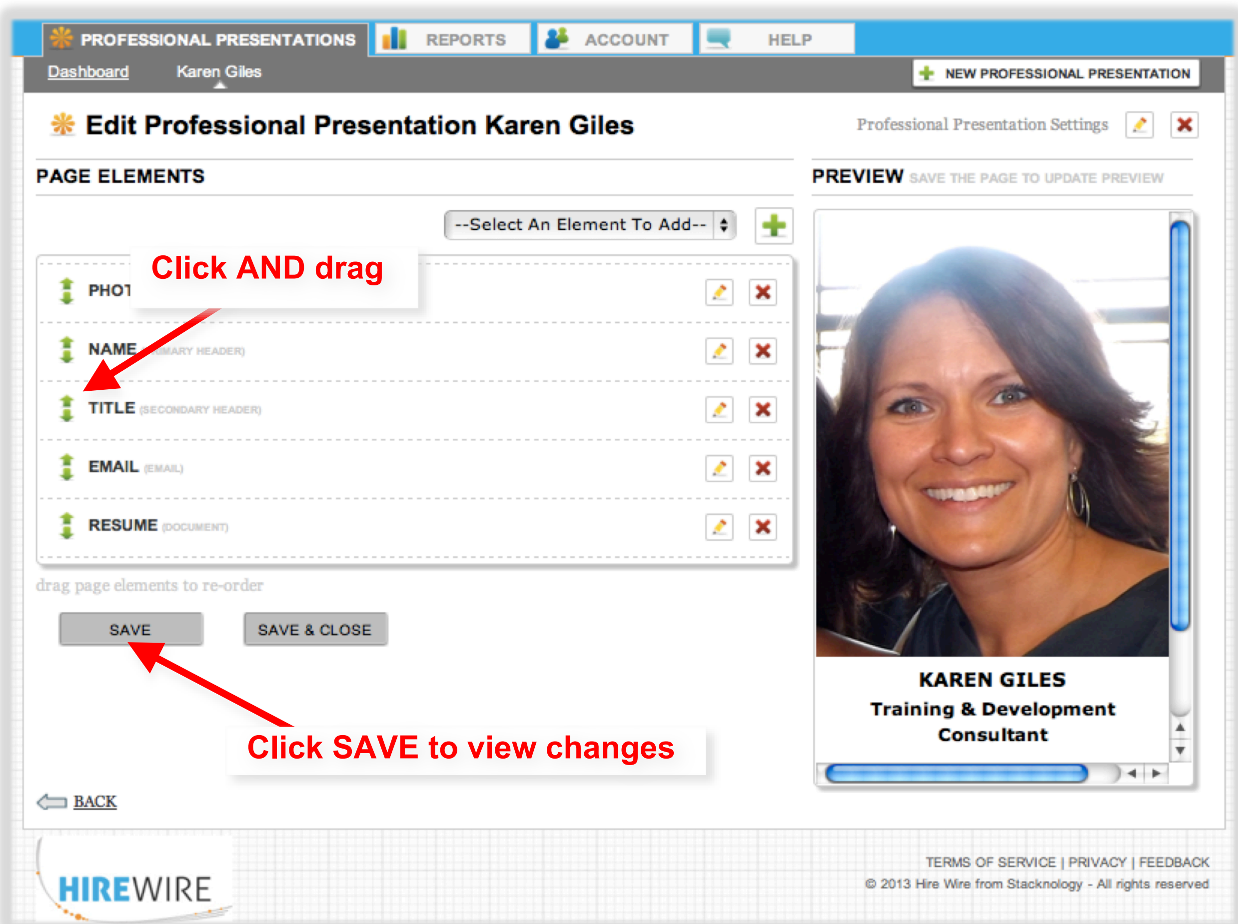
DELETING an Element

1) Click the next to the element you want to delete



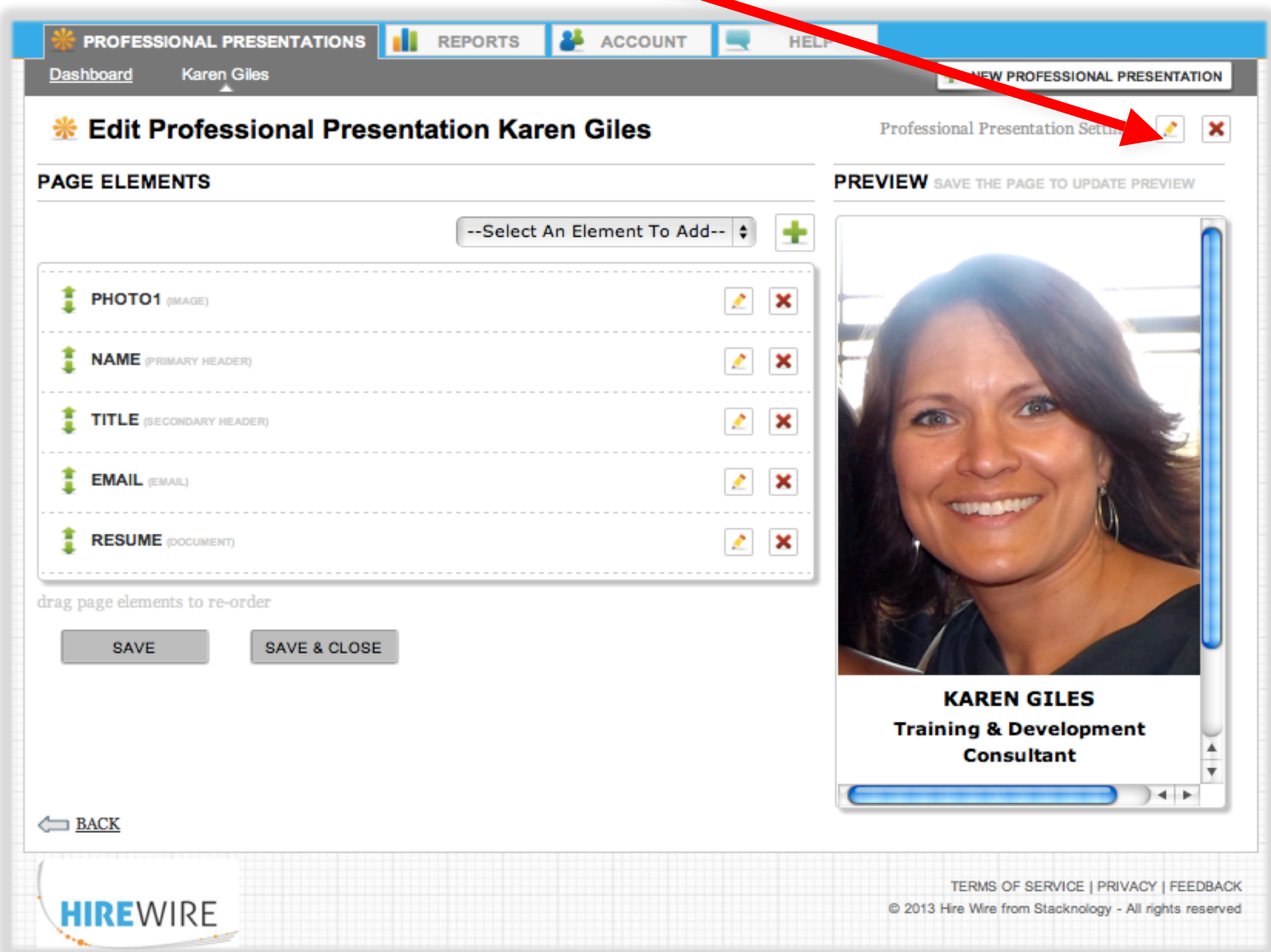
REORDERING Elements

1) CLICK the next to element you wish to move and DRAG it up or down on the list to desired position
