

# Power Up Your Job Search: A Modern Approach to Interview Preparation

## Media Kit



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## Executive Summary

*Power Up Your Job Search: A Modern Approach to Interview Preparation* teaches a detailed step-by-step system for interview preparation that improves interview skills quickly and efficiently.

The Power Up Approach to Interview Preparation Approach was developed by executive recruiters, Gary W. Capone and Mark Henderson, and incorporates powerful techniques proven effective. The Power Up Approach will benefit job seekers at all levels, including new graduates just entering the workforce , professionals looking for the next step in their career, transitioning military personnel and seasoned executives. This book provides the tools needed to sell a job seeker's potential to an employer, through a series of lessons, each packed full of advice, techniques and exercises. For many professionals, following the approach will give a distinct advantage over the competition.

## The Authors

*Gary W. Capone is Vice President and cofounder of Palladian International, LLC. He is a graduate of the Management and Technology Program at the University of Pennsylvania, where he concurrently earned a Bachelor's of Science in Mechanical Engineering and a Bachelor's of Science in Economics from the Wharton School of Business. Mr. Capone has experience in manufacturing, distribution, accounting, finance and human resources, gained from positions at PriceWaterhouseCoopers, Newell-Rubbermaid, Kforce, Raymond James and Target Corp. In 2006, he joined the Board of Directors of the Blue Ridge Chapter of APICS and in 2009 was elected Chapter President.*

*Mark Henderson is President and cofounder of Palladian International. He graduated with a Bachelor of Science degree from Norwich University and a Masters degree from Central Michigan University. He is also a graduate of the Defense Language School (Portuguese) and the US Army War College. Mr. Henderson served in the United States Army for 28 years, rising to the rank of Colonel. While in the Army, he had assignments in the Infantry, Transportation and Personnel, commanding units at the Company, Battalion and Brigade levels and served in locales around the globe. His military awards include the Defense Superior Service Medal, the Legion of Merit and the Order of St. Christopher. In 2002, Mark was selected as a Distinguished Member of the US Army Transportation Regiment. Mr. Henderson transitioned from the military to the corporate world, where he held positions of responsibility in Distribution, Operations and Transportation. He has served on the Greater Augusta County United Way Board of Directors, The Waynesboro Country Club Board of Directors, and is currently the President of the Atlantic Coast Collegiate Hockey League, comprising teams from UVA, Virginia Tech, Duke, UNC, Georgetown, and NC State.*

### **About Palladian International, LLC**

Palladian International is an executive search firm hired by a select group of companies to identify and attract the highest performing individuals and separate them from those of mediocre skills. We specialize in working with manufacturing, distribution, sales, marketing and defense organizations for management and executive level positions. We have successfully completed searches in the North America, Europe and the Middle East.

With our extensive recruiting background, we are experts in assessing job seekers. Knowing that our firm possessed the skills to help candidates market themselves much better, Palladian introduced Palladian Career Resources, our coaching service for individuals.

Palladian Career Resources offers a variety of services and resources to job seekers. We write a daily blog with job search advice, offer free resume writing and interviewing guides. We also offer a suite of coaching services for resume writing and interview coaching.

To learn more about executive recruiting services, go to [www.palladianinternational.com](http://www.palladianinternational.com).

To learn more about our coaching business, go to [www.PalladianCR.com](http://www.PalladianCR.com).

To read our Blog, go to <http://blog.PalladianCR.com>.

## Book Information:

Title: *Power Up Your Job Search: A Modern Approach to Interview Preparation*  
Authors: Gary Capone and Mark Henderson  
Website: [www.power-up-your-job-search.com](http://www.power-up-your-job-search.com)  
Publisher: CreateSpace  
Language: English  
Category: Business & Economics / Careers / Job Hunting  
ISBN-10: 1441491538  
ISBN-13: 978-1441491534  
Number of Pages: 138  
Interior Type: Black and White  
Trim Size: 6" x 9"  
Binding: US Trade Paper  
Paper: ColorWhite  
Bar Coded: Yes  
Price: \$14.95

Available at: Amazon.com  
<http://www.amazon.com/Power-Your-Job-Search-Preparation/dp/1441491538/>

## Frequently Asked Questions

Why did you write this book?

