

EP. 1 - Introduction

Overview

The introduction to the "30 Day DealBreaker" course emphasizes the critical importance of making a strong impression within the first few days and proving oneself within the first 30 days of a new job. The course was created to address a gap in discussions about the probationary period that many employees face—information that the creator, Jordana Matsos, found lacking in the industry. This video aims to prepare professionals, particularly in sales, to avoid common pitfalls that can lead to early termination, often driven by unrealistic expectations or a poor fit between the employee and the company.

Key Points:

1. **The Importance of the First 30 Days:** Employers often evaluate new hires from the moment they start, looking for confirmation that they made the right decision. Each action or inaction during this time can either reinforce or undermine that confidence, which can lead to termination, particularly during a probationary period (often 90 days in Canada).
2. **The Employer's Perspective:** From the hiring manager's point of view, especially in regions like the U.S. where "at-will" employment is common, they have flexibility in deciding whether to retain a new hire. This is compounded by recruitment guarantees, where recruiters must replace candidates if they fail to perform in the initial months. Employers have both the desire and incentive to see new hires succeed but are also prepared to make quick decisions if things aren't working out.
3. **Personal Experience and Course Motivation:** Jordana shares her own experiences of being manipulated by recruiters and interviewers, accepting roles that were not right for her, and later regretting those decisions. Her experiences of quitting multiple sales leadership positions within a short span highlight the importance of recognizing red flags early on and understanding one's needs and capabilities before committing to a job.

4. **Common Mistakes in Job Search and Hiring:** Many job seekers make the mistake of sending out hundreds of resumes without analyzing why they aren't getting responses or landing roles that suit them. Jordana admits to having made similar mistakes earlier in her career, where she repeatedly took jobs that were not aligned with her skills or interests, which ultimately led to dissatisfaction and short tenures.
5. **Lessons from Experience:** Jordana reflects on her own career journey, acknowledging that she ignored signs during interviews that should have warned her that certain roles were not a fit. This lack of awareness, combined with poor advice from others and her inability to articulate her needs, led her to make repeated mistakes. Through this course, she aims to help others avoid falling into the same traps.

Conclusion:

This video sets the stage for the "30 Day Dealbreaker" course by revealing the hidden pressures employees face in the early days of a new job. Through her own experiences, Jordana aims to guide job seekers and employees on how to navigate the critical probationary period, avoid common mistakes, and ensure that they make the right choices for their long-term career success. The lessons focus on self-awareness, aligning one's skills with the right roles, and understanding the employer's perspective to avoid early dismissal or dissatisfaction.