2) Click SAVE to see changes in the Preview Window on right



CHANGING Your Professional Presentation Category and/or Tags

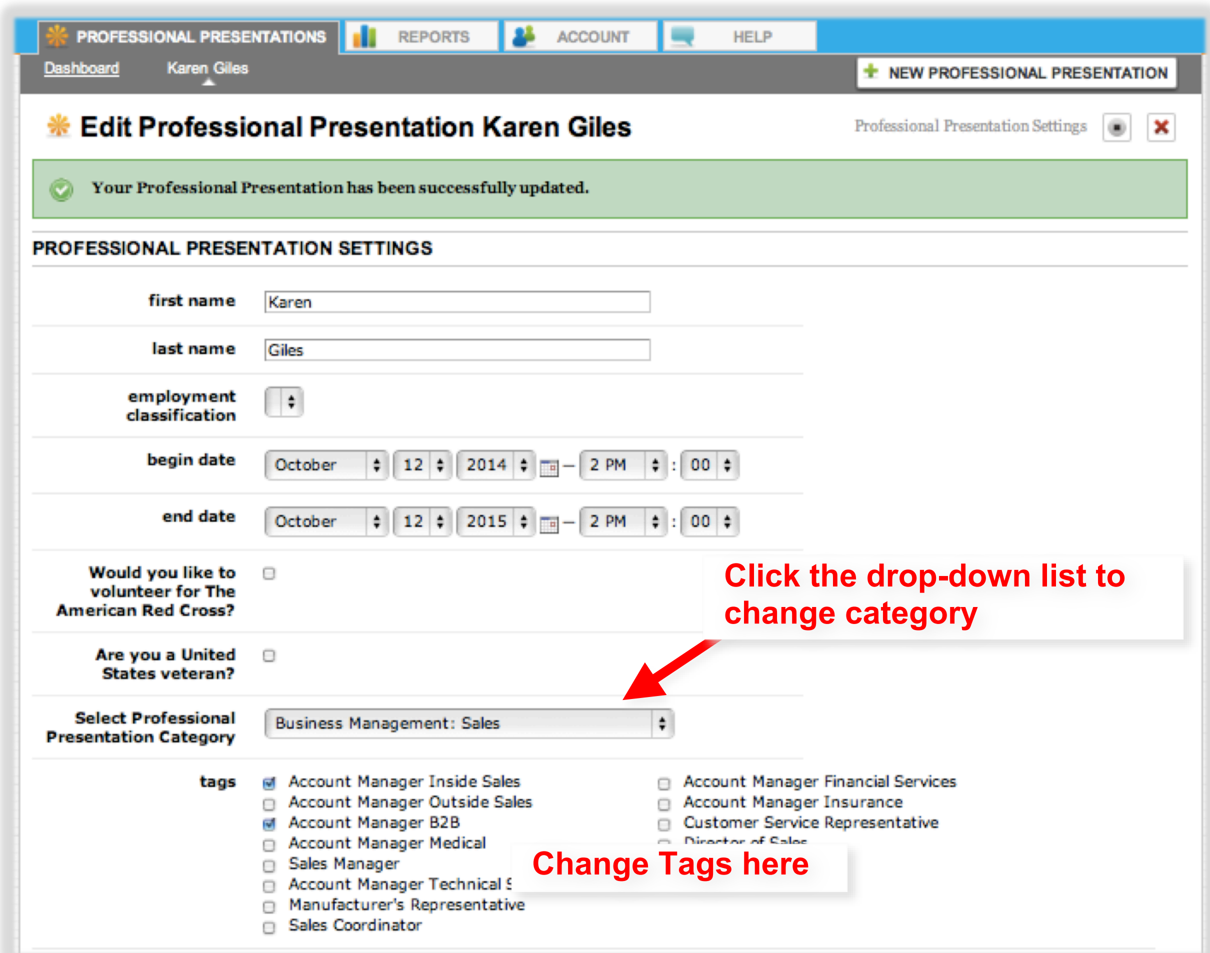
1) Click on the  **next to Professional Presentation Settings**