Who is your intended audience?

How will this book benefit someone entering the workforce?

How will this book benefit transitioning military personnel?

How will this book benefit experienced professional?

Why is this book effective at preparing a person to interview?

Can this book benefit individuals who are not actively looking for a new job?

How important is interview preparation?

Can hiring managers benefit from this book?

How do you know if you need this book?

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Why did you write this book?

*We started writing this book more than three years ago in an effort to develop a simple guide to help candidates in our executive recruiting business. We were shocked by the poor interview performance of many exceptional job seekers. Some of the most successful candidates in a field could not present their capabilities and potential effectively. Over the years, we developed a powerful system to prepare individuals to interview quickly. This book teaches our system in a clear straight-forward manner.*

Who is your intended audience?

*We wrote the book with three audiences in mind – experienced professionals and executives, transitioning military personal, and individuals entering the workforce. Each audience possesses a different background, but similar needs. To address all three groups, the book starts with several chapters that provide a foundation. It then moves on to advanced interviewing techniques. By following this approach and considering the needs of all three groups, the book will benefit the most experienced job seekers in a straight-forward style that even the least experienced job seekers will find easy to follow.*

How will this book benefit someone entering the workforce?

*Our book provides a clear step-by-step approach to interview preparation. It includes very specific exercises that instruct the reader to complete activities that will improve their interview performance. Because the exercises start at a very basic level, even a person with no interviewing experience will be able to follow this program and develop their interview skills.*

How will this book benefit transitioning military personnel?

*Often, transitioning military personnel struggle with communicating the benefits of their experience to a civilian employer. Our book teaches specific communications and interviewing techniques that show how to explain and sell the potential of the candidate to an employer.*

How will this book benefit experienced professionals?

*Even the most senior executive will benefit from our book. We describe the full range of interviews a candidate may experience, including the four types of interviews, three interview styles and thirteen types of interview questions. Preparing for this breadth of interview options can be intimidating, even for experienced interviewers. Our approach breaks this complexity down into short simple steps.*

Why is this book effective at preparing a person to interview?

*The book is packed with actionable advice and techniques. More important than this, we included specific exercises after each chapter. The exercises are designed to be easy to complete – most only take a few minutes. The exercises are extremely powerful and will help a person prepare and improve quickly.*

Can this book benefit individuals not actively looking for a new job?

*Yes, the book provides specific techniques for improving how a person communicates the value they provide to an organization. These techniques can be utilized in a variety of routine work activities, including meetings with senior executives, annual reviews and internal interviews. Being able to state clearly and concisely the contributions a person makes to the company can be critical to being recognized and rewarded for these contributions.*

Can hiring managers benefit from this book?

*In preparing this book, we identified four types of interviews and three styles of interviewers. Each type and style offers different assessment benefits. Most hiring managers conduct the same type of interview with the same style for every position. By studying alternatives to how they interview, hiring managers can improve their assessment capability and make better hiring decisions.*

How important is interview preparation?

*Interview preparation is critical in a job search. A candidate that is a good interviewer will often beat out a higher skilled, more qualified candidate that has poor interview skills. The reason for this is simple. Interviewers assess candidates based on the skills, experiences and potential of each individual as presented by the candidate. If the candidate cannot make a strong presentation, they won't impress the hiring manager.*

*Interview skill is one of the most significant skills in the success of a person's career. It may be the most critical. In fact, making significant improvements to one's interview skills may have as much or more impact on a person's career as obtaining an advanced degree or industry certification.*

How do you know if you need this book?

*Almost everyone will benefit from this book, but some people need it more than others. If a person has gone on an interview, felt they did great but never heard from the company again, they need this book. Too many job seekers make fundamental mistakes in interviews but have no idea they are sabotaging their search. These individuals need to learn the techniques in the book.*

## Endorsements

"If you only read Lesson 8: STAR(L) and apply these techniques, you will become a better interviewer and interviewee. Guaranteed."

**---Kerry "Pete" Pietras, Operations Learning Mgr. - Amazon.com, Former Human Resources Development Mgr. - Target Corp.**

"This truly is a great book, both thorough and practical. Anybody that will use it rigorously would be sure to stand out above 99.9% of normal applicants."

