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## INTERVIEWING

# Make a first great impression by avoiding these nonverbal pitfalls

By **Carole Martin**  
Monster Contributing Writer

It begins even before you say your first word in an interview. As the interviewer walks toward you to shake hands, an opinion is already being formed. And as you sit waiting to spew out your answers to questions you've prepared for, you are already being judged by your appearance, posture, smile or your nervous look.

Look back at speakers or teachers you've listened to. Which ones stand out as memorable? The ones who were more animated and entertaining, or the ones who just gave out information? This is not to say you have to entertain the interviewer — no jokes required — but it does mean the conversation should be animated and interactive.

If you say you are excited about the prospect of working for this company but don't show any enthusiasm, your message will probably fall flat. So smile, gesture once in a while, show some energy and breathe life into the interview experience.

And don't underestimate the value of a smile.



In addition to the enthusiasm it expresses to the interviewer, smiling often makes you feel better about yourself.

### NONVERBAL MESSAGES

**The Handshake:** It's your first encounter with the interviewer. She holds out her hand and receives a limp, damp hand in return — not a very good beginning. Your handshake should be firm — not bone-crushing — and your hand should be dry and warm. Try running cold

water on your hands when you first arrive at the interview site. Run warm water if your hands tend to be cold. The insides of your wrists are especially sensitive to temperature control.

**Your Posture:** Stand and sit erect. We're not talking ramrod posture, but show some energy and enthusiasm. A slouching posture looks tired and uncaring. Check yourself out in a mirror or on videotape.

**Eye Contact:** Look the interviewer in the eye. You don't want to stare at her like you're trying to look into her soul, but be sure to make sure your eyes meet frequently. Avoid constantly looking around the room while you are talking, because that can convey nervousness or a lack of confidence with what is being discussed.

**Your Hands:** Gesturing or talking with your hands is very natural, but keep it in moderation. Getting carried away with hand

gestures can be distracting. Also, avoid touching your mouth while talking.

Watch yourself in a mirror while talking on the phone. Chances are you are probably using some of the same gestures in an interview.

**Don't Fidget:** There is nothing worse than people playing with their hair, clicking pen tops, tapping feet or unconsciously touching parts of the body.

Preparing what you have to say is important, but practicing how you will say it is imperative. The nonverbal message can speak louder than the verbal message you're sending.

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## Finding better ways to balance work and life

(MS) — For many people, work dominates life. Long hours and high stress may be a part of the scenario, but one that most feel comes with the territory of a demanding career that enables them to pay their bills and feed their families.

While that's an understandable concession to make, for many it's coming at a steep physical price. In a recent survey from Yale University, 29 percent of workers reported feeling "quite a bit or extremely stressed at work."

When considering there are roughly 146 million workers across the country, that translates to around 40 million stressed out people.

That's a sobering statistic, especially when uncontrolled stress greatly increases one's risk for heart disease and can weaken the body's immune system, leaving a person more susceptible to other ailments as well.

For the 40 million workers across the country feeling overly stressed, reducing stress is not a question of if it can be done, but how it can be done. For most people, reducing stress can be as simple as finding a better way to balance work and life.

■ **Determine your priorities:** It's easy to get trapped in the hustle and bustle of everyday life. But what's the point of that hustle and bustle if you can't enjoy the things that matter most?

While a life of leisure is probably not realistic until you retire, make a



list of what your priorities truly are. A key element is determining what your current priorities are versus what you feel they should be.

If you're working longer hours to pay for luxury items you don't need, chances are that's costing you time with your family. But when writing down your priorities, you'd almost certainly list family ahead of material things.

Once you've reorganized those priorities, you can begin to positively change your behaviors so you're spending more time doing what matters most to you.

■ **Examine your daily routine:** Many of us are stretched for time, and that only increases our stress levels. While you can't create a 25th or 26th hour in the day, you can look at your daily routine and probably find a commitment or two that you can drop that will give you more time and reduce your stress.

While it can be tough to detach yourself from some of these commitments, remember the

*Balance, see page 4*

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# Which to choose? Education vs. experience

(MS) — With college tuition costs climbing at a record pace, many high school students must decide whether to invest in a college degree or dive right into an entry-level job.

Whether driven by economics or personal preference, this decision can have a major impact on the course of your professional career as well as your personal life.

## BENEFITS OF A COLLEGE DEGREE

Throughout most of the 20th century, a high-school diploma was usually enough to assure American employers that job applicants could handle most basic tasks. In fact, many large companies operated their own internal training and development programs for recent high-school graduates.