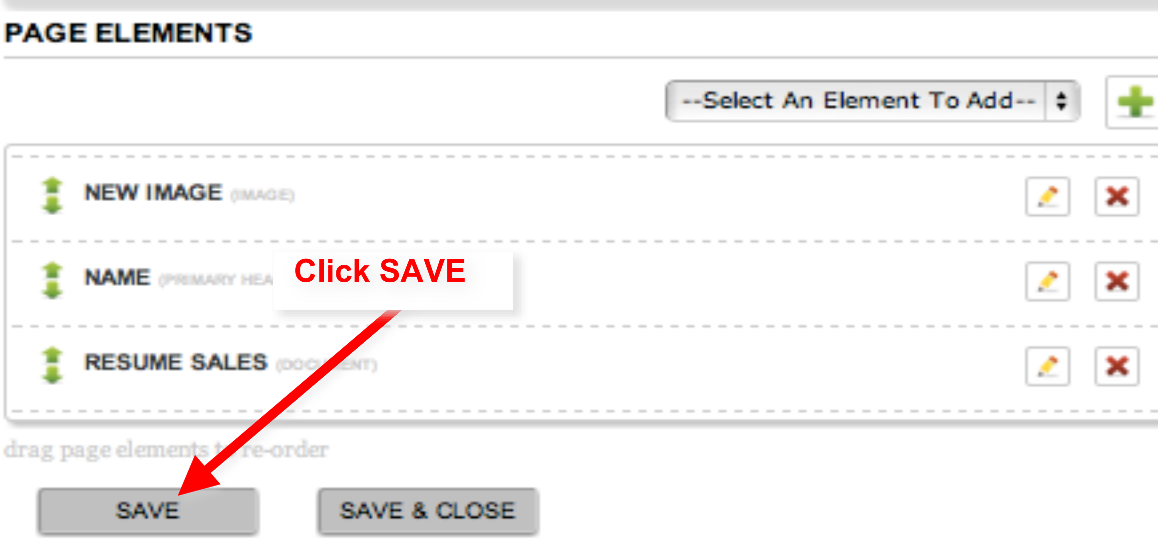


NOTE: If you choose to change your Professional Presentation Category, the new Tags will auto-populate. You can then select the Tags that are applicable.

CHANGING Your Professional Presentation Category and/or Tags

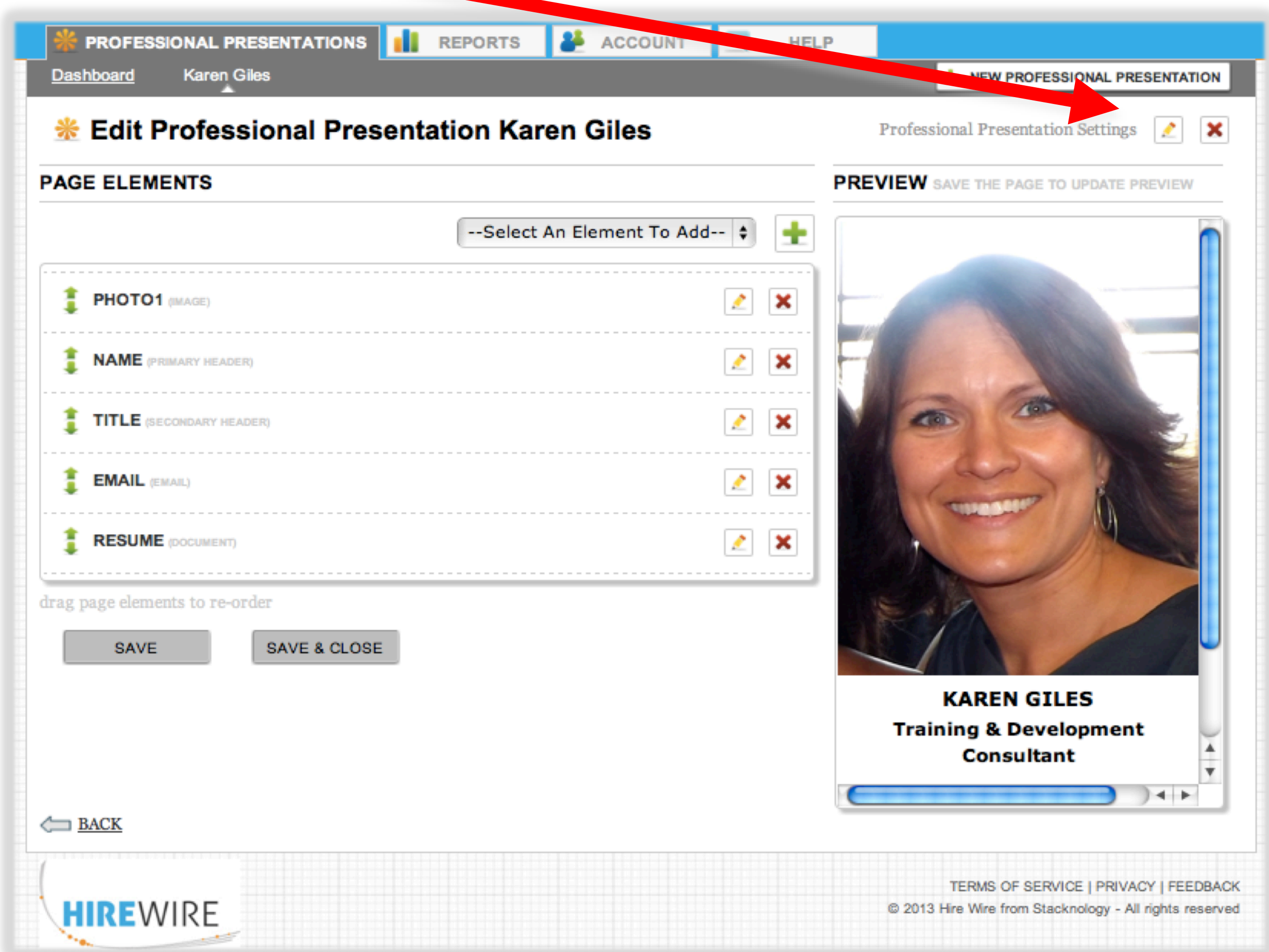
2) Click the Professional Presentation Category drop-down list to change your Professional Presentation Category
3) Make changes to Tags by clicking in the relevant boxes
4) Click SAVE