**---Robert Munn, Former Divisional President - Alcoa, Inc.**

"A typical job candidate is unlikely to have experienced more than a couple of dozen interviews in their career, but is up against trained professionals who have conducted hundreds, if not thousands of interviews. The simple and easy to apply lessons contained in this book will not only level this playing field, but give the reader a real competitive edge!"

**---Bill Ferguson, Former Director Organization and Staffing - GE International, Sr. VP HR - Inter-Continental Hotels, and Manager Flight Crew and Professional Selection - United Airlines.**

"This book is a must read to prepare you for your first interview or to improve your assessment skills as a professional interviewer! To me, this is an important career development tool you shouldn't miss."

**---Michael Murphy, Retired Senior Human Resources Vice President - Philip Morris International.**

## Press Release

### How to Power Up Your Job Search

*Conquer the competition with better interview skills. A new book teaches a proven interview preparation system to help job seekers gain a competitive advantage.*

Waynesboro, VA (PRWeb) March 20, 2009 – As the job market tightens, the importance of interviewing effectively becomes increasingly important. Poor interview skills can shut down a job search for even the most qualified candidates. A new book, [Power Up Your Job Search: A Modern Approach to Interview Preparation](#), teaches a quick and easy system to prepare candidates to interview successfully.

“We developed the Power Up Interview Prep System to get our candidates ready to interview in our executive recruiting business. We have continued to be shocked at how poorly most job seekers interview. After numerous candidates asked for our help, we developed this book to teach the system to anyone that wants a leg up on their competition,” says Gary Capone, co-author of the book and Vice President of Palladian International.

### Step-By-Step System

Power Up Your Job Search provides advanced interview techniques that even the most seasoned executive will find beneficial. The book begins with several chapters on the basics of interviewing, providing a foundation that inexperienced job seekers will find easy to follow. With a solid footing, job seekers are then introduced to the techniques successful candidates use to excel in interviews. Throughout the book, exercises provide clear instructions guiding the reader to complete specific activities that improve interview skill.

“We set out to create a step-by-step system that, if followed, will improve a person’s interview performance. The only way to achieve this was to build a training plan with specific activities to be completed by the job seeker. Many people will read the book and learn from it, but the job seekers that commit completing each of the activities will achieve exceptional results,” explains Mr. Capone.

[Power Up Your Job Search: A Modern Approach to Interview Preparation](#) (ISBN 9781441491534) is available on Amazon.com in paperback (\$14.95).

### About the Authors

Gary W. Capone and Mark Henderson co-founded Palladian International, LLC, an executive recruiting firm, in 2005. Prior to starting Palladian, Mr. Capone worked at Target Corporation, Raymond James, Kforce, Newell-Rubbermaid and PriceWaterhouseCoopers. Mr. Henderson retired from the Army at the rank of Colonel after 28 years of service, and worked for Target Corporation prior to starting Palladian. Palladian International specializes in manufacturing, distribution and defense industries. Palladian also offers a suite of career coaching services, including resume writing and interview preparation coaching. More information about Palladian’s career coaching can be found at [www.palladiancr.com](http://www.palladiancr.com) and executive recruiting at [www.palladianinternational.com](http://www.palladianinternational.com).

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## Image Files

The following images files are available at: [www.power-up-your-job-search.com/media-kit.html](http://www.power-up-your-job-search.com/media-kit.html)

### Front Cover

Front Cover Thumbnail (100x150): power-up-front-cover-100.jpg  
Front Cover Small (300x450): power-up-front-cover-300.jpg  
Front Cover Large (576x864): power-up-front-cover-large.jpg

### Back Cover

Back Cover Thumbnail (100x150): power-up-back-cover-100.jpg  
Back Cover Small (300x450): power-up-back-cover-300.jpg  
Back Cover Large (576x864): power-up-back-cover-large.jpg

### Author Photos

Gary Capone (560x560): gcapone.jpg  
Mark Henderson (560x560): mhenderson.jpg

### Palladian Logo

Palladian Logo (1125x540): palladian-logo-1125x540.png  
Palladian Logo (288x138): palladian-logo-288x138.png