As a result, many Americans enjoyed long, successful careers, usually working for the same

companies their entire lives.

Recent changes in the global job market have put an end to those traditions. Very few people experience the stability of working for only one or two employers throughout their careers. In fact, most workers entering their first job today will change career paths at least seven times before they reach retirement age.

With workers jumping ship more frequently, few companies can afford to invest heavily in employee development.

Therefore, more employers rely on job seekers to develop their own skills in advance of joining a company. As a result, the demand for workers with college degrees has skyrocketed over the past few decades.

## GETTING THE CAREER TRAINING YOU NEED

As you pursue more specific career opportunities, the requirements for entry-level positions

become more complex. Many trade and technical fields require new workers to earn an associate's degree before applying for a position. These two-year degree programs provide job seekers with critical skills in areas like nursing, technology or business.

Some jobs that require more interaction with customers and clients will require a bachelor's degree. Many hiring officers like to recruit recent graduates of bachelor degree programs since they possess the specific skills to perform detailed tasks and the broad cultural knowledge to relate to clients and colleagues.

## ADVANTAGES OF GAINING WORK EXPERIENCE

Of course, not everyone can afford to invest in a full-time, traditional degree program right after high school. Lacking a college degree does not have to restrict your career choices. Many professionals start their

careers in retail sales, customer service or other positions that offer on-the-job training.

Although a college degree program builds critical skills, few colleges and universities can fully prepare students for real world challenges. Despite the substantial pressure to make good grades and to complete assignments on time, few college experiences can match the demands of a regular, full-time job.

In some cases, students who don't do well in high school can find real satisfaction in the work force. Without the tedium of the classroom, these individuals can find the environments that inspire them to succeed on their own terms.

Despite the prevalence of MBA graduates in the work force, many successful entrepreneurs and business leaders have achieved success with little more than a high-school diploma.

*Balance, from page 2*

negative and potentially lethal consequences of stress. Once you have extra time, you can always volunteer your time. Volunteer opportunities are often noncommittal, so you won't be stretching yourself too thin.

■ Approach personal time like you do your job: Lots of people are skeptical about calling out sick from work. However, those same people typically aren't averse to cancelling personal plans outside of the office. Personal time, whether on a boat fishing, exercising at the gym or spending time with the kids, is a big part of reducing stress.

Approach your personal time like you do your job, and don't be quick to place personal time a distant second behind work. Balancing work and life involves putting a proper emphasis on work and life, so value that time as much as you would your time at work.

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# Calculate your benefits' worth to evaluate job offer

By Peter Vogt  
Monster Senior  
Contributing Writer

The best way to put a dollar value on benefits as part of a job offer is to ask the prospective employer to do it for you, says management expert Lonnie Pacelli, author of *The Project Management Advisor: 18 Major Project Screw-Ups, and How to Cut Them Off at the Pass*.

Jim Greeley, director of career services at Merrimack College in North Andover, Mass., acknowledges that might make you nervous, as it should without an offer in hand. "But with an offer, it's a totally reasonable question," he says.

Benefits could be worth a few thousand dollars as part of your total compensation package. Consider the two most common benefits



offered to new college grads: health insurance and retirement plans.

## A HEALTHY DIFFERENCE

You may be so desperate for health insurance that when you finally get an offer, you don't take the time to analyze its attached health plan. But that could cost you.

Suppose hypothetical Job A pays \$30,000 plus health benefits, while Job B comes in at \$32,000 plus health benefits.

A no-brainer? Not neces-

sarily. Suppose the Job A employer covers 100 percent of your monthly health insurance premium and that the insurance plan's annual deductible, or out-of-pocket amount you'll pay for medical care before insurance kicks in, is \$500.

Job B employer covers 80 percent of your monthly health insurance premium, with the rest, \$200 per month, deducted from your paycheck. The annual deductible is \$1,000.

## DO THE MATH

■ Job A: With a \$30,000 salary and no annual cost for health insurance, your net salary is \$30,000.

■ Job B: With a \$32,000 salary and your annual cost for health insurance at \$2,400 (\$200/month times 12 months), your net salary

is \$29,600 (\$32,000 minus \$2,400).

And if you spend \$500 out of pocket the first year on doctor's visits, your Job A net salary drops to \$29,500 (\$30,000 net salary minus your \$500 deductible). Net salary for Job B falls to \$29,100 (\$29,600 net salary minus \$500 of your \$1,000 deductible) and will drop up to \$500 more if you have additional health problems.