CHANGING Your Professional Presentation Active Dates

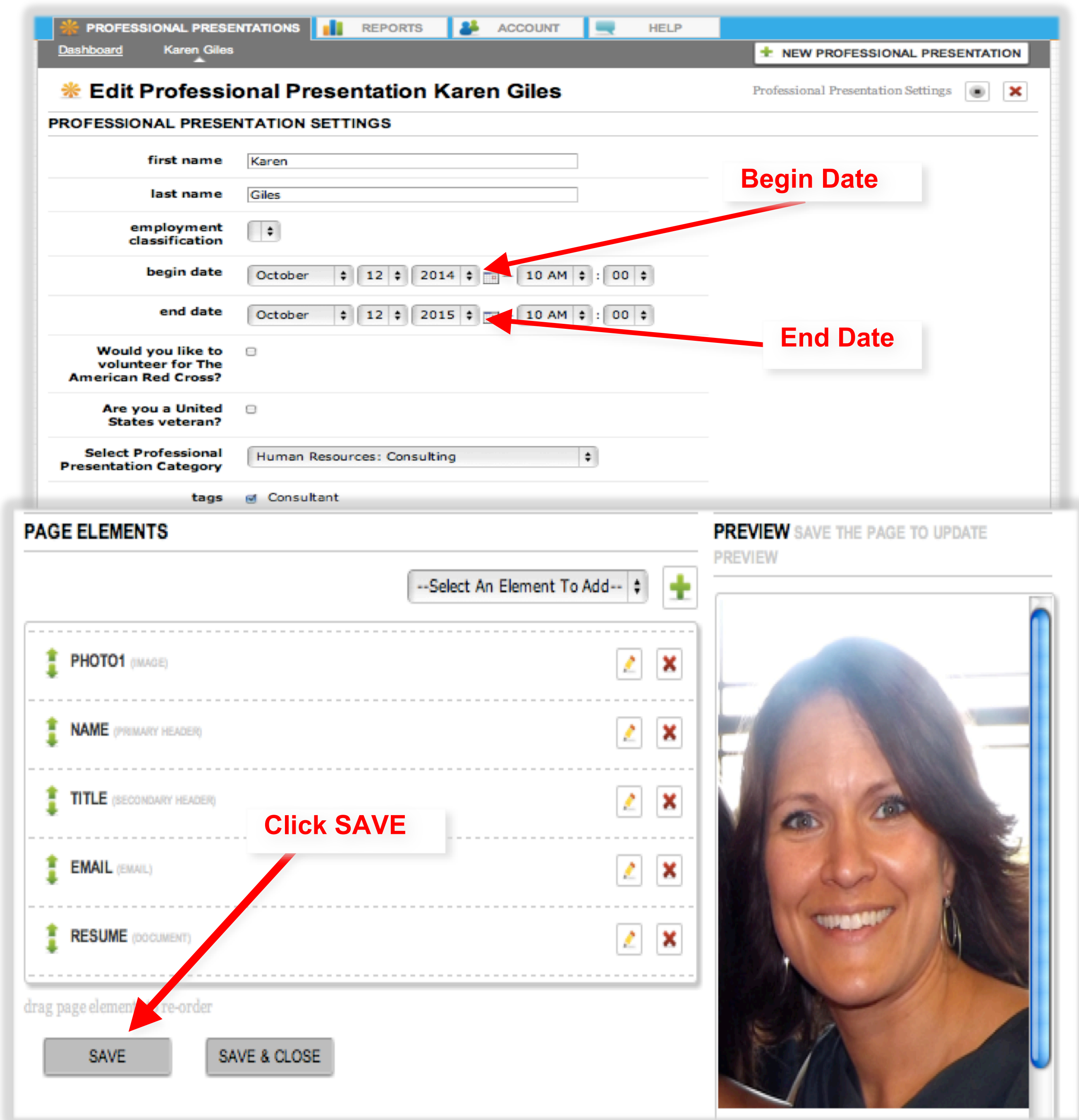
1) Click on the  **next to Professional Presentation Settings**



NOTE: If you choose your Professional Presentation to be active on a future date, please understand that the Recruiters who are currently using Hire Wire will not be able to access you and your credentials.

CHANGING Your Professional Presentation Active Dates

2) Change to desired Begin Date/End Date
3) Click SAVE



Section 3

Appendices

APPENDIX I: Writing Your Hire Wire Professional Summary

The general purpose of the Hire Wire Professional Summary is to intrigue and inspire a Recruiter to want to learn more about *you*, the candidate. It often states your specific skills and experience, your current employment objective, and summarizes the value you bring to an employer.

Hire Wire suggests that your Professional Summary be <u>three to four sentences that contain keywords related to your expertise</u>**.** Below are some areas that you may want to include in your Professional Summary:

Your profession – Have years of experience made you an authority in your industry? Have you been in a leadership role in your profession?

A product you use as part of your work – Is there a specific product(s) of which you are quite knowledgeable or proficient at using?

Something you design, purchase, sell, or consult on – Have you become a subject matter expert on a given methodology, task, product or system?

A company you interact with frequently – Have you developed relationships with key stakeholders at a specific company(s)? Do you have a "book of business" that follows you?

A specific population/audience you interact with – Are you bilingual? Have you worked with diverse populations? Are you experienced in communicating to executives at all levels?

A technology you are familiar with- Are you an expert on a specific technology and/or the implementation of the technology?

<u>SAMPLE Professional Summary:</u>
Success-driven professional seeking opportunity in the Training Industry. Bachelors Degree in Human Resource Development. Strong background in project management and SAAS sales. Experienced in the design and development of training materials for use in both classroom and online formats among highly diverse audiences. Knowledgeable in Learning Management Systems, eLearning content, assessments, and various databases.

Hire Wire Keyword List for Professional Summaries

Action Verbs

accelerated	activated	adapted	administered	analyzed
approved	assisted	completed	conceived	conduced
controlled	coordinated	created	delegated	developed
directed	eliminated	established	evaluated	expanded
expedited	experienced	expanded	facilitated	generated
implemented	improved	increased	influenced	initiated
interpreted	launched	lead	lectured	maintained
managed	mastered	motivated	organized	originated
participated	performed	pinpointed	planned	prepared
programmed	proposed	proved	recommended	reduced
reinforced	revamped	reviewed	revised	scheduled
set-up	simplified	solved	streamlined	structured
supervised	supported	taught	trained	worked
removed	reorganized	repeated	responsible	

Self-descriptive Words

accurately	active	adaptable	adept	aggressive
alert	ambitious	analytical	assertive	astute
attentive	aware	broad-minded	challenging	competent
conscientious	consistent	constructive	contributor	creative
dependable	determined	diplomatic	disciplined	discreet
diverse	dynamic	easily	economical	efficient
energetic	enterprising	enthusiastic	exceptional	experienced
expertise	extensively	extraverted	facilitator	fair
forceful	foresight	high-level	honest	imaginative
independent	initiative	innovative	instrumental	insightful
leading	logical	loyal	mature	methodical
objective	optimistic	participated	perceptive	personable
pioneering	pleasant	positive	practical	productive
readily	realistic	reliable	repeatedly	resourceful
responsible	responsive	self-reliant	sensitive	sincere
sophisticated	strongly	systematic	tactful	talented
unique	versatile	vigorous	will travel	will relocated

A
accomplished, acumen, aggressive, articulate,
accurate, adaptable, ambitious, astute
B
bold, bright
C
capable, compassionate, comprehensive, controlled,
career oriented, competent, confident, creative,
certified ,competitive, congenial, curious,
committed ,complete, conscientious
D
dedicated ,dexterous, driven, dynamic, dependable
E
educated, energetic, entrepreneurial, expert,
efficient, enthusiastic, exceptional
F
flexible, forceful, forward thinking
G
go getter
H
hands on, high caliber
I
Imaginative, independent, ingenious
J
judicious
K
knowledgeable
L
leader
M
mature, motivated
N
natural
O
organized, outstanding

P
pioneer, practical, professional, proficient,
polished
Q
qualified, quick thinking
R
reliable, resourceful ,responsible
S
savvy, self-motivated, sharp, superior,
seasoned, self-possessed ,shirt-sleeve supportive,
select, self-starter, skilled
T
take-charge, tenacious, top-notch trained,
talented
U
understanding
V
versatile, vigorous, visionary, vital veteran
W
well-mannered, well organized

APPENDIX II: Preparation for Your Hire Wire Video

The following outline contains user procedures recommended for use with your Hire Wire Professional Presentation. These suggestions are provided in order to optimize the production, upload and utilization of a professional video. Although the video feature of Hire Wire from Stacknology, Inc., can be used for any legal, professional content which the employment candidate feels captures the value he/she can bring to a potential employer, the procedures listed below apply to the production of a video which falls into one (1) of two (2) categories:

Category A: Candidate Introduction and Professional Summary

Category B: Candidate Introduction and Professional Summary, **PLUS** Work Skill Demonstration

The following procedures are only recommendations:

Development of the Video Script

I. Develop a script using language that applies to your background, your education, and your field. Use for **Category A and Category B**

   A. Introduction

      1. Thank the viewer for taking the time to review your credentials
      2. Introduce yourself, first name at a minimum. Be polite and professional, but don't be afraid to stand out.
      3. State the industry, specialty, and/or position within which you are looking to secure employment.

   B. Body: **Category A**

      1. Your education and career progression, e.g., "I started my career as an engineer, working in product development in the medical device industry."
      2. Your skills, capabilities, and passions.
      3. The projects you have worked on. The results.
      4. The value you developed and delivered
         a. To the organization
         b. To you
      5. Challenges and how you overcame them

6. How you developed and learned
7. The mentoring that you gave to your customers, employees, managers and colleagues.

C. Body: **Category B**
1. Your education and career progression
2. Your skills, capabilities, passions.
3. Introduce the work skill that you will demonstrate.
    a. Use language which applies to the work skill that will be immediately recognizable.
    b. If the demonstration requires any special considerations, such as, safety, hygiene, or any special preparation, explain that consideration.
4. Conclusion language for the work skill demonstration

D. Conclusion: Use for **Category A and Category B**
1. Be specific with regard to the position that you are seeking and the value that you can bring to that position.
2. Request an action from the viewer. Examples, include the following:
    a. Please review the employment collaterals, hosted on my Hire Wire Professional Presentation.
    b. Contact me at the locations on my Hire Wire PP.
3. Thank the viewer.
4. Salutation.

<u>Rehearsing Your Video Script</u>

I. Practice saying your video script several times
  A. Position yourself in front of a mirror.
  B. Rehearse your script out loud.
  C. Refine.
  D. Ask another person to view your rehearsal and provide comments.
  E. Attempt to commit the script to memory (the final version will come across more natural and relaxed if you do not appear to be reading the script).

F. If you are producing a **Category B** video, rehearse using the work skill props and process, to the extent that is possible.

G. Refine the language and the demonstration, if applicable, in order for the final version of the video to last between 90 seconds and two (2) minutes.

Producing Your Video

I. Video Production - Checklist

A. Dress professionally

B. For **Category A** videos, position the camera so that the frame includes you from the elbows and above.

C. For **Category B** videos, position the camera so that the frame includes everything necessary for the work skill demonstration.

D. Smile.

E. Momentarily look at the camera before and after speaking.

F. Look directly at the camera.

G. Speak clearly.

H. Silence phones or other distractions.

I. If you need to be prompted, have the script positioned near the camera, so your line of sight is as close to the camera as possible.

J. Preview the video.

K. Refine.

L. Reproduce until you are satisfied with the final version.

Final Steps

I. Uploading the video to You Tube

A. Go to www.youtube.com

B. Click on the "Sign In" icon at the top right of the screen.

C. Sign in to an existing You Tube account or use the "create an account" link at the bottom of the page.

D. Once signed in, Click on the "Upload" icon located at the top of the You Tube home page and follow instructions.

For additional support with uploading videos to You Tube please visit:
https://support.google.com/youtube/answer/57924?hl=en

Remember to write down the video ID from YouTube that you will embed. The video ID is the portion <u>after</u> the ?v= in a YouTube URL or <u>after</u> the .be/ in the YouTube 'share video' web address.