## LESS NOW, MORE LATER

You can run into a similar counterintuitive scenario with commonly offered retirement plans like the 401k and 403b.

What's the difference between them? A 401k lets you invest in any publicly traded securities, mutual funds and options. The 403b limits you to annuity contracts, mutual funds and

money-market funds.

Take the same two hypothetical jobs, Job A and its \$30,000 salary and Job B with its \$32,000 salary. Job A offers a 401k plan that lets you contribute up to \$2,500 a year toward retirement. And the company will match your contributions starting on day one.

Job B offers a 403b plan that allows you to put in up to \$1,000 a year toward retirement. The organization will match 50 percent after a year.

Imagine you put the maximum amount of money possible into your retirement plan the first year:

■ Job A: Based on a \$30,000 salary, if you set aside \$2,500 for retirement, plus a \$2,500 employer match, your net salary would be \$32,500.

■ Job B: Based on a

\$32,000 salary, if you set aside nothing for retirement, your net salary would be \$32,000.

So it pays to ask for specific numbers for health insurance, retirement plans and other benefits when evaluating an offer.

"Obviously, the employer can choose not to give [financial information on benefits]," Pacelli says. "But if they're really trying to sell you on coming to the company, they may see it as a sales tool to show you the total value of the package."

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# Advance your nursing career

## Nursing degree opens door to job specialities

By Wendy J. Meyeroff  
Monster Contributing Writer

If you're an experienced nursing professional, there are a number of opportunities in advanced practice nursing you could pursue. Advanced practice nurses fall into four categories: nurse practitioners (NPs), certified registered nurse anesthetists (CRNAs), certified nurse-midwives (CNMs) and clinical nurse specialists (CNSes). All require advanced education (typically leading to a master's degree) and clinical experience. After that, certification and state licensing requirements vary. So do salaries, which differ according to location, educational levels and practice setting.

### NURSE PRACTITIONERS

The American College of Nurse Practitioners estimates that there were about 145,000 NPs in the U.S. as of 2006. Even so, NPs are in short supply, especially since they are increasingly finding themselves on the front lines when it comes to providing primary health-care. Among their responsibilities:

- Conducting physicals
- Making diagnoses and providing treatment
- Writing prescriptions
- Managing patients' chronic conditions, such as diabetes and hypertension

With such diverse duties, NPs, who must hold a master's degree and a state license as well as be knowledgeable about prescription medications, need to be versatile. They must also be self-reliant since it's not

unusual for them to be an area's only source of primary care, especially in rural settings.

Salaries for NPs vary but continue to rise. The average NP salary is more than \$83,000, according to the Salary Wizard.

### CERTIFIED REGISTERED NURSE ANESTHETISTS

The nation's 30,000 CRNAs are among the most highly educated and highly compensated of advanced nurse professionals, earning average salaries of more than \$146,000, according to the Salary Wizard. To further sweeten the income pot, CRNAs are now so well-trusted that their malpractice liability premiums are 39 percent lower than they were 15 years ago.

CRNAs work in all settings, from hospitals to private offices. Most states require CRNAs to hold an MSN from an accredited program in the field. CRNAs must also be licensed and certified.

### CERTIFIED NURSE-MIDWIVES

Approximately 7,000 CNMs provide prenatal and gynecological care to women, deliver babies and provide postpartum care.

While the majority of midwife-attended births still occur in hospitals, CNMs also practice in birthing centers and oversee home births. Many work as independent businesspeople, either as solo practitioners or in partnership with an OB/GYN or other CNMs. Most states require CNMs to be RNs, master's prepared.

Independent practices offer two major advantages, say CNMs. First, their generally well-educated patients tend to treat nurse-midwives — whom they view as healthcare partners — with

confidence and respect.

Second, the CNM can provide continuity of care into the postpartum setting. The downside? Some independent CNMs say they earn less than they would in a hospital. The American College of Nurse-Midwives estimates that full-time CNMs make approximately \$60,000 to \$90,000 a year.

### CLINICAL NURSE SPECIALISTS

CNSes are "expert clinicians in a specialized area of nursing," according to the National Association of Clinical Nurse Specialists (NACNS). CNSes can specialize in a specific disease (such as cancer), population (such as women or children), setting (such as an ER), type of care (such as rehab) or type of problem (such as pain).

The NACNS reports that almost 70,000 RNs have received the education (a master's or PhD) and certification to practice as CNSes, and more than 14,000 are also nurse practitioners. Average CNS salaries exceed \$81,000, according to the Salary Wizard. The NACNS has information on state requirements and various specialty certifications.