II. Embedding the video into your Hire Wire Professional Presentation

A. Login to your Hire Wire Account

B. Follow Steps to "Edit Your Professional Presentation" found on page 29 of this User Guide.

C. Add an Element

1. Select "You Tube Embedded Video" from the list of Elements to Add, Click the green Plus symbol.
2. Enter the video ID from YouTube that you want to embed in the Content Box. The video ID is the portion **after** the ?v= in a YouTube URL or **after** the .be/ in the YouTube 'share video' web address.
3. Change the Element Name to "Video"
4. Click Save – The video should then appear in the preview box.

APPENDIX III: Sample Professional Presentations

Herbert C. Roy

Security / Information Officer

An armed security officer with ten years experience with Brinks, Inc.

U.S. Army Veteran - 1st Lt. - Armor - Honorably Discharged

Herbert Roy's Security Officer Resume

612-240-4693

herbertcroy@comcast.net

LinkedIn URL

NOTE: When hired, the employer will be entitled to a WOTC tax credit of $2,400-$9,600, if application is made within 28 calendar days.

To access this HireWire site using a PC, use URL: "hired.mn/v/2oonbqa7"

Powered by Hire Wire from Stacknology

Report Abuse

CHRIS DOERING

Project Management | Process Improvement

I am an experienced PROJECT MANAGER who has spent over 15 years working for a Fortune 50 business. Those who have worked with me appreciate my positive attitude and ability to focus on delivering results. I am very passionate about advancing organizational capabilities. I have utilized my process improvement skills to develop and implement business solutions in a variety of functional areas. (Merchandising, Retail Operations, Store Development)

MY OBJECTIVE:

To work for a business who understands the needs of its customers and who is continuously striving to improve themselves to offer the best services and products. I have always enjoyed new challenges and am interested in continuing to transfer my project management skills to additional fields- health care and technology solutions in particular. My ideal role would allow me to work on a variety of projects.

MY EXPERIENCE:

Six Sigma Project Management Office (PMO)
Merchandising Services Support Group Leader
Space & Floor Planning Optimization
Assortment Optimization
Oracle Retail Merchandising System Platform
Store Development
Supply Chain Optimization Initiatives
Varied Business Projects and Programs

My degree in Architecture has provided me with the right skills necessary to orchestrate a team of experts from varied disciplines to achieve a common

chrisdoering@live.com

952-277-9653

Professional Resume

LinkedIn

Anne Toschak

SKILLS & QUALIFICATIONS

- Excellent written, verbal, and interpersonal communication skills
- Ability to multi-task and meet deadlines
- Strong working knowledge of Windows, Microsoft Word, Excel and Outlook, Internet Explorer, Firefox and various industry specific databases
- Prepared correspondence using proper business format
- Excellent problem solving skills
- Customer Service experience - including answering incoming phone calls, documenting customer requests and complaints calls
- Experience dealing with diverse populations including the use of interpreters and Minnesota Relay services

6122817803

atoschak@gmail.com

Anne's Resume

APPENDIX IV: QR Code Explanation

A Quick Response Code, more commonly known as a QR Code, is a two-dimensional barcode that is used to cause a Web page to download onto a user's Smartphone when scanned with a mobile tagging app.

As a benefit for its Candidates, Hire Wire generates a QR Code for each Professional Presentation created. When a Hire Wire QR Code is scanned, the correlating website is downloaded onto the mobile phone doing the scanning, taking users directly to the Candidate’s Professional Presentation.

To further promote traffic to their Professional Presentation, Candidates can share their QR Code image on email signatures, printed materials such as resumes and business cards, and their social media websites.

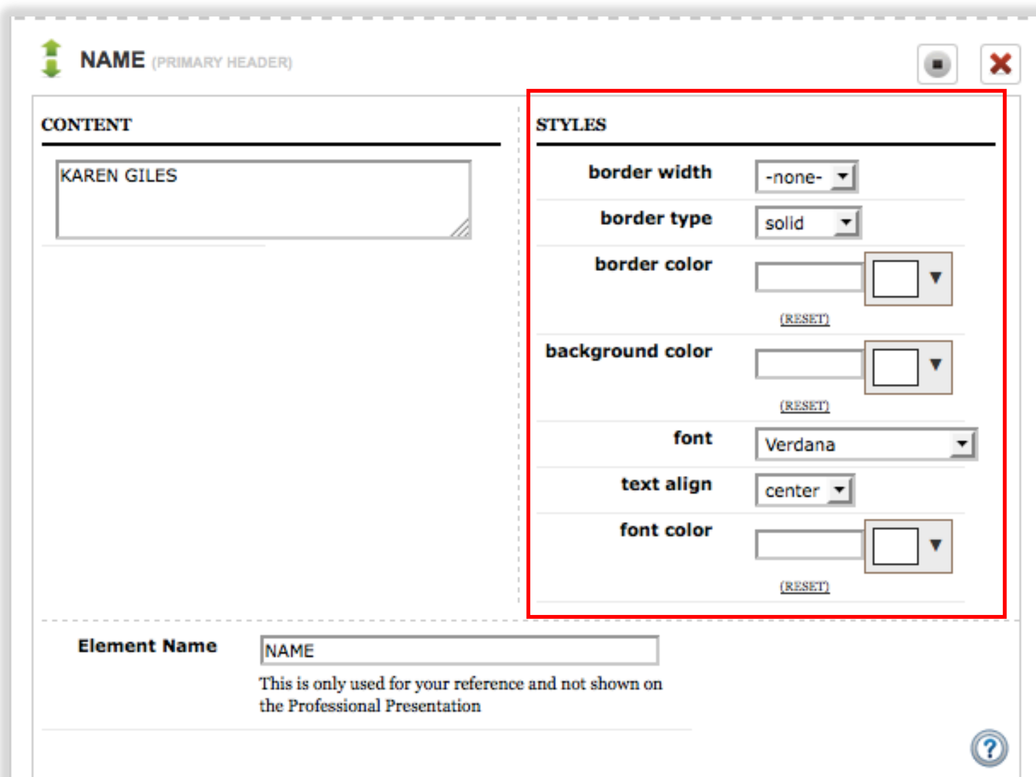
APPENDIX V: Using Colors for Borders and Backgrounds

The use of color in the construction of websites is an easy way to draw the attention of viewers and highlight aspects of a message. For this reason, Hire Wire offers a large variety of palettes for coloring specific **Element Attributes** of a Professional Presentation, namely: **borders, backgrounds, and fonts**. Outlined below are the steps to follow if you wish to utilize colors with Hire Wire Element Attributes.

NOTE: The option to utilize colors in your Professional Presentation is available when adding or editing an element. If you have questions regarding how to add or edit an element, please refer to the instructions outlined in Section 1 of this manual.

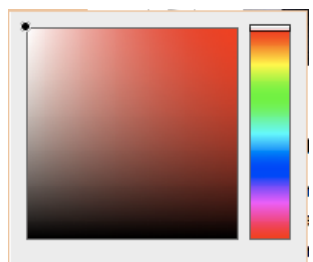
Steps to follow when applying color to Element Attributes:

1) After choosing an element, an editing screen similar to the one shown below drops down. Color selection options are located beneath the right-hand column titled "STYLES". The color selections in this section allow you to add color to Element Attributes.



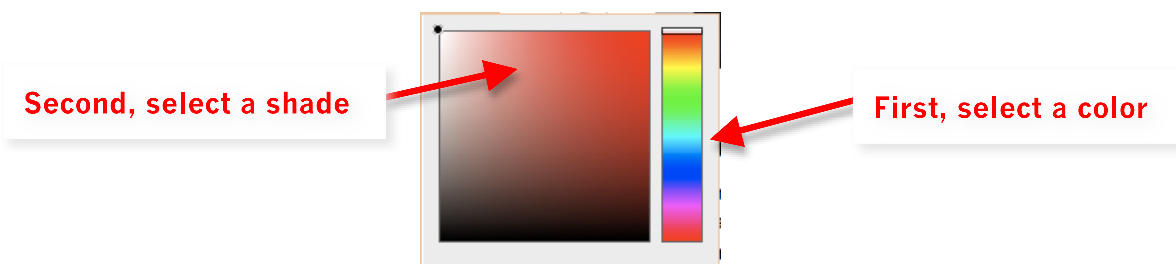
2) Once you have chosen the Element Attribute, click on the down arrow to its right to open the color palette.

NOTE: The color palette contains two (2) panes, a square pane on the left, and a rectangular pane on the right. The right pane contains the colors in the visible spectrum, from red to violet. The left pane contains the shade palette associated with the color selected by the user in the right pane.

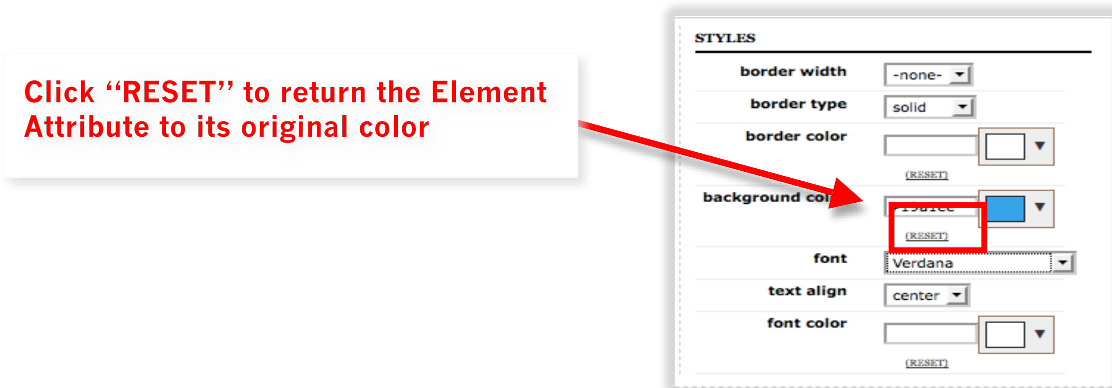


3) In the rectangular pane, select the color you wish to apply to the Element Attribute.

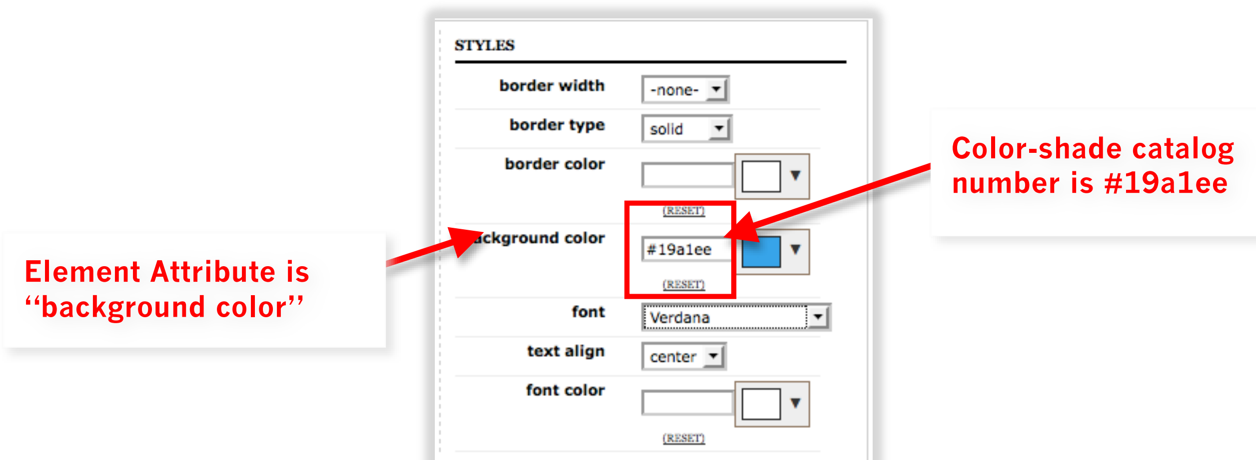
4) In the square pane, select the shade of the color selected that you wish to use.