If one of these opportunities appeals to you, interview colleagues currently practicing in your area of interest and check with professional associations to determine the next steps you must take to advance your career.

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FT - 4 a.m. to 12:30 p.m. - Phleb for Columbus area. Exp. required. Valid driver's license and reliable car. Send resume or apply in person, at MEDLAB, 8100 Ravines Edge Ct., Columbus, OH 43225 or Fax: 614-461-4427. Attn: C. Kent

**MEDICAL  
TRANSCRIPTION**

P/T to work in the office. Call 614-267-6714

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Medical/Dental**

**MED TECH  
1st SHIFT**

Medical ref. lab is seeking to fill a FT (1st shift) position in its Columbus lab. Exp. in general lab procedures, M-F, rotate weekend days. MT cert. or MLT cert w/5yrs. exp. required. Send resume or apply in person, at MEDLAB, 8100 Ravines Edge Ct., Columbus, OH 43225 or fax: 614-461-4427 Attn: Mike Gee

**NURSE  
PRACTITIONER/  
PA**

Westerville Nephrology group seeks Nurse Practitioner or Physician's Assistant for F or PT employment. Competitive salary with excellent benefit package offered. Interested candidates should fax resume to 614-797-4505 or e-mail to [kidneydisease@hotmail.com](mailto:kidneydisease@hotmail.com).

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for central Ohio, not-for-profit, SNF. Must have good leadership, communication, and team-building skills, and at least 8 years of successful experience as an NHA. Pleasant working conditions, competitive wage & benefits package. Send resume & salary req. to Box # 3062 The Columbus Dispatch 34 S. Third Street Columbus, OH 43215-4241

**OPHTHALMIC  
ASSISTANT**

Come join a great team! Busy NW area Ophthalmology office seeking F/T medical assistant. Experience with Ophthalmology necessary. Great hours, location and benefits. Fax resume to 614-451-8642 Email to: [JWeaver@NorthwestEyeSurgeons.com](mailto:JWeaver@NorthwestEyeSurgeons.com) Background check will be done before hiring.

**PHYSICIAN  
ASSISTANT**

PT/FT for busy endocrinology practice. Salary negotiable, based on exp. Please fax CV to 361-2443 Attn: Dr. Romi Bhasin

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**RN**

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**RN / LPN**

Maxim Healthcare Services is currently in need of P/N nurses with ventilator exp. pref. 1st, 2nd & 3rd shift avail. FT. Contact Sean or Phil at 614-880-1210.

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COORDINATOR**

Progressive far eastside dental practice serving Columbus and Reynoldsburg is interviewing for a super scheduling coordinator. Candidate must have dental practice exp. & acceptable refs. This is an exc. opportunity for the right person. If you are a motivated team player, fax your resume to: **614-751-9307.**



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- Graduate of an accredited school of pharmacy with current license to practice as a Registered Pharmacist in the state of Ohio
- One year of institutional pharmacy experience in an advanced clinical setting is preferred

**Surgical Technician**

- Graduate of a surgical technology program or equivalent
- BLS healthcare provider training required

**Nurse Manager**

- Graduate of a school of nursing and hold a current license to practice in the state of Ohio
- Previous management experience

**Physical Therapist**

- Current license to practice Physical Therapy in the state of Ohio
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- ▶ CONTINUED LEARNING & EDUCATION ◀
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- ▶ STATE OF OHIO RETIREMENT BENEFITS ◀

TVBH is a qualified facility for the Nurse Education Loan Repayment Program (NELRP). Interested applicants should forward resumes to TVBH/Human Resources, 2200 W. Broad St., Cols., OH 43223, fax to (614) 752-0386, or call (614) 752-0333, or email [jobsmh455@mhmail.mh.state.oh.us](mailto:jobsmh455@mhmail.mh.state.oh.us) TVBH is a non-smoking facility. EOE M/F/D
















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-  Nurse Practitioners (Neuro, Trauma, Adult, Neonatal, Ortho)
-  UR Coordinator

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-  A/R Specialist
-  Boiler Operator
-  Cardiac Sonographers
-  Group Exercise Instructors
-  Lead PHO Business Analyst
-  Manager – Patient Financial Services
-  Pharmacists
-  Phlebotomist/Technical Lab Assistant
-  Physician Assistant
-  Rehabilitation Therapists (OT, PT, PTA, SLP)
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