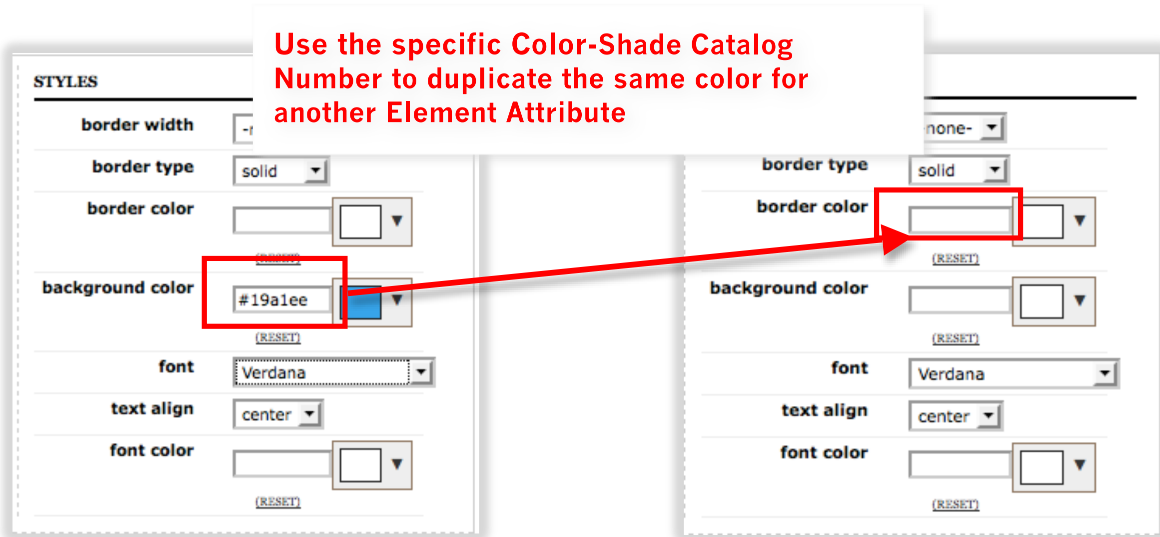
5) In order to preview the color-shade combination, click on the SAVE button at the bottom of the element editing page. If you are unhappy with the color changes, you can simply return to the element editing page and click "Reset" located under the color-shade catalog number you wish to change. The Element Attribute will then return to its default color.



NOTE: After completing the previous step, a *color-shade catalog number* will appear in the field directly to the right of the Element Attribute name, as shown below. The color-shade catalog number allows you to copy precisely the color-shade combination used for one Element Attribute and apply it to multiple Element Attributes throughout the Professional Presentation.



6) To apply the same color-shade combination to any Element Attribute, simply copy the color-shade catalog number and paste it into the field directly to the right of the Element Attribute to which the copied color will be applied. You can use this process to apply identical colors to various Element Attributes.



7) When all edits are complete, click the “SAVE & CLOSE” button to publish the Professional Presentation.

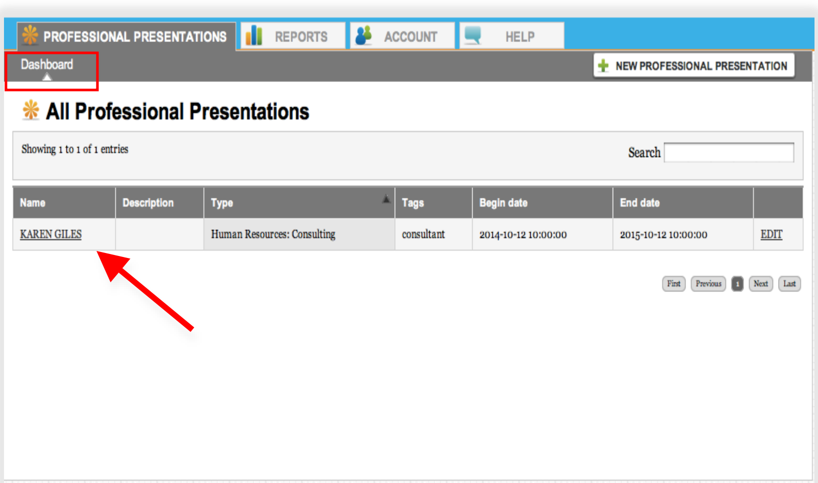
APPENDIX VI: Copying Professional Presentations

There are various reasons as to why users choose to copy a Professional Presentation. For example, users that have more than one career may wish to have multiple Professional Presentations, each with different industry classifications. The copy function allows the user to avoid recreating the entire content and element list of the original Professional Presentation.

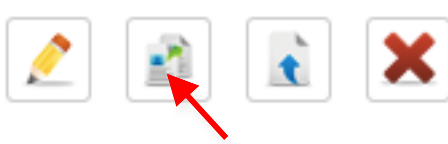
NOTE: The original Professional Presentation, i.e., the Professional Presentation which is to be copied, must be fully created and published prior to initiating the steps in the following user process.

Steps to follow when copying a Professional Presentation:

1) From the dashboard view, in the leftmost column, click on the link displayed as your first and last name.



2) In the upper right quadrant of the page that loads, you will see four icons. Click on the icon that resembles two sheets of paper.



NOTE: The page that will appear is titled “Copy Professional Presentation”.

3) Make all revisions, edits, additions, etc., which are associated with the creation of a new Professional Presentation.

NOTE: If necessary, please refer to Section 1 of this manual for detailed instructions on completing the fields.

4) After completing step 3, click “CONTINUE” located at the bottom of the screen.

5) On the page that appears, you will see the list of the copied elements that comprise both the original Professional Presentation and the copied Professional Presentation.

6) If desired, you may now add, modify, or remove elements from the new Professional Presentation.

   NOTE: If necessary, please refer to Section 2 of this manual for detailed instructions on editing the displayed elements.

   NOTE: If you are creating a Professional Presentation for employment efforts in a second Industry-Specialty-Position classification, strong consideration should be given to the content of ALL elements. These elements will be copied exactly from the original Professional Presentation and, as such, may not contain content aligned with the second Industry-Specialty-Position combination.

7) After completing step 6, click “SAVE & CLOSE” to publish the Professional Presentation.

   NOTE: On the page that appears, i.e., the Professional Presentation, you will notice a QR code. This QR code is uniquely associated with the newly created Professional Presentation, not the original that was copied. This code will drive internet traffic to the new Professional Presentation only. For more information on QR codes, please refer to the appendix of this manual.

8) The newly published Professional Presentation will now appear in the dashboard view.